

# Heart Failure Society News

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## HFSA Launches the First National Heart Failure Awareness Week



The Heart Failure Society of America's (HFSA) campaign to increase public awareness of the risks and symptoms of heart failure culminated in the first national Heart Failure Awareness Week, February 14-19, 2000.

Following passage of a United States Senate resolution proclaiming Heart Failure Awareness Week, the HFSA's national press teleconference on Monday, February 14, kicked off the week of extensive activities that featured numerous local programs throughout the country. These events – designed to educate health professionals as well as members of the general public about the symptoms, risk factors, and treatment options – included grand rounds, symposia, continuing medical education programs, interviews with cardiologists on television and radio news programs, lectures, health fairs, debates, luncheon meetings with speakers, and print media interviews and advertisements. The HFSA provided educational brochures, materials, and videos and offered the information via a toll-

free phone number (1-877-510-HFSA) and website ([www.abouthf.org](http://www.abouthf.org)).

The HFSA's national press teleconference featured HFSA President Arthur Feldman, MD, PhD; television personality Larry King; former New York City Mayor Ed Koch; and Richard Neuman and Lacey Angioletti, two patients with heart failure.

As official spokesperson for the campaign, Larry King described the symptoms and risk factors of heart failure and urged people to seek the effective treatments available to manage the disease and improve their lives. He provided a series of radio and print media public service announcements to help educate people about the disease. Ed Koch shared his own personal experiences with heart disease and stressed the importance of education and early recognition and treatment.

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## Heart Failure Society News

### Editors

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## Patients with Heart Failure Stress the Importance of Seeking Effective Treatment

A compelling component of the national press teleconference was the personal experiences of two patients with heart failure whose lives have been dramatically improved since they obtained treatment. Richard Neuman, age 71, who has had three heart attacks and two operations, related his own story as a patient with heart failure. He went to his doctor when he began experiencing the symptoms of fatigue and shortness of breath. When the diagnosis of heart failure was confirmed, he began a regimen that included an ACE inhibitor, a beta blocker, and digoxin. He has since been able to resume most

of the activities he enjoys, including golfing and traveling. "When I was diagnosed with heart failure, I didn't want to go to the doctor. Now I'm glad I went when I did. I'm back to doing the things I enjoy, like gardening, going to the theater, and going out with my wife. I am thankful that I am living at a time when I can get the treatment I need."



Richard Neuman, shown here on a white-water rafting trip with his wife Waltraut, has been able to resume his active lifestyle since beginning an effective regimen of medication, diet, and exercise.

His wife, Waltraut, who also participated in the national press teleconference, affirmed the improvement in their lives.

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## President's Message



Arthur M. Feldman, MD, PhD  
President, HFSA

I am very pleased to report that the HFSA's recent campaign to raise public awareness of the nature and risks of heart failure was an enormous success, reaching tens of millions of Americans. Many people across the country invested their time, energy, and talents to achieve this level of success, and their investment reaped excellent dividends. On behalf of the Society, I wish to thank them for their generous participation. I am especially grateful to the patients with heart failure who shared their personal experiences and helped so many others to see that early diagnosis and effective management can enable people to lead active and productive lives.

### National Campaign

To launch the first-ever national campaign of this nature, the HFSA worked to secure unanimous passage in the United States Senate of Resolution 256, declaring the week of February 14-19 as national Heart Failure Awareness Week. The resolution, introduced by Senator Arlen Specter (R-PA), enjoyed widespread support and the cosponsorship of 60 senators. We officially started the week with a well-received national press teleconference that featured Larry

King, official spokesperson of the campaign; former New York City Mayor Ed Koch; two patients with heart failure, Richard Neuman and Lacey Angioletti; and myself. Larry King provided radio and print media public service announcements that helped us to reach a broad spectrum of the public with our message. His radio announcements were carried on the NBC radio network (estimated reach, 20 million), the USA radio network (estimated reach, 5 million), and the CNN radio network. His print announcements were published in *USA Today* and the *Pittsburgh Post-Gazette*. In addition to the press teleconference, we set up a special website, [abouthf.org](http://abouthf.org), to further communicate to the public and to distribute the educational materials we had prepared, and we provided a toll-free telephone number.

### Local Events

Enthusiastic HFSA members and colleagues in cities across America hosted an impressive variety of educational programs for health professionals and the general public, and a sampling of these activities appear in this newsletter. They also reached out to wider audiences through the media, appearing on local television and radio interviews and talk shows and holding print media press conferences. Through the synergy of these efforts, we reached 45 nationwide television markets, over

178 million radio listeners, and millions of newspaper readers.

