

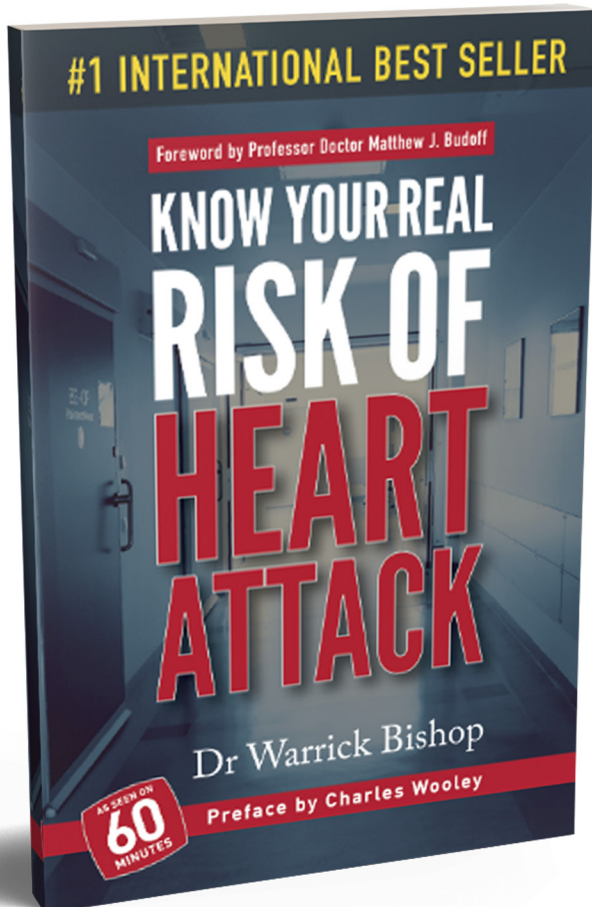


DOCTOR WARRICK

CARDIOLOGIST | AUTHOR | CHANGEMAKER | EDUCATOR



MEDIA KIT



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Author: Dr. Warrick Bishop
Category: Health
Print ISBN: 978-1-64204-569-7
Publisher: Evolve Global Publishing



AUTHORBIO



Doctor Warrick Bishop is a best-selling author, key-note speaker and practising cardiologist who is passionate about helping to prevent heart disease on a global scale.

Warrick graduated from the University of Tasmania, School of Medicine, in 1988. He completed his advanced training in cardiology in Hobart, Tasmania, becoming a fellow of the Royal Australian College of Physicians.

A number of years ago something incredible, an amazing coincidence, happened that started Warrick on the mission to prevent heart attacks rather than try to cure them. He was driving to work one day when he stopped at a commotion by the side of the road. A fun runner had collapsed during a fun run with a heart attack. He helped in his resuscitation only to find out that had seen the very same man two years earlier and reassured him that he was fine.

Warrick had missed the chance to make a difference and it nearly cost a life! Based on risk calculation and the best practice of the time, he shouldn't have been at high risk...but he was!

That meant that he had reassured a patient based on treadmill testing, the best care available at the time that he was fine, only to be part of the team that resuscitated that man when he dropped dead during a running race, this was just not good enough, and he asked himself could this be done differently?

This important question started him on a journey which meant he was open to looking more closely at new and emerging technology to help in being more precise about risk of heart attack.

It became clear to Warrick the more precise we can be in the information we have in regard to a patient's heart health and real risk of heart attack, the better we can look after that person, it seems so obvious when you say it like that, but that opportunity is still only new and not broadly utilised in the medical community.

Building on that success, Warrick has decided to create a program to help people manage their risks better. It's called "The Healthy Heart Network". With The Healthy Heart Network he can now help reduce heart disease as a major killer in the world!

