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Heart Failure Society News

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Sacramento Primary Care Review Course on Target

The 2005 "Update for the Primary Care Physician" was held Saturday, February 12 in Sacramento, California. Attendees agreed that the program provided valuable information that would enhance their professional practice. The program was planned by Program Chair, Barry Greenberg (University of California—San Diego CA) and Co-chairs Mark Winchester and John Chin, (Sutter Medical Center, Sacramento CA).

This year's Update for the Primary Care Physician included:

- Heart failure prevalence and prevention



- Clinical evaluation of heart failure, including heart failure with preserved ejection fraction
- Therapeutic options, including neurohormonal blockers and device therapy
- Long-term management, managing co-morbidities, and end-of-life decisions
- The role of exercise therapy
- Improving compliance and patient well-being

Presentations were supplemented with case studies that generated lively discussions.

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Heart Failure Awareness Week 2005: Media Outreach

The HFSA kicked off 2005 National Heart Failure Awareness Week with a radio tour from Sacramento, CA. Drs. Barry Greenberg (University of California, San Diego) and Ileana Piña (Case Western Reserve, Cleveland) spoke to radio listeners in diverse markets around the country. The radio tour was complimented by public service announcements.

The message focused on heart failure, recognizing signs and symptoms, and the importance of seeking medical care. It also directed listeners to hfsa.org and aouthf.org for more information about heart failure.

The February 11th, 2005 radio media tour included 19 broadcasted interviews (English and Spanish). The tour reached an estimated audience of 7.4 million listeners. The tour included local and national stations, e.g. the Associated Press, All News Radio

and CNN Radio Noticia, as well as stations in Boston, Miami, Seattle, and Cincinnati. A radio news release (a brief message about Awareness Week and the Society) was recorded and distributed to radio stations around the country. The news release resulted in an estimated 855 broadcasts, reaching an audience of about 5.2 million listeners.

Previously recorded public service announcements were distributed to 1,000 stations, including 344 Spanish-language radio stations. To date, this outreach has resulted in about 6,885 broadcasts including: 1,189 broadcasts on 24 Spanish-language stations and 5,696 broadcasts on 53 English-language stations. Increased traffic to the web site and requests for educational materials have been a direct result of these public service announcements.

Sacramento Primary Care Review Course on Target*continued from page 1*

In addition to Drs. Greenberg, Winchester, and Chin, faculty included:

- Susan E. Ammon (VA Medical Center, San Francisco CA)
- Kathleen A. Dracup (University of California, San Francisco CA)
- Michael B. Fowler (Stanford University, Stanford CA)
- Gary S. Francis (Cleveland Clinic Foundation, Cleveland OH)
- Sharon A. Hunt (Stanford University, Stanford CA)
- Barry M. Massie (VA Medical Center, San Francisco CA)
- Mandeep R. Mehra (University of Maryland, Baltimore MD)
- Ileana L. Piña (Case Western Reserve University, Cleveland OH)
- Marc A. Silver (Christ Hospital and Medical Center, Oak Lawn IL)
- John A. Teerlink (University of California, San Francisco CA)

■ Patricia A. Uber (Ochsner Clinic, New Orleans LA)

■ Clyde W. Yancy (University of Texas Southwestern Medical Center, Dallas TX)

This is an important CME symposium for the Society because 80 percent of heart failure patients are seen by primary care clinicians. Presentations given at the symposium are used to develop audio tapes and a web cast that serve to increase the reach of program content to the primary care community. The audio tapes are developed jointly with Audio Digest and provide CME credit. The web cast will be available by the end of May on the hfsa.org website. The web cast has been divided into six one-hour modules with each module providing CME credit.

The primary care update serves as the kick off event for National Heart Failure Awareness week. HFSA's Heart Failure Awareness activities are supported by education grants from members of the 2005 Heart Failure Awareness Roundtable: AstraZeneca, GlaxoSmithKline, Guidant Foundation, Medtronic Inc., Pfizer Inc., Novartis Pharmaceuticals, and Scios Inc.

Register Early for 2005 Scientific Program

Registration for the 2005 Annual Scientific Meeting in Boca Raton, Florida is running at record pace. This year's program, building on previous successes, will feature simultaneous symposia, Court is in Session, Hyde Park Hypotheses, debates, practical how-to sessions, case discussions, late-breaking trials, and award competitions for investigators.

The Program Planning Committee, chaired by Douglas Mann (Baylor College of Medicine, Houston, TX) and Stephen Gottlieb (University of Maryland, Baltimore, MD), has developed a program that balances basic science, clinical, and translational topics.

