

FEATURE RELEASE

Editorial Contacts:
Christel K. Hall, APR CBC
775-267-9232

or Mike McCann
HeartSmartIMT*plus*
949-724-1700

Cardiologist David Kawanishi Finds Win-Win in New Diagnostic Method

[HeartSmartIMT*plus*™](#) Provides Unique Soft Plaque Detailing to Aid Patient Assessment *and* Brings Increased Revenue to Practice

IRVINE, CA - - July 29, 2008 - - [Mission Internal Medical Group's](#) Dr. David Kawanishi is happy about his recent decision to include HeartSmartIMT*plus* in his cardiology practice. He finds the new diagnostic method aids both his patients and referrals by assessing the presence and progressiveness of heart disease at its earliest stages. And because the HeartSmartIMT*plus* scans are performed in his office before patients experience life-threatening symptoms, Kawanishi finds it provides his practice with a new source of incremental revenue from proactive, health-conscious consumers.

“HeartSmart’s accuracy helps me provide specific recommendations. It goes beyond calcium scoring and details soft plaque, often the cause of strokes and heart attacks. I can give patients a clearer picture and an actual grade report on their heart health, then suggest appropriate actions for lifestyle changes and/or medications to slow, stop or reverse the progression of heart disease. HeartSmart increases the value of my practice while improving the accuracy of my diagnoses.”

HeartSmartIMT*plus*

A safe imaging of the carotid artery, HeartSmartIMT*plus* uses no radiation, and is painless and noninvasive. It can be performed in any doctor’s office, using ultrasound equipment, in just ten minutes. Images are then sent to the HeartSmartIMT*plus* HIPAA-compliant server via the Internet for processing.

Individual image results are compared to a proprietary 40,000-patient IMT database to provide and grade

- Intima media thickness (IMT) of the carotid artery
- Presence, severity and composition of plaque
- Plaque vulnerability to rupture

HeartSmartIMT*plus* uses data from the ultrasound images to analyze both soft and calcified plaque buildup and the narrowing of blood vessels. It then produces a patient-oriented report card that grades artery status on a scale of A (good) to E (greatest risk), when compared to the arterial health of patients in the database. The process also matches age and gender for greater accuracy.

For More Information

Mission Internal Medical Group is one of the first Orange County, California practices to use HeartSmartIMT*plus*. Founded by Jacques D. Barth, MD PhD, HeartSmartIMT*plus* is recognized by the American Heart Association, the American College of Cardiology and the American Society of Echocardiography as a proven technique for early detection of cardiovascular disease. It has also been recommended by the SHAPE Task Force for all men over the age of 45 and women over 55.

For more information about HeartSmartIMT*plus* or supportive technical articles on the correlation of intima media thickness (IMT) and cardiovascular disease, please go to www.HeartSmartIMT.com, or call 949-724-1700.

About Mission Internal Medical Group

Mission Internal Medical Group is a multi-specialty group of 45 physicians, 7 registered nurse practitioners, and 2 physician assistants, serving South Orange County, California. For more information on MIMG, go to www.mimg.com.

###