Warrick holds a number professional certifications and achievements:

- ♥ First cardiologist in Tasmania with this specialist recognition in CT Cardiac Coronary Angiography
- ♥ Level B certification, with the Australian Joint Committee for CCTA
- ♥ Member of the Society of Cardiac Computed Tomography.
- ♥ Member of the Australian Atherosclerosis Society
- ♥ A participant on the panel of 'interested parties' developing a model of care and national registry for familial hypercholesterolaemia.
- ♥ Warrick is an accredited examiner for the Royal Australian College of Physicians and is regularly involved with teaching medical students and junior doctors.
- ♥ Worked with Hobart's Menzies Institute for Medical Research on projects in an affiliate capacity
- ♥ Recognised by the Medical School of the University of Tasmania with academic status.
- ♥ Member of the Clinical Issues Committee of the Australian Heart Foundation, providing input into issues of significance for the management of heart patients.

In his free time, Warrick enjoys travel and music with his wife, and he surfs and plays guitar with his children.



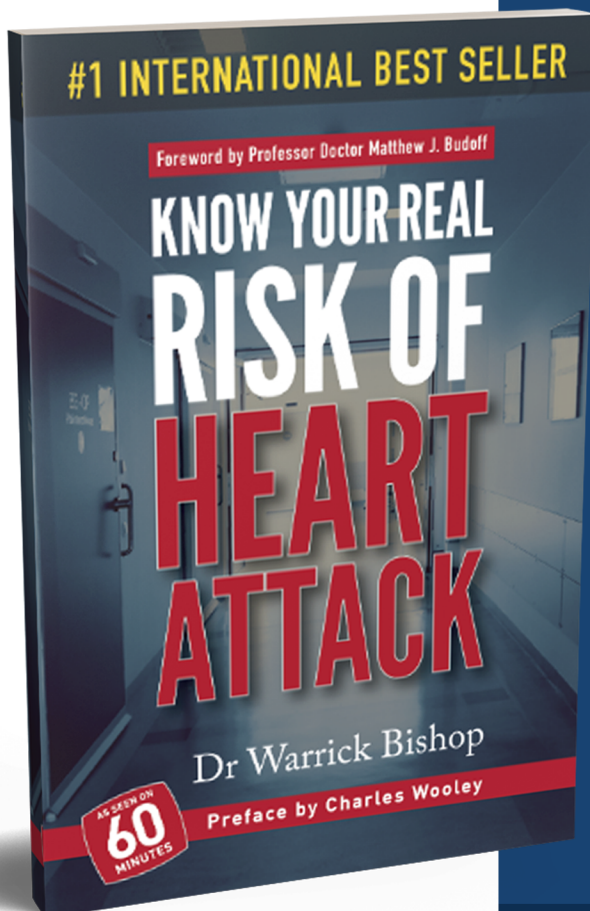
BOOK BIO

What if we could PLAN NOT to have a heart attack?

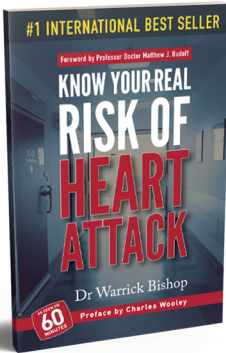
'Heart Attack' is a layman's term referring to a narrowing or blockage of the coronary arteries that can kill, or requires some form of medical intervention such as medication, time in a hospital, balloons or stents, or coronary artery bypass grafting.

As a cardiologist, I have not yet met a patient who expected to have a problem; patients do not put into their diaries "possible problem with my heart next week". Yet, what if we could be forewarned about, or prepared for, a potential problem with our coronary arteries?

What if we were able to put in place preventative measures that may avert a problem? What if we were able to take away the surprise of a heart attack occurring 'out of the blue' and replace possible fear with prepared understanding?



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Kind Words and Praise



"I applaud you in writing in this book. You cover an extremely important topic as **one in two people will contract** coronary vascular disease, and **one in three will die** from it."

Dr. Daniel Friedman



"We have unprecedented opportunities to look earlier and safer into coronary arteries ... **If I can ask you to do one favor to save a life, it is to pass this book along to someone else who can act on it once you are done.**"

Matthew Budoff MD



"The bad news is, that in Australia, heart failure is the cause of **more than 30 percent of deaths every year** and most of these are due to coronary heart disease. This book confronts that stark reality in a readable, informative and practical way."