The basic science workshop, part of the continuing emphasis on basic science, will be held Sunday afternoon, September 18. The topic is "Biology and Therapeutic Applications of RNA Interference (RNAi)." Basic science sessions will take place during the scientific meeting, including one that will cover the fundamentals of basic science, designed specifically for clinicians.

The opening plenary session will address ethical dilemmas in research. Speakers are Arthur Caplan, MD a well-known medical ethicist from the University of Pittsburgh, Gregg Bloche, MD, JD, Professor of Law from Georgetown University, and Christine Laine, MD, Depute Editor of the *Annals of Internal Medicine*. The scientific program is posted on hfsa.org (Annual Scientific Meeting). Updates will be posted as received.

In addition to the scientific program, 21 satellite symposia will be held at the meeting to provide information about new and emerging therapeutic options for heart failure. The programs are held each day of the scientific meeting, beginning on Sunday morning, September 18th.

Continuing education credits for the scientific program and the satellite symposia will be available for physicians, nurses, and pharmacists.

Central DuPage Hospital Hosts HF Awareness Week Events

Robin Fortman (Nurse Practitioner) directs the audience to the HFSA consumer website, abouthf.org

In February, Central DuPage Hospital (Winfield, Illinois) sponsored a series of dinner presentations about advances in heart care entitled "Reshaping Your Heart." As part of this four night series, and in recognition of Heart Failure Awareness Week, one evening was devoted to "Hope for Heart Failure Patients." An audience of 110 community members participated.

While enjoying a heart-healthy meal, participants heard from three speakers. Robin Fortman, a cardiovascular nurse practitioner from Central DuPage Hospital, began the evening program with a presentation that provided a general overview of the definition and causes of heart failure.

Cardiologist and heart failure specialist Christine Lawless, also from Central DuPage Hospital, discussed heart failure in detail and available treatments. Electrophysiologist Michael Peterson explained indications for and results of using implantable defibrillators and cardiac resynchronization in patients with heart failure.

The audience was given an opportunity to participate in a discussion after each presentation. Recipes for the meal were provided, including nutritional information. Registration filled quickly, and the evaluations and comments were overwhelmingly positive.



Enjoying a heart healthy meal, community members learn from speakers about heart failure.

Future Heart Failure Awareness Weeks

- 2006: February 12-18
- 2007: February 11-17
- 2008: February 10-16
- 2009: February 8-14

Heart Failure Specialists: The Next Generation

The second annual heart failure cardiology fellows conference, "Establishing a Career in Heart Failure", was held January 21-23, 2005 at the Boca Raton Resort & Club in Florida. Fellows attending represented 57 cardiology training programs from 32 states, the District of Columbia, Puerto Rico, and Edmonton, AB, Canada.

The program is designed for fellows in ABIM accredited training programs with an interest in heart failure as a career path. With the rapid development of drugs and devices for heart failure and emerging discoveries in molecular and genomic medicine, an exciting clinical and investigational environment has been created that has established heart failure as one of the leading sub-disciplines of cardiology.

The goal of the conference is to introduce cardiology fellows in training to the vast array of career options in heart failure. This is an opportunity to interact with national

and international thought leaders in heart failure. State-of-the-art updates, small group discussion and informal one-on-one time are provided to enlighten fellows on various careers paths in clinical investigations, basic science, population biology and clinical practice in heart failure. Clyde Yancy, Program chair, was joined by eleven recognized thought leaders in the field of heart failure: Jay N. Cohn, Thomas Force, Gary S. Francis, Sharon A. Hunt, Mariell L. Jessup, Arnold M. Katz, Marvin A. Konstam, Beverly H. Lorell, Barry M. Massie, Mandeep R. Mehra, Ileana L. Piña, Lynne Warner Stevenson and William Stevenson.

Key to the design and success of the fellows conference is the ample time provided for fellows and faculty members to spend time together in small group settings discussing their professional and personal experiences as heart failure specialists. The HFSA has a commitment to support cardiology fellows interested in heart failure as a career path.

The enthusiastic response to last year's conference was echoed in the evaluations from this year's meeting. Comments such as the following were typical:

"Excellent summaries of heart failure topics. Great interaction with faculty—the best in the business."

"Having the opportunity to spend time with some of the most exceptional minds in heart failure is invigorating to those interested in the field."

"Meeting the people I admire and have read was great! The dialogue about what heart failure will look like in the future was very helpful."

Support for this conference was provided by Abbott Laboratories, GlaxoSmithKline, Guidant Foundation and Scios, Inc.

Information about the 2006 conference will be available this fall.

Journal of Cardiac Failure Moves to an Electronic Platform

As of January 2005 articles being submitted for consideration for publication in the *Journal of Cardiac Failure* (JCF) can now be done online. This will not only simplify the process but also shorten review time. Information on how to submit can be found on the hfsa website hfsa.org.

