

**FOR IMMEDIATE RELEASE**

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**Larry King and National Health Leaders Highlight  
Barriers to Cardiac Care for Low-Income and Uninsured**

*Free Health Fair and Screenings Raise Awareness for  
Cardiac Disease Treatment and Prevention*

**LOS ANGELES, CA (October 23, 2007)** – National health policy thought-leaders will convene at the Keck School of Medicine of USC on Thursday, November 8<sup>th</sup> to discuss the pressing issue of increasing access to cardiac care for uninsured, under-insured and low-income populations. **The Southern California Health Leadership Panel, “Succeeding with Reform: Understanding Access and Quality”** will be followed by a “Road to Health” Fair and free health screenings. The fair, also held at the Keck School of Medicine of USC, intends to raise awareness about the prevalence of cardiac disease, and what can be done to prevent it.

The panel will be hosted by **Larry King**, talk show host and founder of the **Larry King Cardiac Foundation**, in partnership with Los Angeles-based **COPE Health Solutions**, the **Los Angeles County + University of Southern California (LAC+USC) Medical Center** and the **Keck School of Medicine of USC**.

The Larry King Cardiac Foundation was established in 1988 to provide funding for life-saving treatment for individuals, who, due to limited means or no insurance, would be otherwise be unable to receive the treatment and medical attention they so desperately need.

“Cardiac disease is a serious problem in Southern California, as it is across the nation – and particularly in our low-income communities,” noted Larry King Jr., president of the Larry King Cardiac Foundation. “The most at-risk individuals are also the patients least likely to be able to access the care they need.”

“We have successfully redefined managed care for the uninsured in Los Angeles County, connecting patients with the care they need, when they need it and where they need it” noted Allen Miller, CEO of COPE Health Solutions, an innovative non-profit healthcare corporation that works with health systems to improve efficiency and coordination of care delivery. “The Camino de Salud (Healthy Road) Network not only improves the health of patients through enhanced access and coordination of care, but is a financially sustainable model that can be replicated in communities across the country.”

The panel, introduced by Crystal Hayling, CEO of the Blue Shield Foundation, will include

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national and California health care experts:

- Joe Dunn, CEO, California Medical Association
- Howard Kahn, CEO, LA Care
- Jeanne Lambrew, Fellow, Center For American Progress
- Pat Mackin, Senior Vice President and President, Cardiac Rhythm Disease Management, Medtronic
- Dr. Vaughn Starnes, Chairman, Cardiothoracic Surgery, Keck School of Medicine of USC
- Bruce Vladeck, Executive Director, Health Services, Ernst & Young

**Full Schedule of Events:**

***November 8th***

*Southern California Health Leadership Panel*

Keck School of Medicine of USC

9:30 am to 10:30 am

\*Limited to Invited Guests and Media. RSVPs Required.

*“Road to Health” Fair and Health Screenings*

Keck School of Medicine at USC

10:30 am to 12:30 pm

\*Free and Open to the Public

***November 10<sup>th</sup>***

*King of Hearts Awards Gala*

Beverly Hilton

***All funds raised from the gala, thanks to Medtronic’s generous underwriting of the event, will make it possible to establish a mobile service that will provide life-saving cardiac echo screenings to uninsured patients at neighborhood clinics in Los Angeles County.***

For more information about the panel or the health fair, contact Vanessa Alvarez with COPE at 213-259-0245 or [valvarez@copehealthsolutions.org](mailto:valvarez@copehealthsolutions.org).

Though limited, interviews with Larry King will be granted. All media inquiries (including those for the Panel, Health Fair and King of Hearts Gala) should be addressed to Amanda Brocato with Fifteen Minutes at 323-556-9700 or [amanda@fifteenminutes.com](mailto:amanda@fifteenminutes.com).

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**About COPE Health Solutions:**

COPE Health Solutions is a Los Angeles based non-profit healthcare corporation with a mission to “Make Communities Healthier.” In partnership with the LAC + USC Medical Center, COPE

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launched the innovative and proven Camino de Salud (Healthy Road) Network. Through the Network, every patient is provided with a primary care home and care is coordinated between the clinic, hospitals and specialists in order to maximize access to care and minimize unnecessary duplication and expensive services. COPE and its partners are redefining managed care not only in Los Angeles, but also in Kern County, Washington DC and other communities throughout California and the country in order to make health care more accessible and affordable for everyone.

### **About Larry King Cardiac Foundation:**

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### **About LAC+USC**

The LAC+USC Medical Center provides accessible, affordable and culturally sensitive healthcare to every patient in their care and provides services through an integrated delivery system to residents of Los Angeles County regardless of ability to pay.

### **About the Keck School of Medicine of the University of Southern California**

The Keck School of Medicine of USC trains tomorrow's leaders in patient care and biomedical research and provides advanced health care to the people of Southern California at USC's 45-acre Health Sciences Campus. The Keck School is proud of its historic partnership with the LAC+USC Medical Center, where the Doctors of USC care for patients at one of the country's largest teaching hospitals. The Keck School of Medicine is also home to the USC Cardiovascular Thoracic Institute, an innovator in cardiac patient care.

### **About Medtronic**

Since 1960, it has been Medtronic's mission to contribute to human welfare by application of biomedical engineering in the research, design, manufacture, and sale of instruments or appliances that alleviate pain, restore health, and extend life.

To help our community partners make the greatest impact, we focus in these three areas:

- Improving the health of people with chronic diseases.
- Educating future generations of scientific innovators.
- Enhancing the communities where we live and work.

We are proud to partner with COPE Health Solutions, the Larry King Cardiac Foundation and LAC+USC Medical Center to improve access to cardiac care for the underserved in Los Angeles

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