Heart Failure Awareness Week would not have been successful without the help of a wide array of health care professionals and patients across the country. However, special thanks must go to the members of the Heart Failure Awareness Roundtable who provided support for our activities; to Senator Arlen Specter and his staff, most notably Alisson Dekosky and Erin Quay; and to the public relations group at Bozell-Kamstra.

### The Future

Heart Failure Awareness Week, however successful, was only the opening salvo in the Society's long-term commitment to increase the understanding of the risks and symptoms of, as well as treatments for, heart failure. The task we face is an enormous one: 4.6 million Americans already have heart failure; we are diagnosing 400,000 new cases a year and losing over 250,000 patients annually to this disease. Less than 50% of our patients survive more than 5 years after the initial diagnosis. Government funding is woefully inadequate and disproportional: in 1997, the federal government allocated \$332 million for breast cancer, \$132 million for lung cancer, and only \$28 million for heart failure, even though the prevalence of heart failure far exceeds that of those diseases.

(continued from page 1)

## Heart Failure Awareness

Dr. Feldman told listeners that, while heart failure cannot be cured, early diagnosis and treatment can significantly slow the progression of the disease, reduce the risk of hospitalization, and enable patients to lead more normal and fulfilling lives. The optimal treatment plan, he explained, includes a combination of medications, exercise, and dietary changes. ■

*Television personality Larry King, national spokesperson for Heart Failure Awareness Initiative, described heart failure as a disease that can be controlled so that patients can lead productive lives. He is supporting the campaign through public service announcements such as the one shown (at right) that have appeared in radio and print media throughout the country.*

**Heart Failure Isn't A Death Sentence.**

In fact, this disease that affects nearly 5 million Americans, can be controlled and improved. It's caught early. So learn the warning signs: a swollen abdomen after mild activity or during sleep; weight gain with swelling in your ankles and feet; and general fatigue and weakness.

Although heart failure can strike anyone, people with high blood pressure, diabetes, damage to heart valves, an enlarged heart, a family history of enlarged heart, and people who have already had a heart attack are at greatest risk.

To find out more, talk with your doctor. Or for more educational materials, call 1-877-538-HFSA. You can also visit our website at [www.abouthf.org](http://www.abouthf.org).

HEART FAILURE AWARENESS WEEK IS FEBRUARY 14 - 19, 2000.

That is the bad news. The good news is that there has never been a more promising time for patients with this disease. People who a decade ago had little hope for survival now have the opportunity to lead fulfilling lives. With early diagnosis and treatment, we can slow the progression of this disease and significantly improve the quality of life of our patients. With this recent initiative, we have made an impressive start to enhancing the public's recognition of heart failure. Working together, with the ongoing support of every member of the Society, we will continue our efforts until this epidemic is ended. ■

Arthur M. Feldman, MD, PhD  
President

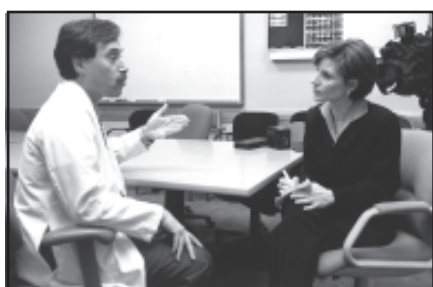
## US Senate Declares National Heart Failure Awareness Week

The United States Senate, by unanimous consent, passed Senate Resolution 256, on February 11 declaring the week of February 14-19 to be national Heart Failure Awareness Week. The resolution's primary sponsor, Senator Arlen Specter (R-PA) was joined by 60 cosponsors. ■



Senator Arlen Specter (R-PA)

## NEMC's Symposium Provides Overview of Heart Failure



New England Medical Center's Chief of Cardiology Marvin Konstam, MD, (left) was interviewed by WLVI-TV, Channel 56, reporter Stephanie Leydon on the warning signs of heart failure.

New England Medical Center's (NEMC) Chief of Cardiology Marvin Konstam, MD, (left) was interviewed by WLVI-TV, Channel 56, reporter Stephanie Leydon on the warning signs of heart failure.

NEMC hosted a heart failure symposium for health professionals on Friday, February 18, from 12:00 to 1:30 p.m. in the Wolff Auditorium. The event provided an overview of the latest research in heart failure diagnosis and treatment. ■

(continued from page 1)

## Importance of Effective Treatment

She said, "My first husband died from complications of heart disease a number of years ago. When my second husband, Richard, was diagnosed with heart failure, I was worried. But now that he is being treated for heart failure, we have been able to enjoy our favorite activities again together. I'm not worried anymore. Thanks to research, medication, and education, Richard's health has improved, and we are able to have an active lifestyle." She told listeners, "My advice is to see the cardiologist early and don't be afraid to ask questions. You can live with this disease if you act early and follow the treatment plan."