Charles Wooley (Journalist, Writer, Reporter for 60 Minutes)



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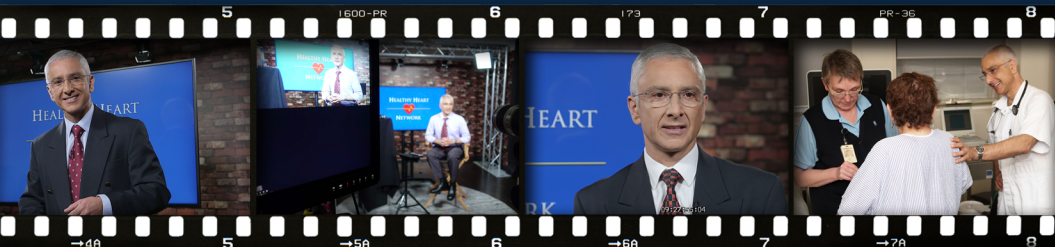
www.drwarrickbishop.com

WARRICK'S APPEARANCES

AS SEEN ON:



GREAT HEALTH GUIDE
Enabling Women's Greatness

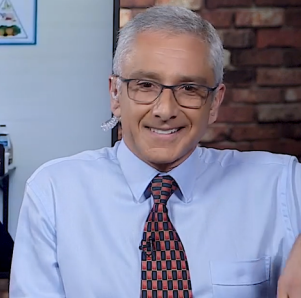
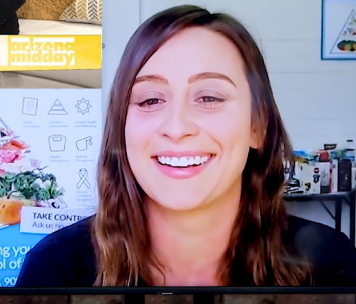


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TARGET AUDIENCE

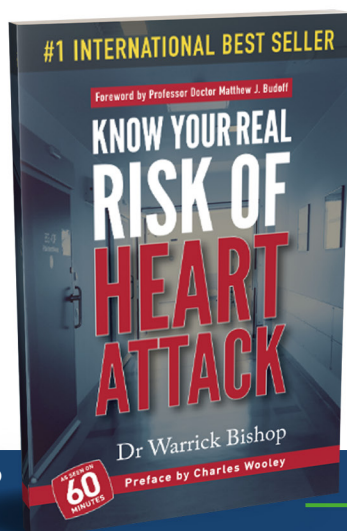


TARGET MARKET

- Women & Men
- Men (45+), Women (50+)

BOOK BENEFITS

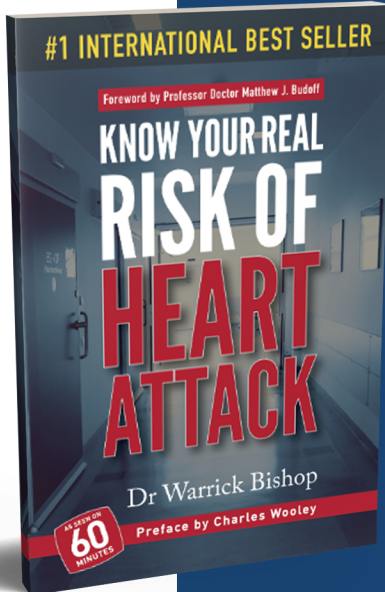
- learn how to reduce your risk
- learn all about statins and side effects
- learn about CT Imaging
- learn why prevention is better than cure





BOOK EXCERPT

Chapter 1 – Understanding Your Heart



No-one needs to be convinced about the importance of the heart for a healthy, well-functioning body. We all know that the heart is one of the critical organs necessary to sustain life.

The heart is a large muscle that pumps blood through our bodies to supply nutrients and oxygen, and also to remove waste such as carbon dioxide. It can be likened to a car engine, with compression chambers and valves, an electrical system and a set of fuel lines. Critical to the heart's operation are three major arteries, the coronary arteries. These are the fuel lines which carry blood to the heart muscle so that it can contract rhythmically, pumping blood to the body, 35 million times every year. As in a car engine, these lines can become blocked. This is the problem which concerns us.

