



COSEHC ■■■ ERADICATING
VASCULAR DISEASE IN ALL PEOPLE

FROM THE COSEHC LEADERSHIP

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Please join us for this year's outstanding 18th annual COSEHC scientific session program scheduled for November 3-4, 2011 at the Marriott Renaissance South Park Hotel, Charlotte, NC.

Health care reform is here, and it is having a major impact on providers, payers, and patients. COSEHC's first Plenary Session will host national leaders who have first-hand experience in various aspects of health care reform. Transforming primary care, emerging delivery models, and quality improvement are being touted as the keys to managing and succeeding in today's world of healthcare.

Focusing on best practices to improve patient outcomes, Plenary II will highlight perspectives and experiences from leaders in selected COSEHC CV Centers of Excellence practices. The discussion led by these faculty members will explore cultural development, social networking, team enhancement and innovative reimbursement structures; all critical in building the best healthcare mousetrap.



*MICHAEL A. MOORE, MD
COSEHC PRESIDENT*



*DEBRA SIMMONS, RN, MS
EXECUTIVE DIRECTOR*

THURSDAY, NOVEMBER 3, DINNER SYMPOSIUM

(HELD IN CONJUNCTION WITH THE ANNUAL SCIENTIFIC SESSIONS)

Don't miss the Thursday evening, November 3rd **Dinner Symposium on Cardiovascular Health in Women**, with key-note speaker, **Martha Gulati, MD, Ohio State University**. Dr. Gulati is the principal investigator of the St. James Women Take Heart Project, a study examining cardiac risk factors in women, which set new standards for women's fitness levels. She is also the principal investigator of the STILETTO Study, a randomized trial of women with Cardiac Syndrome X. Dr. Gulati is a co-author of the most recent guidelines published by the American Heart Association for heart disease prevention in women. In addition to discussing the clinical management of women with CV risk factors, **Dr. Celia Maxwell**, Board member of **Sister to Sister : The Women's Heart Health Foundation**, will discuss the foundation's community program to educate women. The foundation, based in Baltimore, Maryland, educates women on preventive strategies for heart disease and has screened over 80,000 women in over 20 cities, and remains the nation's largest provider of free heart disease screenings for women.

COSEHC 2011**FROM THE COSEHC LEADERSHIP (CONTINUED)**

Dr. Michael Gibbons will discuss The Healthcare Reform Act and its impact on disparities of care as faculty for the **William McBride, MD Memorial Luncheon lecture**. Dr. Gibbons is an Associate Director of the Johns Hopkins Urban Health Institute and is an Assistant Professor of Medicine, Public Health and Health Informatics at the Johns Hopkins Medical Institutions, where his research focuses on Consumer Health informatics to improve healthcare disparities. Dr. Gibbons has been named a Health Disparities Scholar by the National Center for Minority Health and Health Disparities at the National Institutes of Health.

COSEHC welcomes three outstanding faculty leaders in the field for Plenary III discuss topics:

- 1) **Diabetes:** John Buse, MD, Diabetes Care Center, University of North Carolina, PI for many NIH multi-center studies, including study chair for ACCORD;
- 2) **Vitamin D:** Domenic Sica, MD, Virginia Commonwealth University, where his research includes endocrine causes of hypertension; and
- 3) **Hypertension in the Elderly:** Keith Ferdinand, MD, member of the expert writing committee of the American College of Cardiology Foundation Task Force consensus paper.

Back by popular demand, COSEHC will offer five different case-based workshops where faculty and the audience interactively discuss the clinical application of evidence-based research and managing real-time in the clinic environment. Unique to this year's workshop session selection is: **Adolescent CV risk factor management, patient group visits, and managing hypertension in the ED.**

SPECIAL POINT OF INTEREST:

We are pleased to announce that COSEHC has received approval by the American Academy of Internal Medicine for the AT GOAL (Aggressively Treating Cardiometabolic Risk Factors to Reduce Cardiovascular Events) Process Improvement CME program.

Certified Internal Medicine specialists who have enrolled in the AT GOAL program will be able to use this to meet their Part IV maintenance of certification requirement.

COSEHC 2011**18th Annual Scientific Sessions Program**

Registration covers Thursday night Dinner Symposium, Poster session/reception and Awards Dinner.
REGISTRATION ONLY \$ 100.00, REGISTER AT www.cosehc.org.

FRIDAY, November 4, 2011

Continental Breakfast

8:00 AM-10:00 AM**Plenary I The Impact of Health Care Reform on Primary Care**

Trends in National Health Care Reform-National Health Policy Speaker

Transforming Primary Care- Len Fromer, MD , AAFP leader, consultant on medical home and practice redesign

Emerging Models of Care- Richard Lord, MD, MA in Economics, President of NC Academy of Family Medicine

Integrating Quality Improvement in Primary Care-Marc Jaffe, MD Clinical leader of CV Risk CQI , Kaiser Permanente Northern California

REFRESHMENT BREAK

10:15 AM-12:15 PM**Plenary II Building the Best Mousetrap-Best Practices to Improve CV Outcomes**

