Dear _________________

Please join us at the ECCU Conference, Las Vegas, on **Friday June 13, at 5:15 pm in Room Platinum/Gold/Silver** for a new special session:

**Reshaping the System of Survival for SCA**

**The Questions**

Why after 40 years of enormous energy and resources is the Sudden Cardiac Arrest (SCA) survival rate low, very low—too low? Are we doing the “right” things?

**The Pathway**

Perhaps we could benefit from a new mindset in which we re-think and re-design how we prepare for and respond to SCA. Perhaps applying system and design thinking strategies from disciplines including management and behavioral science can be a creative and worthwhile pathway to address SCA challenges.

**The Community**

We believe that this complex problem requires a new framework in which we engage all the stakeholders **many of whom have never previously been asked to become involved**. We are asking **YOU** – the thought-leaders, instructors, EMS providers, researchers, scholars, suppliers, manufacturers, community members, and survivors - to help design, develop, and test a new approach – not a revision or update of current clinical protocols – which we hope will save more lives.

**We Need YOUR Help**

Will you join us Friday afternoon for a *Lively Presentation and Discussion* to help us reshape the future?

**RSVP by Thursday June 12, 2008 to**

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