



COSEHC ERADICATING
VASCULAR DISEASE IN ALL PEOPLE

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PRESIDENT'S MESSAGE

As we approach the 2010 Holiday Season, I want to extend my thanks to all who have contributed in making a successful year for COSEHC; we have much to celebrate! Clear progress has been made towards our vision of eradicating vascular disease in the southeastern United States. During 2010, six additional COSEHC CV Centers of

Excellence™ which included three additional Centers in the Caribbean have been added. Over 35 practices are now actively engaged in the AT Goal Process Improvement CME project. Together with other initiatives, this increases COSEHC's reach to over 1000 physicians and several thousand (continued on pg 5)



Michael A. Moore, MD
President, COSEHC

2011 Newly Elected COSEHC Board Members

David M. Cline, MD; Professor, Emergency Medicine and Dept. Research Director, Wake Forest University SOM, Winston-Salem, North Carolina

Alex Cohen, MD; President, PeeDee Healthcare, Darlington, South Carolina

Clyde H. Evans, PhD; President, CE Consulting, Needham, Massachusetts

Laura Bird Long, MD, MPH; VP, Quality and Health Management, BC/BS of South Carolina, Columbia, South Carolina

John Strapp, Jr.; Co-founder and Chairman, The Kinetix Group, New York, New York

Melissa Weeks, RN, AAS; QI Specialist, QSource, CKD Team, Chattanooga, Tennessee

COSEHC ANNUAL MEETING

COSEHC held its 17th Annual Scientific Sessions at the Francis Marion Hotel in Charleston, South Carolina, from October 28-31, 2010. The educational program was jointly sponsored with Palmetto Primary Care Physicians, a Cardiovascular Center of Excellence™, located throughout the Greater Charleston area.

This meeting continued the COSEHC CME strategy of hosting Center Centric CME Programs (C3), which focus on clinical data collected from CV Centers of Excellence. This year, clinical performance data from the Palmetto Primary Care Physicians and Southeastern epidemiological data defined the needs assessment that directed the content for the educational program.

COSEHC extends many thanks to the Palmetto Primary Physicians especially Dr. Michael Canfield, as the program co-chair and Mr. Anthony Church in administration for their support and efforts in the development and success of the program. All of these efforts lead to a good attendance of physicians, nurse practitioners, nurses, pharmacists and healthcare administrators from both the local and regional area.

Feedback from participants highlighted the value in COSEHC's ability to translate the scientific knowledge and critical skills necessary to improve cardiovascular management in the clinical environment.

The meeting focused on reducing cardiovascular risk and the pros/cons of medical home implementation. **Plenary I session** highlighted the current gaps in treating cardiometabolic risk and discussion of the metabolic syndrome, followed by invigorating and innovative lectures on "treating patients to evidence based target goals".

Interactive workshops followed the Plenary I Session. The five engaging clinical workshops included: Cardiovascular Disease in Women, Treating Adolescent Obesity and CV Risk, Improving Adherence and Lifestyle Modification, Effective Cardiovascular Community Health Initiatives, and Enhancing Reimbursement through Improved Coding.

The workshops were noted as outstanding by many of the participants. A special highlight was the **The Cardiovascular Medical Home Plenary II Session**. Following a series of informational lectures on the medical home including strengths and challenges and the outcomes of a South Carolina PCMH Pilot, a dynamic faculty panel discussed the key strategies of implementation of a primary care medical home model.

Slides of presentations have been made available for meeting participants on the COSEHC website.

WILLIAM MCBRIDE, MD MEMORIAL LECTURE KEITH FERDINAND, MD, FACC, FAHA



Clinical Professor
Cardiology Division
Emory University

Chief Science Officer
Association of Black
Cardiologists (ABC)

This year's annual William McBride Memorial Lecture was given by Dr. Ferdinand. The title of his lecture was: "**Prevention, Identification and Control of Hypertension: Addressing Disparities**"

In his exceptional thought-provoking presentation, Dr. Ferdinand reviewed data on cardiovascular disparities, highlighted the Institute of Medicine's Report on hypertension, described benefits of lifestyle and medical therapy interventions, and challenged providers to engage by detailing interventions for successfully eliminating disparities.

COSEHC ANNUAL MEETING (CONTD)



2010 CARLOS FERRARIO, MD, FOUNDERS LECTURE

SUZANNE OPARIL, MD, FACC, FAHA

Professor of Medicine and of Physiology and Biophysics
 Director of the Vascular Biology and Hypertension Program
 Division of Cardiovascular Disease
 University of Alabama at Birmingham School of Medicine

As part of the Thursday evening special dinner satellite session, Dr. Oparil delivered the Carlos Ferrario MD Founders lecture. Her outstanding lecture entitled “**The Benefits of Combining Cardiovascular Treatments**” set the stage for the remainder of the satellite session on Combining Therapies to Reduce Cardiovascular Risk.