Submissions to the *Journal of Cardiac Failure* during the first two months of 2005 were up 35% from 2004 and 45% from 2003.

When current editor Barry Massie (VA Medical Center, San Francisco CA) assumed the reins in 2002, the journal had just increased from quarterly to bi-monthly. In 2005 JCF moved to nine issues a year. This increased frequency of publication will reduce the delay between acceptance and publication and enable the journal to accept more high quality manuscripts. According to Massie, JCF has had to reject some very good papers in the past due to limited space.

Massie is delighted to have three new associate editors. Tom Force (New England Medical Center, Boston MA) will be recruiting authors for a new series of reviews on the implications of new scientific discoveries for clinicians interested in heart failure. Mandeep Mehra (University of Maryland, Baltimore MD) has a broad range of expertise in clinical heart failure, heart transplantation, and clinical investigation. Paul Heidenreich (Stanford University, Palo Alto CA) brings to the position expertise in clinical decision-making and cost-effectiveness assessment.

The increase in number of issues published each year plus papers being submitted reflects the rapid pace of advances and the growth of interest in the field of heart failure. Members are asked to support the journal through the continued submission of high-quality manuscripts.

Series of Events Increase Heart Failure Awareness in Mobile

Providence Hospital Heart Failure Clinic (Mobile AL) started its Heart Failure Awareness activities with a proclamation by Alabama Governor, Bob Riley. Throughout February, local television aired interviews with Providence Heart Failure Clinic Medical Director, Charles W. Parrott, and a heart failure patient. Cheryl Quale, Heart Failure Clinic Nursing Director, was interviewed on "Ask the Expert" about the incidence and treatment of heart failure.

Dr. Parrott was the featured speaker for a community program about heart failure. A local restaurant provided a 600 mg sodium breakfast for those attending. HFSA patient education modules and brochures on hypertension and diabetes were distributed. The event was supported by Pfizer.

Another community event featured free heart screening by Providence for over 70 people. Screening included BNP testing, bioimpedance testing, and echocardiograms. Education was provided

about heart failure, hypertension, and coronary artery disease. Support was provided by Biosite and CardioDynamics.

On February 17, Mandeep Mehra (University of Maryland, Baltimore, MD) provided a dinner presentation for over 50 area physicians and nurses about recent advances in heart failure treatment. Medical information was distributed about heart failure, myocardial infarction, and hypertension. Scios and Biosite provided funding.

Patient Education Modules Still “Best Sellers”



Patients and professionals continue to download and order copies of HFSA's patient education modules. To date, 10 of the 11 modules are complete and available. They are:

- Module 1: Introduction: Taking Control of Heart Failure
- Module 2: How to Follow a Low-Sodium Diet
- Module 3: Heart Failure Medicines
- Module 4: Self-Care: Following Your Treatment Plan and Dealing with Your Symptoms
- Module 5: Exercise and Activity
- Module 6: Managing Feelings About Heart Failure
- Module 7: Tips for Family and Friends
- Module 8: Lifestyle Changes: Managing Other Chronic Conditions
- Module 9: Advance Care Planning
- Module 10: Heart Rhythm Problems
- Module 11: How to Evaluate Claims of New Heart Failure Treatments and Cures (available summer 2005)

The modules were developed by members of the Nursing Committee and then submitted to an extensive review process. They are designed to be practical, easy to read and understand.

Mark Your Calendars

Friday, July 22, 2005:

Early Registration for Annual Meeting

September 18 – 21, 2005:

9th Annual Scientific Meeting

September 10 – 13, 2006:

10th Annual Scientific Meeting, Seattle, WA

February 12 – 18, 2006:

National Heart Failure Awareness Week

Heart Failure Awareness Program for Nurses a Great Success

“Compensating for Failure,” a symposium about heart failure offered to nurses during Heart Failure Awareness Week was held in Mobile, AL. The program attracted 76 nurses who gave overwhelmingly positive evaluations of the activity. The event was sponsored by the Mobile Infirmary Medical Center Heart Failure Program in Mobile, AL.

This one-day program addressed topics including the pathophysiology of heart failure and what the patient needs to know about current treatment options. Perspectives on heart failure were provided by a nephrologist and an electrophysiologist.

Based on the success of this program, a community program may be added next year. Companies providing support included AstraZeneca, CHF Solutions, Amedysis Home Health, Infirmary Home Health, American HomePatient, and Scios, Inc.



Speakers at “Compensating for Failure”:
Julia Baldwin, Kenneth Burnham,
M. Craig Kleinmann, and J. Michael O’Dowd

