

HEALTHY HEART



NETWORK PREVENTION IS BETTER THAN CURE

~VIDEO 4~

Dr Warrick Bishop

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Hi, Warrick Bishop here, and thank you for joining me in part four of the miniseries about heart attack prevention and the next steps.

In this episode, I really want to go over, what I can offer you to help you get the best outcome for your health care. Because my belief is heart attacks are preventable. And I want you to live as well as possible for as long as possible by avoiding preventable heart attack.

So what I'd like to put to you is, what if I were able to share what I do in my office every day with my patients if I were able to share that with you? It's taken me nearly 10 years to get that feel and understand what I'm doing, where I've become comfortable with the latest technology and the latest evidence. It's taken work, determination, and I do it on a daily basis with my patients. And now I believe I'm in a position to share with you. It's about discovery, understanding where you are now, putting an assessment in place again, getting a feel and understanding for your current state.

Putting together a health plan and action plan, and then following through on that journey. Almost any successful journey has those same sort of steps, made with different names, reflect but the same process. We've put that together in the Healthy Heart Network because we know that the statistics are compelling. A death almost every 30 minutes in Australia, over 50 people a day dying from coronary artery disease. And it's not getting less. It's getting more. I know that there's a very good chance you've been touched with the sadness and the consequence of heart attack either through family or friends.

We know that information about heart disease turns up in the newspapers and magazines, on the radio, on the news all the time, particularly on social media. And some of that information, those sound bites, are they reliable, are they really what you should be basing your best health care on? It's confusing, isn't it?

So we know heart attack is common. I've talked in the previous episodes about what heart attack is. It's a rupture of a plaque. We've touched on the significance of cholesterol, blood pressure, smoking, family history. These are all characteristics which culminate in a risk of heart attack. But we've also talked about how heart attacks can occur out of the blue, surprisingly, in people who otherwise appear fit and well. And we've also



PREVENTION IS BETTER THAN CURE

talked about bringing precision to our evaluation so we can literally be in a position to prevent heart attacks. I've talked about the current paradigm, and here's a picture to remind you of the sort of image risk calculator might give us for a man in his early fifties, a low risk of heart attack as long as it's not the man who has the heart attack. Remember, this is a population-based risk assessment tool. It doesn't help us with the individual. It's really telling us that the characteristics represented would be related to a population with the rate of event is six percent over five years. That's a population-based assessment. That's not an individual.

We know that these healthy heart checklists that turn up in the media and papers and magazines, they reflect keeping an eye on your blood pressure, managing your weight, eating healthy, not smoking, all these givens for good heart health. But they don't, of their own, guarantee that you won't run into problems. Even famous people run into strife. The answer lies in going to the source by going from a population-based assessment to you as an individual and literally taking control by looking at the health of your arteries. I've shown you this picture already, but you can see the green circle, no calcium, in the two red circles, evidence that there's something going on. Once we have that information, we could start to know what the next best steps are for preventing a problem down the line. Again, clear looking arteries, again, arteries with calcification. We talked about heart attack, and we talked about stress tests. And importantly, I explained that you don't need to have narrowed arteries or symptoms to have a heart attack. Forty percent of all heart attacks occur on plaque that is not limiting flow in that artery up until the point that that artery ruptures, forms a clot and then closes off. If you really understand that you will realize that this is a silent killer and we have to do something different to our current paradigm to detect those people at risk, because the process of heart attack, whether you've got advanced or relatively early plaque, is the sign.

Well, my practice through my rooms and the Healthy Heart Network has helped people. It's helped people who want to reduce their risk of heart attack. It's helped people who have a high cholesterol and just don't understand the pluses and minuses, the pros and cons of taking stands. I've helped people who have had side effects from cholesterol lowering medications. I help people who come from families with a bad heart. Many people come and see me because they've had a friend or an acquaintance died, somewhat unexpectedly from a heart attack, and they want to get checked out knowing if it could happen to them.



PREVENTION IS BETTER THAN CURE

A lot of people also just want to know what's going on with their hearts. A bit like you might get your car serviced and if you think about it, you don't wait till your car breaks down to get a service. You go and get it checked so you avoid the need for a tow truck at a breakdown. I see people who want to know more about cardiac imaging and some of those people who also joining the Healthy Heart Network. I really deal with people who believe prevention is better than cure, and I'm passionate about that. And I'm pleased to say I even have some doctors who are part of this process who want to improve their own knowledge, but also want a resource for their patients. So what options do you have? Well, you can Google your way to health, literally searching for the answers that I'm hoping to provide you. Well, it turns out that the Internet and the information superhighway can be a quagmire or could be littered with potholes. And I know that there are plenty of people who offer information which may not be well substantiated in data and may not be reflective of years of experience. Look, your alternate option is to invest in a program that guides, educates, and informs you to your very best health care, based on evidence, based on experience, based on someone who's reliable in that sphere. A specialist who has credibility in dealing with that sort of process.

Well, I've put together the Healthy Heart Network for exactly that, and I'm extending an invitation for you to join. Please get started. Get started now. The link is just below. It's easy to follow. But let me tell you a little bit more about it. If we were able to confirm that your risk of heart attack was low, as you think it might be, would that be worth it? But what if we were able to show you that your risk of a heart attack was much higher than you thought it actually is, and you were able to then put in place procedures, therapies, treatments to reduce that risk and avoid a heart attack? Would that be worth it? Well, of course it would. What if we were able to explain the significance of your elevated cholesterol? Would that be worth it? What if we were able to make it clear as to whether you should be on Statins or not? Would that be worth it? And what if you were getting the answers from the Healthy Heart Network that you just weren't getting from your own medical providers? Would that be worth it? Well, again, let me extend an invitation for you to join me in the Healthy Heart Network. We've got the details for signing up below. There is a 30-day guarantee. There's every intent for us to give you the best possible outcome. If this is not for you, that's absolutely fine. If for some reason on day twenty-nine, at the twenty third hour, at the fifty-ninth minute you want to pull the pin, there is no harm from our side. We really just



PREVENTION IS BETTER THAN CURE

respect you, your decisions. But we want to see the best for you. Remember, at the end of the day I really want to see you live as well as possible for as long as possible by supporting and educating you through a process to allow you the opportunity to avoid a heart attack.

