



*California Pacific  
Medical Center*

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**MEDIA RELEASE**

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## **World Renowned Heart Expert Joins California Pacific Medical Center**

(San Francisco, July 28, 2008) Andrea Natale, M.D., FACC, FHRS, one of the world's leading experts in the treatment of abnormal heart rhythms, has joined California Pacific Medical Center as Senior Medical Director of the Atrial Fibrillation and Arrhythmia program.

"I believe the greatest thing I can give my patients is a normal life, free of medication," says Dr. Natale. "That's why I'm delighted to be joining California Pacific. It gives me a chance to work with an excellent cardiology team, including my colleagues Dr. Steven Hao and Dr. Richard Hongo, and help develop the electrophysiology department into one of the leading academic and training centers on the west coast."

Dr. Natale is one of the pioneers of treating atrial fibrillation (AF), a problem that affects more than 3 million Americans and is often called "the silent killer" because of its lack of symptoms and its unpleasant, and sometimes serious, consequences. AF causes a rapid, irregular heart rhythm that can lead to palpitations and fatigue, and can also increase a person's risk of stroke.

Until a few years ago, there were very few options for managing AF. Most patients had to learn how to live and suffer with its debilitating symptoms. Dr. Natale has been involved in developing new tools and techniques to treat AF since 1999. Using radiofrequency ablation, certain areas in the upper chambers of the heart are located and then isolated to stop AF. Because the procedure is technically challenging and requires experienced hands few electrophysiologists are equipped to offer it.

Dr. Natale's pioneering work in this field has attracted patients from all over the U.S, Europe, the Middle East and Asia.

"We are thrilled to have Dr. Natale join our team" says Martin Brotman, M.D., President and CEO of California Pacific Medical Center. "He brings unrivalled skills and experience in treating a problem affecting millions of Americans and will help reinforce California Pacific's reputation as a leading cardiac care center on the west coast."

Before joining CPMC Dr. Natale, a native of Rome, Italy, was head of the cardiac electrophysiology section of the cardiology department at the Cleveland Clinic Foundation in Cleveland, Ohio. He has also previously served as the director of the electrophysiology laboratory at Duke University and director of the electrophysiology program at the University of Kentucky, Lexington

*California Pacific Medical Center. Beyond Medicine.*

At San Francisco's California Pacific Medical Center, we believe in the power of medicine. We research the most up-to-date treatments, hire the most qualified individuals, and practice the most modern, innovative medicine available. We deliver the highest quality expert care, with kindness and compassion, in acute, post-acute and outpatient services, as well as preventive and complementary medicine. But we also believe that medicine alone is only part of the solution. That's why we look intently at each individual case and treat the whole person, not just the illness. It's why we go beyond medical care and provide our patients with things like disease counseling, family support and wellness treatments. As one of California's largest private, community-based, not-for-profit, teaching medical centers, and a Sutter Health affiliate, we are able to reach deep into our community to provide education, screening and financial support in some of the city's most underserved neighborhoods. Because medicine can transform a body. But going beyond medicine can transform a life. [www.cpmc.org](http://www.cpmc.org)

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