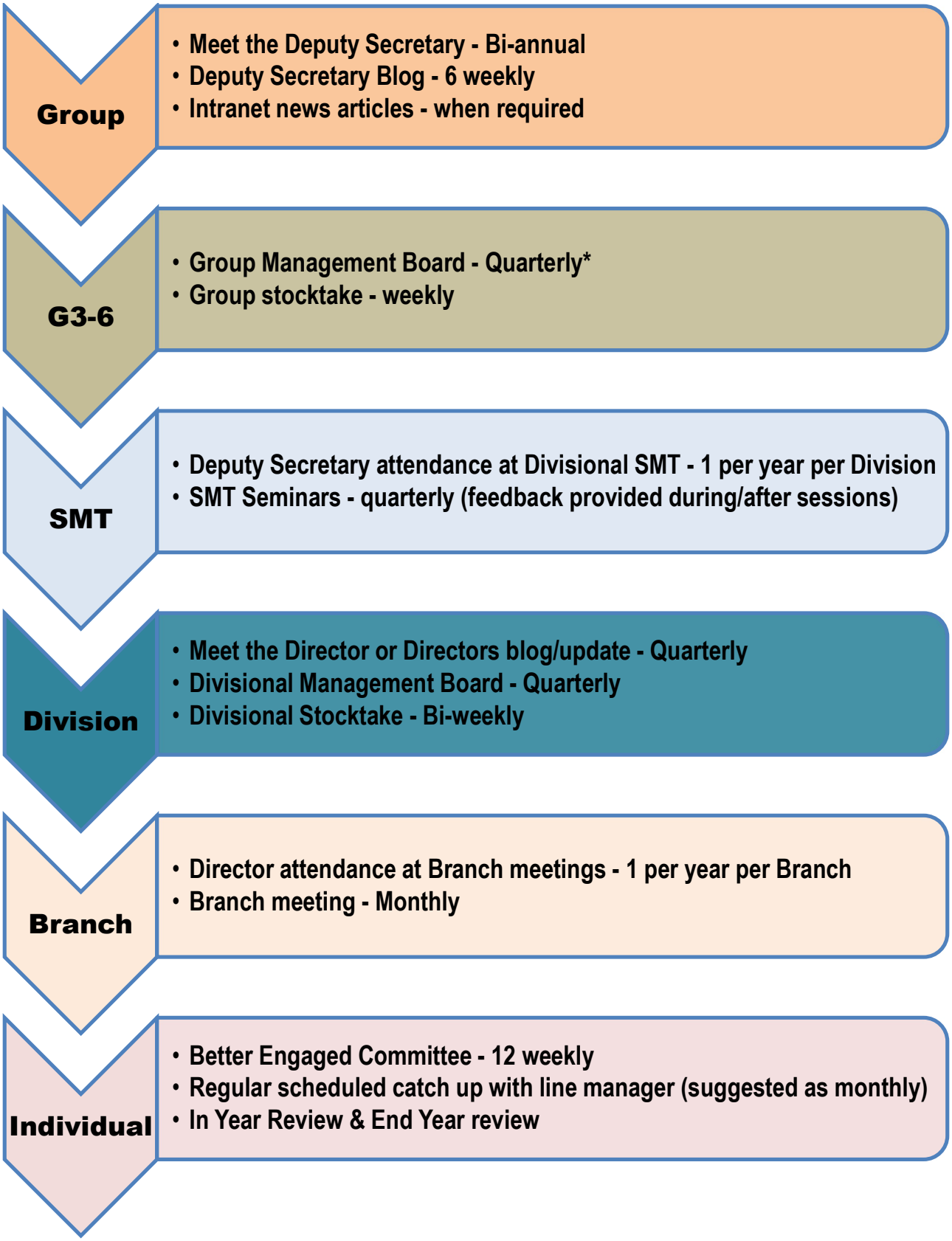ECG Engagement Plan