So the real question is, while traditional risk assessments like rolling a die, you have to ask yourself, is your life worth the gamble and what are you going to do to be more precise about it? Quick tale of two people. These are imaginary, of course.

First of all, imagine our first protagonist, Dave. He's in his fifties. His mum had problems with his heart. Dave carries a little bit more weight than he should. Doesn't exercise quite as much as he'd like, but he does a little bit. His wife makes sure he eats healthy and looks after himself. His blood pressure's been fine. He's seen his local doctor. He doesn't smoke, but basically said that he was a bit concerned about his heart risk because of his family history. His local doctor said, "Look, why don't we do a treadmill test", and sent him off just to be sure he passed the treadmill test with flying colors. Well, just under a year later, in fact, six weeks before Christmas, Dave, after leaving the gym, walked into the car park, had a heart attack, and dies out of the blue. Everyone says what a great guy he was. His wife loved him, how he lived life to the full. But he left two children behind. His wife misses him. His children miss him. And the world continues to turn.

Let me contrast that to another fictional character, and I will just again mention that Dave was fictional. We're going to call this gentleman Jeff. And Jeff is just, he's a sensible guy. He's someone who you sort of know when you catch up with him, is thinking and thinks clearly. He's also in his 50s, has a professional job, looks after himself, looks after his family, and just seems to have a good balance. He's often getting the exercise done, the work done, and he spends good family time. He's the sort of guy you can admire for his success in finding some of that balance. He tells you, because there's some hot issues in his own family that he's done a little bit of research and gone to check it out. He spoke to his local doc and found some resources that helped guide him to the best available information for his own heart health. Since that time, he's been able to clearly define his risk of heart attack and institute appropriate therapies to mitigate that risk. Without any fuss, with the right information, and the right assessment, getting on the right medications and the right follow up, he's put in place an appropriate plan for heart attack prevention. Jeff lives happily ever after.



PREVENTION IS BETTER THAN CURE

So the Healthy Heart Network, I hope, is for you to feel that need to give you the opportunity to best heart health care. But as part of the Healthy Heart Network, we really are committed to giving you the best opportunity for the best patient outcome. And let me offer you some bonuses, and I think these are just fantastic. So first of all, a healthy heart journal. I've got one here. It's just fantastic. It allows you to work through our course with lots of feedback, lots of detail, colored pages, and your chance to really get a deep dive into understanding how we're going to prevent you from having a heart attack. We've also got Know Your Real Risk of Heart Attack as a hard cover book. It's an absolute ripper. It's come up really nice and hardcover and we will send that through to you. That's value just thirty dollars by itself. We will send you the full resources on a USB of the e-book and audio book for Know Your Real Risk of Heart Attack, valued at over twenty dollars, at twenty-five dollars, in fact. So a nice, easy, electronic based way for you to engage with that book. You get, of course, access to all the courses on the platform at no extra cost. And that's our privilege to share that with you.

The guys from Nutrition for Life will offer a complimentary dietary assessment that's worth nearly fifty dollars just of its own. Also from Nutrition for Life, a low carb, healthy, fat living e-book series valued at fifty dollars as well. So some great stuff to get you going. And he's one again from the Nutrition for Life Guys. It's a low carb, healthy, fat online startup program valued at two hundred dollars. If you are signing up for Nutrition for Life with this, you'd be out of pocket to get this great resource and we're going to include it as part of your journey, as a bonus. There's the sugar detox course valued at twenty dollars. We include a diet and nutrition guide with bonus recipes. Here it is. This is a great little book again, of its own, with lots of information really nicely laid out. There's even part from the recipes that are in there in some of those are really interesting. There's some really nice stuff on exercises and stretching some yoga poses. I've been amazed at the team being able to put together this resource just for you.

We've got the Healthy Heart Network TV show on DVD, so not everyone is comfortable using streaming. Some people still use DVD. And if you want to share the Healthy Heart Network TV show with friends or family, you'll get it in a DVD form valued at nearly fifty dollars. We've also got the Healthy Heart Network course set valued at nearly three hundred dollars. Now you can access this all on the website, but it's so nice to have it in this beautifully presented box so you know where it is, and you can use it as you wish. You don't even need to be online to be able to access it. And



PREVENTION IS BETTER THAN CURE

lastly, and this is an optional bonus for those people who may need a scan as part of their assessment, we include the virtual heart scan consultation valued at nearly one hundred dollars, absolutely free. Now, that all sounds like a heck of a lot, but really, we're all about wanting to make sure you have the best possible resources so that you may live as well as possible for as long as possible by avoiding a heart attack, because I believe a heart attack is preventable.

Please join us. I would like to thank you for your attention. Take care. And bye for now.

Hi, my name is Warrick Bishop and I'd just like to make something clear - that the information I'm sharing with you at this stage is to my knowledge as accurate and complete as possible. It is also a representation of my own approach to the clinical situations I deal with with my own patients. It's really important you don't rely on this information in isolation, but that you use this information in conjunction with your own medical practitioner, who really is in the best place to provide you with your specific medical requirements and needs. The intent of this information that I've been providing is really to allow you to be informed and be educated around heart health so that you can get the most meaningful conversation with your medical provider, for your best outcome. I wish you the best of health.

