

**Did you know that HEART ATTACKS AND STROKE AFFECT EVEN THE FITTEST OF PEOPLE. RETIRED ATHLETES ARE NO EXCEPTION.**

Football greats like Reggie White, Johnny Unitas and Reggie Roby all died from heart disease and stroke related causes. Other NFL players like Denver Bronco alum Haven Moses have thankfully survived heart attacks or strokes, but their quality of life has been compromised.



Ring of Fame inductee and Broncos Alumni Director Billy Thompson and Medical Director Jeff Boone, MD, co-founded "Broncos Alumni: Tackling Heart Disease & Stroke." This program is designed to educate

Broncos Alumni and the general public about how death from heart disease and stroke can be prevented with early detection, medical care and lifestyle changes.

**DID YOU KNOW?**

- One Coloradoan dies every hour due to heart disease?
- Colorado ranks 4th in the nation for sudden cardiac death?
- 55% of men and 65% of women with high cholesterol in Colorado are NOT taking medication to treat the problem?

**WHAT'S YOUR GAME PLAN TO TACKLE HEART DISEASE AND STROKE?**

- **First Down:** Determine if you are at risk
- **Second Down:** Work with your doctor to get tested
- **Third Down:** Evaluate ways to control your risk factors
- **Fourth Down:** Commit to improving the length and quality of your life
- **Touchdown!** Now, you've scored

**SPECIAL THANKS TO OUR SPONSORS:**

- Abbott
- AspirinWorks
- Bolder Boulder
- Bristol-Myers Squibb
- CardioRisk Ultrasound, Inc.
- Colorado Heart and Body Imaging
- Comcast
- Forest Pharmaceuticals
- GlaxoSmithKline
- ITAMAR
- KOS
- LipoScience
- Medtronic
- Merck
- Novartis
- George Pachello, MD, Cardiologist
- Pan Am Labs
- Pfizer
- Porter Adventist Hospital
- Premier MicroNutrients, Corp.
- Quinton
- Siemen's Medical Solutions
- Sios
- Stan Smazal, MD, Radiologist,
- Stephen Walker, PhD, Psychologist
- Wyeth

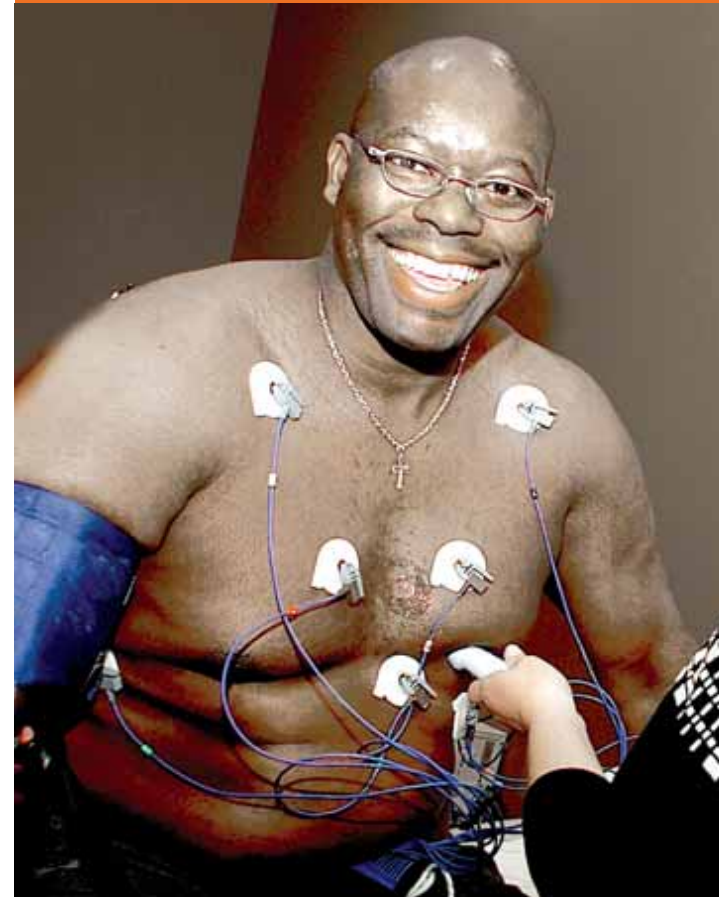
**DIRECTORS:**

- Alumni Director and Co-Founder: Billy Thompson — Ring of Fame
- Medical Director and Co-Founder: Jeff Boone, MD
- Alumni Program Coordinator: Toni Standley, RN, ANP

Denver Broncos Alumni: Tackling Heart Disease & Stroke  
 Testing Headquarters: Colorado Heart & Body Imaging  
 201 Columbine Street, Suite 150  
 Denver, CO 80206  
 303.433.8800



**THE DENVER BRONCOS ALUMNI: TACKLING HEART DISEASE & STROKE**



**ARE YOU AT RISK?** Denver Broncos Alumni have teamed up with health professionals and corporate sponsors to help tackle preventable heart attack and stroke.