Provider/Program Alignment –Ron Piccione-CEO, Palmetto Primary Care, SC, successful PCMH model & network

Social Networks in Healthcare-John Strapp, CEO, Kinetix Group, Inc., healthcare consultants

Team Management–Nick Ulmer, MD, Med. Director, Case Management & Clinical Services-Spartanburg Regional Healthcare, SC

Direct Pay Model-Brian Forrest, MD, Founder & Chief Medical Officer, Direct Pay Health/non-overhead practice model

12:30 PM -1:15 PM**DR. WILLIAM MCBRIDE MEMORIAL LUNCHEON**

The Impact of Health Reform on Reducing Disparities

Christopher Gibbons, MD, Johns Hopkins Urban Health Institute

15 min Break

1:30 PM-3:00 PM**Plenary III - New Paradigms for CV Risk Management**

1:30 PM Diabetes–John Buse, MD

2:00 PM Vitamin D-Domenic Sica, MD

2:30 PM Hypertension Management in the Elderly-Keith Ferdinand, MD

REFRESHMENT BREAK

3:15 PM-5:00 PM**INTERACTIVE WORKSHOPS- attend 2 workshops**

Understanding Meaningful Use-David Carmouche, MD–Baton Rouge, LA, subject expert

Advanced Lipid Testing-Dan Wise, MD-Charlotte, NC, Lipidologist & Preventive CV Medicine

Adolescent CV Risk Factor Management–Mark DeBoer, MD-Univ of VA pediatrician managing CV Risk

Patient Group Visits-Brent Jaster, MD-University of Colorado, expert in patient group visits

Managing Hypertension in the ED-David Cline, MD–Wake Forest University, research on HTN in the ED

FREE TIME

6:00 PM-7:00 PM**POSTER SESSION and Reception****7:00 PM- 9:00 PM****AWARDS SIT DOWN DINNER**

COSEHC PEOPLE IN THE NEWS

Physicians from several COSEHC Cardiovascular Centers of Excellence, supported in part by COSEHC, attended and presented research from their clinics at the American Society of Hypertension (ASH) 2011 Annual Meeting in New York City (May 21-24, 2011). The following Cardiovascular Centers of Excellence were represented at ASH: **Hattiesburg Clinic** (Dr. Bryan Batson), **Cary Healthcare Associates** (Dr. Mazen Hamad), **Palmetto Primary Care** (Jennifer O'Donnell, MHA), and **Access Healthcare** (Dr. Brian Forrest). In addition, **Dr. Carlos Ferrario and Dr. JaNae Joyner** presented posters on the COSEHC database, risk tool, and quality improvement initiatives.

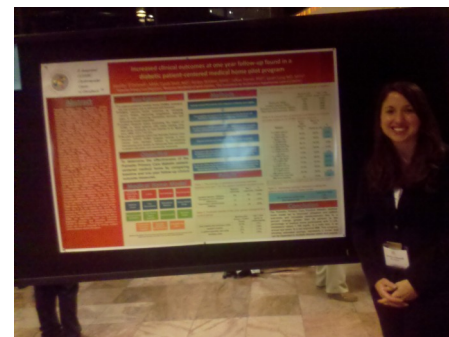
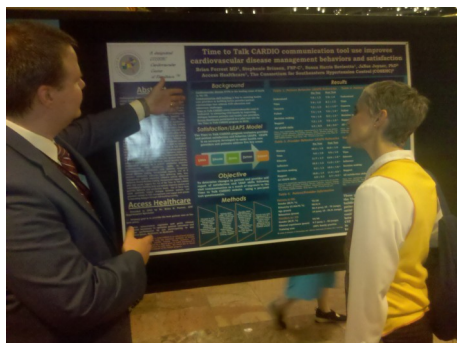
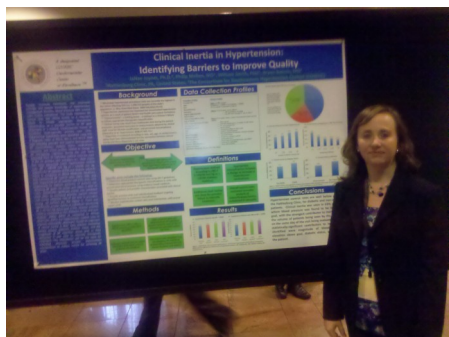
Bryan Batson, MD; JaNae Joyner, Ph.D.; Philip Mellen, MD; William Smith, PhD. Clinical Inertia in Hypertension: Identifying Barriers to Improve Quality.

Mazen Hamad, MD; Brian Forrest, MD, Michael A. Moore, MD; Debra Simmons, RN, MS; JaNae Joyner, PhD. A COSEHC sponsored quality improvement initiative enriches chronic disease practice and performance of North Carolina diabetic patients

Jennifer O'Donnell, MHA; Cyndi Shull, MD; Amber Winkler, MHA; JaNae Joyner, PhD, Laura Long MD, MPH. Increased clinical outcomes at one year follow-up found in a diabetic patient-centered medical home pilot program
Brian Forrest MD; Stephanie Brinson, FNP-C; Susan Harris Bavisotto; JaNae Joyner, PhD. Time to Talk CARDIO communication tool use improves cardiovascular disease management behaviors and satisfaction

Carlos M. Ferrario, MD; Michael A. Moore, MD; Debra Simmons, RN, MS; Chris Colby, PhD; Alex Exuzides, PhD; and Sumeet Panjabi, PhD. Improving Global Vascular Risk Management (GVRM) Using the COSEHC Cardiovascular Risk Assessment Tool.