**COSEHC 2010 ANNUAL RECOGNITION AWARDS
 PRESENTED AT THE COSEHC MEETING AWARDS DINNER**



ARTHUR GUYTON

NEW INVESTIGATOR AWARD

ADAM WHALEY-CONNELL, DO, MSPH

Assistant Professor of Medicine
 Division of Nephrology and Hypertension
 University of Missouri
 Columbia School of Medicine



LIFETIME ACHIEVEMENT AWARD

**BARRY MATERSON, MD, FACP,
 MBA**

Physician Liaison,
 Medical Director
 University of Miami
 Medical Group Credentialing

**EXCELLENCE IN
 LEADERSHIP AWARD**

JERRY MILLER, MD

Founder
 Holston Medical Group
 Kingsport, TN



COSEHC PEOPLE IN THE NEWS

- **Dr. Mazen Hamad** was awarded a 2010 Outstanding Community Teachers in Family Medicine Award from the North Carolina Academy of Family Physicians (NCAFP) for his teaching efforts at Duke University School of Medicine.
- **Dr. Brian Forrest** was recently named and installed as President Elect of the NCAFP.
- COSEHC was represented at the NCAFP poster symposium:

Brian Forrest, MD: Time to Talk CARDIO—Creating A Real Dialogue In the Office: A pilot Study evaluating changes in North Carolina patients and provider behavior and Satisfaction including those at ACCESS Healthcare following use of the Time to Talk CARDIo web tools

JaNae Joyner, PhD, Brian Forrest, MD, Kristina Yu-Isenberg, PhD MPH RPh, Debra Simmons MS, Daniel Lackland DrPH: Value Driven Vascular Risk Factor Management An Evaluation of the COSEHC CuStomized Model of Intervention and Care (COSMIC) - Design and Cohort 1 Baseline Assessment

*****THIS WAS THE WINNING POSTER IN THE PHYSICIAN RESEARCH POSTER CONTEST AT THE 2010 NCAFP WINTER FAMILY PHYSICIANS WEEKEND IN ASHVILLE, NC*****



Dr. Mazen Hamad



Dr. JaNae Joyner and Dr. R.W. (Chip) Watkins,
NCAFP 2010 President



Dr. Brian Forrest

COSEHC PEOPLE IN THE NEWS (CONTD)

Janie Marshall, B.S., has recently been hired as COSEHC IT Programmer to assist with COSEHC's rapidly expanding database processing. Born in Winston-Salem and raised in Pfafftown, Ms. Marshall received her Bachelor of Science in Computer Science from North Carolina State University. Her early years of employment were with the Hydra Computer Corporation in Raleigh, North Carolina, and the City of Winston-Salem Management Engineering Department. She continued her career with 25 years of service in the IT Department at R. J. Reynolds Tobacco Company. Ms. Marshall decided to join the COSEHC team as an exciting opportunity to continue expansion of her computer skills, and work in the healthcare field.

(Continued from page 1-President's Message)

patients. COSEHC was recognized at the annual American Society of Hypertension meeting with a satellite symposium and several presented abstracts. Additionally, COSEHC presented at the Caribbean Cardiac Society Meeting joining the Caribbean CV Centers of Excellence. The COSEHC database has achieved significance in identifying prevalence and tracking cardiovascular risk with the COSEHC risk factor tool in over 200,000 unique patients. A manuscript summarizing this project has been accepted for publication by the *Journal of Vascular Health and Risk Management*.

COSEHC will continue to enhance its strategies next year by partnering with our first payer, Blue Cross Blue Shield of Louisiana, on improving cardiovascular management within the network's primary care practices. COSEHC is also encouraged by the many signed agreements received by practices in the Baptist Medical Center Primary Care organization, a large 40-practice network located in Jacksonville, Florida. Finally, the current projects underway with the South Carolina Heart Disease and Stroke Prevention Division will continue with expected outcome results by year end.

The COSEHC leadership and staff thank you for your generous support and wish you a Happy and safe Holiday Season for you and your family.



**COSEHC 17TH ANNUAL SCIENTIFIC SESSIONS:
OCTOBER 29, 2010 CHARLESTON, SC**



WWW.COSEHC.ORG



"...ERADICATING VASCULAR DISEASE IN ALL PEOPLE"

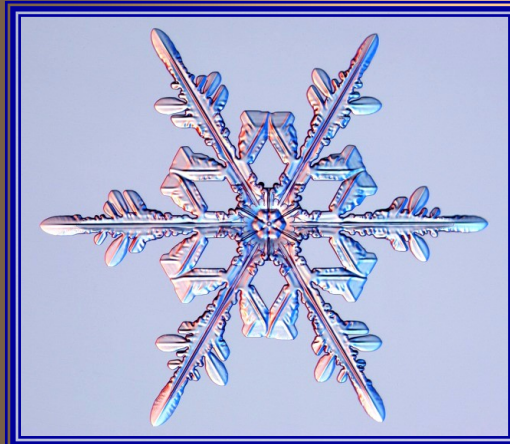
**THE CONSORTIUM FOR
SOUTHEASTERN HYPERTENSION
CONTROL**

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***HAPPY HOLIDAYS
FROM COSEHC!***



The Consortium for Southeastern Hypertension Control is a nonprofit (501c3) organization created in 1992 to improve the disproportionate hypertension-related morbidity and mortality throughout the region. From the initial six charter members, COSEHC has grown to include a wide variety of members, connecting academic physicians, primary care clinicians, public health officials, allied health personnel and health care consumers. The Consortium promotes scientifically based research and educational activities and offers an ideal translational research network through its Cardiovascular Centers of Excellence™.



Susie Pollock, COSEHC Program Coordinator, is now collecting all items for the next newsletter, which will be issued in March, 2011.

If you have something of interest for the newsletter, especially a feature on your Cardiovascular Center of Excellence, please email the information as soon as possible to:

[<spollock@wfubmc.edu>](mailto:spollock@wfubmc.edu)