# GET IN THE GAME...GET TESTED! LET'S TACKLE HEART DISEASE AND STROKE TOGETHER!



## FIRST DOWN: Are you at risk?

Discuss the following risk factors with your doctor:

- Do you smoke?
- What is your blood pressure? Is it high?
- What is your cholesterol level? Is it high?
- Do you have a family history of heart disease?
- Are you a man over 45? Or a woman over 55?
- Do you get less than 30 minutes of activity most days?
- Are you overweight?

## SECOND DOWN: Have you talked to your doctor about getting tested?

If you are at risk, your doctor may suggest traditional tests such as blood pressure monitoring and blood tests, and a review of your diet and exercise habits.

The Denver Broncos take a more aggressive stance with testing. Their special tests may include:

- Heart Scan (EBT)—a test that finds early artery blockage (plaque)
- Heart Ultrasound—a test that detects thick, stiff or stretched heart muscle
- Ultrasound of the neck arteries—a test that finds plaque (that may cause stroke)
- NMR Lipoprofile—a test to determine size, number and subclasses of lipoprotein particles which carry cholesterol

These state-of-the-art tests are the new equipment used to win the fight against heart disease.

## THIRD DOWN: How can you control your risk factors?

You can reduce your risks by:

- Controlling your weight with healthy eating and regular exercise
- Reducing your stress
- Stopping smoking
- Taking medication when needed, as directed by your doctor

While diet and exercise should be considered first, only 1 in 3 people can control their high cholesterol with diet and exercise alone.

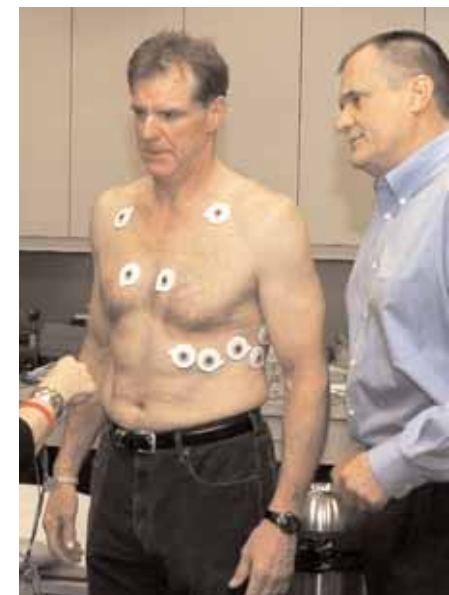
Consult your doctor for the best course of action for you!



## FOURTH DOWN: Are you ready to tackle heart disease and stroke?

Most of the deadly events can be avoided with proper testing, medicines, and a few lifestyle changes. Did you know more than 50% of heart attacks happen without warning signs?

Talk to your doctor about your heart health. Once you and your doctor have agreed on a plan to treat your risk factors... commit to it! View your doctor as your health coach. Ensure you follow the plays you and your doctor have agreed on. Review your game plan with regular check-ups. Don't remain on the sidelines.



## TOUCHDOWN: Now you've scored.

Taking these simple steps for the long haul could not only prolong your life, but could save it! Join the Denver Broncos Alumni in tackling heart disease and stroke.



# GET IN THE GAME...GET TESTED! LET'S TACKLE HEART DISEASE AND STROKE TOGETHER!

## FIRST DOWN: Are you at risk?

Discuss the following risk factors with your doctor:

- Do you smoke?
- What is your blood pressure? Is it high?
- What is your cholesterol level? Is it high?
- Do you have a family history of heart disease?
- Are you a man over 45? Or a woman over 55?
- Do you get less than 30 minutes of activity most days?
- Are you overweight?

## SECOND DOWN: Have you talked to your doctor about getting tested?

If you are at risk, your doctor may suggest traditional tests such as blood pressure monitoring and blood tests, and a review of your diet and exercise habits.

The Denver Broncos take a more aggressive stance with testing. Their special tests may include:

- Heart Scan (EBT)—a test that finds early artery blockage (plaque)
- Heart Ultrasound—a test that detects thick, stiff or stretched heart muscle
- Ultrasound of the neck arteries—a test that finds plaque (that may cause stroke)
- NMR Lipoprofile—a test to determine size, number and subclasses of lipoprotein particles which carry cholesterol

These state-of-the-art tests are the new equipment used to win the fight against heart disease.

## THIRD DOWN: How can you control your risk factors?

You can reduce your risks by:

- Controlling your weight with healthy eating and regular exercise
- Reducing your stress
- Stopping smoking
- Taking medication when needed, as directed by your doctor

While diet and exercise should be considered first, only 1 in 3 people can control their high cholesterol with diet and exercise alone.