JaNae Joyner, PhD; Brian Forrest, MD; Kristina Yu-Isenberg, PhD, MPH, RPh; Debra Simmons MS; Daniel Lackland, DrPH. Cardiovascular Care Disparities in a South Carolina Primary Care Site Participating in the COSEHC Customized Model of Intervention and Care (COSMIC) Project



COSEHC PEOPLE IN THE NEWS

Dr. JaNae Joyner and Dr. Michael Moore were invited to participate in a press briefing for the American Society of Hypertension (ASH) Annual Meeting on May 23, 2011. On behalf of Dr. Bryan Batson, who was unable to attend the ASH meeting, they discussed Dr. Batson's submitted abstract on his patient inertia study.

The Heart.org reported on May 25, 2011, from the press conference:

"Taking on the issue of blood-pressure control from another angle, Drs. Michael Moore and JaNae Joyner (Consortium for Southeastern Hypertension Control, Hattiesburg, MS) reported on the issue of clinical inertia, which they defined as the failure of healthcare providers to initiate or intensify therapy when needed. Both noted that the rates of hypertension in Mississippi are among the highest in the US, with about 35% of the state considered hypertensive.

Studying 1295 hospital visits at a large multispecialty clinic, the researchers report that just 52% of patients were at treatment goal, defined as blood pressure <140/90 mm Hg or <130/80 mm Hg for those with diabetes mellitus. Of those not at goal, no action was taken in 63% of cases. Multivariate analysis revealed that clinical inertia was more likely to occur when the patient was diabetic and was less than 10 mm Hg away from their blood-pressure target. Similarly, treatment was less likely to be intensified in non-Hispanic whites or when the physician treated more than 26 patients per day.

Speaking to the results, Moore said he was not concerned with how many patients a physician saw during the day but rather what occurred during that hospital visit, noting that there is still plenty of time during that visit to address the unchecked blood pressure and intensify treatment. Also commenting on the results, Egan said that treatment algorithms for better blood-pressure control need to be simple, aligned with the clinical guidelines, and consistent. Black noted that while an inertia rate of 63% is high and needs to be addressed, it is still better than a decade ago, when nine out of 10 physicians would not adjust treatment levels once treatment had been started."



DR. BRYAN BATSON
HATTIESBURG CLINIC

COSEHC PEOPLE IN THE NEWS

Congratulations to Dr. Pedro Velasquez, his office manager Claudia Neira, and our CV Center of Excellence, Centro Saluda dba LifeDoc in Memphis, Tennessee, for receiving NCQA Diabetes Program Recognition.



SEEKING NOMINATIONS!

COSEHC is still seeking nominations for the annual Arthur Guyton New Investigator Award to be presented at the 18th annual scientific sessions

Purpose of the award: To recognize a promising newly independent investigator, working in the field of hypertension or cardiovascular research.

Qualifications: Candidates should not be more than 10 years from the date of receiving the Ph.D. or more than 10 years post-fellowship for those having an M.D.

Award:

At the annual meeting the awardee will be presented with a check for \$1000 and COSEHC will reimburse travel expenses to the 18th annual Scientific Sessions.

Please send nominations with candidate contact information to Debra Simmons, dwirth@wakehealth.edu by October 7, 2011.

2012 Warren Trust COSEHC Fellowship

Nominations are open for the 2012 COSEHC Fellowship award. This awards funds a selected post-doctoral fellow for a one year period for research in cardiovascular health. Nomination guidelines and criteria can be found at www.cosehc.org, under Warren Trust Fellowship. DEADLINE FOR APPLICATION SUBMISSION IS JANUARY 1, 2012.

COSEHC 2011



COSEHC

Consortium for Southeastern Hypertension Control 18th Annual Scientific Sessions

“Remodeling Primary Care to Optimize Patient Outcomes”

Nov 3-Dinner Satellite

**Women & CV Disease-Is there
a Gender Difference?**

Nov 4: CME Program

- Health Reform-Why Remodeling
Primary Care is Important
- Best Practices to Optimize
Patient Outcomes
- New Paradigms to Reduce
Cardiometabolic Risk
- Case-based Clinical Workshops

Registration Details

336-716-8238 or

www.cosehc.org

**ONLY \$ 100.00 to register
9 CME CREDITS**



Charlotte, North Carolina

Renaissance Charlotte Southpark Hotel

November 3-4, 2011

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COSEHC WILL BE PRESENTING THE ATGOAL PI-CME PROGRAM ONLY IN THE JACKSONVILLE AND NASHVILLE LOCATIONS



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

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

If you have something of interest for the newsletter, especially a feature on your Cardiovascular Center of Excellence, please email the information to: [<spollock@wakehealth.edu>](mailto:spollock@wakehealth.edu)