We all know people who have had heart problems and it is very likely that someone close to us, either family or friend, has suffered a heart attack or died after one. Although 'heart attack' is not a medical term, it is commonly used to refer to a major heart-related event that can end life or put the person in hospital. Such an event is most commonly associated with a full, or near-complete, occlusion, or blockage, of a coronary artery (one of the 'fuel lines') and the subsequent consequences.

Dealing with such events has focused on the two-fold treatment of the consequences: firstly, understanding where the problem is so that improved blood flow can be re-established and secondly, trying to prevent recurrences. The way forward is clear: improve the blood flow and put in place preventative strategies to reduce the risk of any repeat events.

However, I believe there is another step which is often overlooked because the scientific evidence to support it is not as strong as for the above-mentioned best attempts to prevent the second heart attack. The issue around attempting to prevent problems before they manifest themselves with serious or fatal consequences is that the supporting data around the early detection of potential trouble is often anecdotal and not well supported by evidence-based trials and literature. When trying to stave off repeat events, there are few such issues. A major cardiac event, an obvious problem, has occurred.

It is my contention that treatment can be instigated before clear indicators of a cardiac event are so obvious.



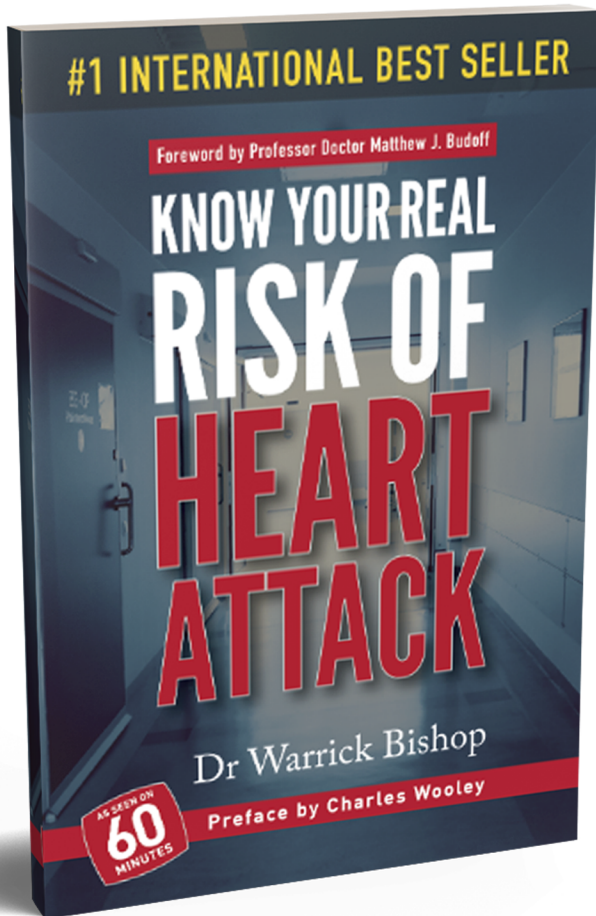


INTERVIEW QUESTIONS

- 1 Are statins good or bad?
- 2 How do patients deal with statin side effects?
- 3 Should everyone take aspirin?
- 4 Does a family history always run in families?
- 5 Why all the fuss about blood pressure?
- 6 What can be done by someone who wants to reduce their risk of heart attack today?
- 7 What is a stroke and what can you do to reduce the risk?
- 8 Why do some seemingly well people have heart attacks "out of the blue"?
- 9 What is the role of fish oil and other alternative therapies?
- 10 What if I just don't want to know about my risk of heart attack?
- 11 How does heart disease and diabetes tie in?
- 12 What sort of diet is best for reduction of cardiovascular risk?
- 13 How do we predict risk of heart attack currently, and can we do better?
- 14 What, really, is a "Heart Attack"?



DOWNLOADABLE IMAGES





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 Search in the App Store for "Doctor Warrick"

Join My Facebook Group: [facebook.com/groups/knowyourrealriskofheartattack](https://www.facebook.com/groups/knowyourrealriskofheartattack)



HEALTHY HEART NETWORK

www.healthyheartnetwork.com