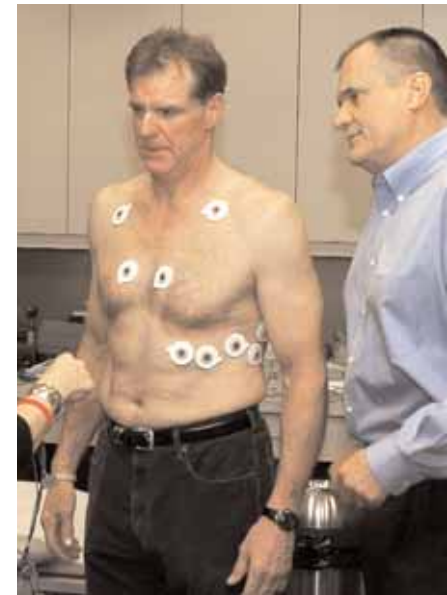
Consult your doctor for the best course of action for you!



## FOURTH DOWN: Are you ready to tackle heart disease and stroke?

Most of the deadly events can be avoided with proper testing, medicines, and a few lifestyle changes. Did you know more than 50% of heart attacks happen without warning signs?

Talk to your doctor about your heart health. Once you and your doctor have agreed on a plan to treat your risk factors... commit to it! View your doctor as your health coach. Ensure you follow the plays you and your doctor have agreed on. Review your game plan with regular check-ups. Don't remain on the sidelines.

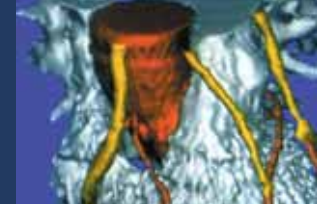


## TOUCHDOWN: Now you've scored.

Taking these simple steps for the long haul could not only prolong your life, but could save it! Join the Denver Broncos Alumni in tackling heart disease and stroke.



# GET IN THE GAME...GET TESTED! LET'S TACKLE HEART DISEASE AND STROKE TOGETHER!



## FIRST DOWN: Are you at risk?

Discuss the following risk factors with your doctor:

- Do you smoke?
- What is your blood pressure? Is it high?
- What is your cholesterol level? Is it high?
- Do you have a family history of heart disease?
- Are you a man over 45? Or a woman over 55?
- Do you get less than 30 minutes of activity most days?
- Are you overweight?

## SECOND DOWN: Have you talked to your doctor about getting tested?

If you are at risk, your doctor may suggest traditional tests such as blood pressure monitoring and blood tests, and a review of your diet and exercise habits.

The Denver Broncos take a more aggressive stance with testing. Their special tests may include:

- Heart Scan (EBT)—a test that finds early artery blockage (plaque)
- Heart Ultrasound—a test that detects thick, stiff or stretched heart muscle
- Ultrasound of the neck arteries—a test that finds plaque (that may cause stroke)
- NMR Lipoprofile—a test to determine size, number and subclasses of lipoprotein particles which carry cholesterol

These state-of-the-art tests are the new equipment used to win the fight against heart disease.

## THIRD DOWN: How can you control your risk factors?

You can reduce your risks by:

- Controlling your weight with healthy eating and regular exercise
- Reducing your stress
- Stopping smoking
- Taking medication when needed, as directed by your doctor

While diet and exercise should be considered first, only 1 in 3 people can control their high cholesterol with diet and exercise alone.

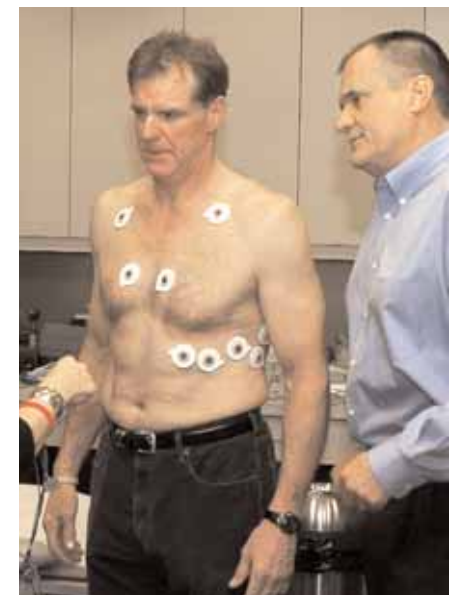
Consult your doctor for the best course of action for you!



## FOURTH DOWN: Are you ready to tackle heart disease and stroke?

Most of the deadly events can be avoided with proper testing, medicines, and a few lifestyle changes. Did you know more than 50% of heart attacks hap-

pen without warning signs? Talk to your doctor about your heart health. Once you and your doctor have agreed on a plan to treat your risk factors... commit to it! View your doctor as your health coach. Ensure you follow the plays you and your doctor have agreed on. Review your game plan with regular check-ups. Don't remain on the sidelines.



## TOUCHDOWN: Now you've scored.

Taking these simple steps for the long haul could not only prolong your life, but could save it! Join the Denver Broncos Alumni in tackling heart disease and stroke.