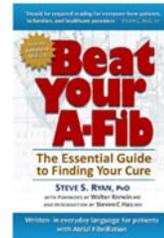




## A-Fib.com Publisher Launches Niche Book for Atrial Fibrillation Patients Seeking More Than Drug Therapy

Steve S. Ryan, PhD, editor of *Atrial Fibrillation: Resources for Patients*, has authored *“Beat Your A-Fib: The Essential Guide to Finding Your Cure”*, a new guide for patients suffering from Atrial Fibrillation.



MALIBU, CALIFORNIA, January 12, 2012– A-Fib, Inc., the publisher of Atrial Fibrillation: Resources for Patients, a popular patient education website in its tenth year, announces the new book: *Beat Your A-Fib: The Essential Guide to Finding Your Cure*.

Atrial Fibrillation (A-Fib) is the most common cardiac arrhythmia (abnormal heart rhythm) seen by physicians. Many patients suffering from Atrial Fibrillation have three strikes against them:

- Their “quality of life” has deteriorated; they are scared or frightened.
- First-line drug therapies don’t work for many, others experience side effects or simply do not want to live a lifetime on medication; an A-Fib cure hasn’t been discussed.
- Patient information is often out-of-date, incomplete or biased toward a specific pharmaceutical or treatment; new treatment options are often written in the language of scientists and doctors.

The author, Steve S. Ryan, PhD, a former A-Fib patient, addresses all these issues. His book is written for the newly diagnosed patient and any A-Fib patient who doesn't want to wade through medical texts and research journals to understand their disease. *Beat Your A-Fib* helps patients and their families look beyond the commonly prescribed drug therapies that only manage the disease, but do not cure it.

*Beat Your A-Fib: The Essential Guide to Finding Your Cure* offers:

- Unbiased, up-to-date information and best practices
- Medical terms and concepts translated into everyday language
- Non-drug treatment options including Cardioversion, RF catheter ablation, Pulmonary Vein Isolation, Cryoballoon, Cox-Maze and Mini-Maze surgeries, and AV Node Ablation with Pacemaker
- Research-based content with a bibliography of over 150 medical references
- ‘Lessons learned’ from A-Fib patients now enjoying lives free of the burden of A-Fib
- Recommended Resources and Website Links
- Patients’ tools to become their own best healthcare advocate

This unique book helps patients research their best treatment options, steps through how to find the right doctor for their type of A-Fib and treatment goals, gives patients hope and empowers them to develop a plan for finding their A-Fib cure or best outcome.

Quote: Steve S. Ryan, PhD, author, *Beat Your A-Fib: The Essential Guide to Finding Your Cure*, and editor, *Atrial Fibrillation: Resources for Patients*

“I wrote *Beat Your A-Fib: The Essential Guide to Finding Your Cure* to spare others the agony I went through to get the facts about Atrial Fibrillation and how to be cured. It’s written for everyone coping with A-Fib including family, friends and colleagues of someone dealing with this life altering disease.”

#### Endorsements

Dr. Walter Kerwin, MD, of Cedars-Sinai Medical Center Los Angeles, California, wrote the Foreword for the book. Dr. Steven C. Hao, MD, of California Pacific Medical Center, San Francisco, California, penned the Introduction. *Beat Your A-Fib* has attracted endorsements by leading cardiologists and electrophysiologists, as well as current and former A-Fib patients. (Endorsements are available online at [www.BeatYourA-Fib.com](http://www.BeatYourA-Fib.com)).

#### Pricing and Availability

*Beat Your A-Fib: The Essential Guide to Finding Your Cure* by Steve S. Ryan, PhD, is available in both digital format (\$24.95) and print (\$32.95) from the author’s website [www.BeatYourA-Fib.com](http://www.BeatYourA-Fib.com), and major online book sellers.

To purchase copies in bulk for your practice, and to discuss custom cover options, contact Patti J. Ryan [on our contact page](#) or call toll-free at 855-457-7146.

#### About the Author



Dr. Steve Ryan, PhD, is a former A-Fib patient, a noted healthcare educator and advocate for patients suffering from Atrial Fibrillation. In 2002, Dr. Ryan started *Atrial Fibrillation: Resources for Patients* ([www.AFib.com](http://www.AFib.com)) a source of well-researched, unbiased information on current and emerging treatments, resources and medical research—all written in plain language for the non-medical reader. Every month thousands of A-Fib patients and their families visit [A-Fib.com](http://www.A-Fib.com) seeking hope and guidance. Healthcare professionals and groups around the world refer their patients to [www.A-Fib.com](http://www.A-Fib.com).

Dr. Ryan earned his Ph.D. in Educational Communications from the Ohio State University and for many years taught film and television courses at the college level. He and his wife, Patti, live in Malibu, California. For a more detailed background, see Steve S. Ryan, PhD on [LinkedIn](#).

Online Media Kit at <http://www.BeatYourA-Fib.com> Includes:

- Press releases
- About the Book
- About the Author
- Endorsements
- A-Fib Fact Sheet with bibliography
- Images
- Q &A Interview with Author

- Sample chapter
- Author & Media Contacts

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