Lacey Angioletti was 22 when she was hospitalized with heart failure. She had been very athletic, particularly enjoying her role as a member of a varsity crew team. Like many people, she had no idea what the symptoms of heart failure were, and she ignored them for some time. "I used every excuse in the book," she reported. When she could no longer ignore the symptoms, she went to the emergency department; subsequent testing revealed that she had a significantly enlarged heart, a thrombus, and an ejection fraction of 16. Today, four years later, she follows her treatment plan carefully and is able to run three to four miles per day. "Knowledge is power," she told the press, and "heart failure is not a death sentence" if people do not ignore the symptoms and get help. ■

## Christ Hospital Hosts Patient Education Events



Participants received health-risk assessments at the Christ Hospital Heart Fair.

Christ Hospital, Oak Lawn, Illinois, hosted several events to increase public awareness of heart failure. Marc Silver, MD, and other cardiac experts spoke about heart failure and other heart-related diseases. Approximately 150 people participated in the Christ Hospital Heart Fair on Monday, February 14, at the Oak Lawn Hilton. Attendees were able to receive health-risk assessments that included a lifestyle questionnaire, blood pressure reading, height and weight measurements, and cholesterol screening. ■



Marc Silver, MD, explained the risks and symptoms of heart failure to participants in the Christ Hospital Heart Fair.

## Loyola Medical Center Sponsors Programs for Physicians and Patients

Loyola Medical Center, Chicago, Illinois, was an enthusiastic participant in Heart Failure Awareness Week, holding an array of events:

- A continuing medical education program entitled "Heart Failure 2000: Strategies for the New Millennium" was attended by 160 primary care physicians, cardiologists, and nurses. Participants viewed an exhibit and selected information on heart failure resources and attended four lectures on heart failure: optimal therapy, treatment of sudden death, heart failure and the elderly, and when to refer for transplantation.

- Grand rounds for the medical center included 150 participants and debates on "Are intermittent inotropes effective therapy for heart failure?" and "Who should manage chronic heart failure patients: the cardiologist, primary care physician, or advanced practice nurse?"

- Twenty informational posters were displayed throughout the medical center and gold ribbons were circulated.



Heart failure/heart transplant program nurses (left to right) Marianne Laff, RN, MSN; Deborah Jednachowski, RN; and Deb Hulford, RN, presented posters at the February 9 program.

- Christine Lawless, MD, delivered lectures at luncheon meetings at the Center's primary care satellite sites throughout the Chicago area.

- The Center placed advertisements in the *Chicago Tribune* and *Life* newspapers

to further increase the educational efforts of the campaign.

In addition, Dr. Lawless reported that the Center is establishing a support group for patients with heart failure. Developed in response to surveys of patients in the heart failure center and in outpatient heart failure clinics, the support group will start in the spring and will meet biweekly or monthly. The Center also is planning an educational program for the community, "Living Well With Heart Failure," to be held in the spring.



Christine Lawless, MD, (right) was one of the presenters at the Center's continuing medical education program.

## Cleveland Focuses on Media Campaign

Two Cleveland institutions with large heart failure programs combined forces to launch an extensive media campaign to communicate information about heart failure. Physicians from University Hospitals of Cleveland and the Cleveland Clinic Foundation were guests on the major networks of ABC, CBS, and NBC, as well as other media outlets.



Ileana Pina, MD

Gary Francis, MD, reported that "We have quite a bit of media activity," including his television interview on Fox on February 13 and a radio interview on WDOK on

February 18; a television interview with Randy Starling, MD, on February 14; and television appearances by the University Hospitals' Ileana Pina, MD, and Jim Young, MD, head of the heart failure program at the Cleveland Clinic. ■

## St. Mary's Hospital Sponsors Public Lecture

As part of its campaign to help raise community awareness of heart failure,

St. Mary's Hospital, Waterbury, Connecticut, sponsored a free lecture by Paul Kelly, MD, Cardiologist Associates of Waterbury, on February 17. He discussed the disease and treatment approaches. Dr. Kelly also was a guest on a local radio station on February 16. He told listeners that "We will see a lot more heart failure in 20



Paul Kelly, MD (left), and patient Theodore McMahon discussed heart failure with callers on a local radio program.

years" because the population is aging. "We have done a great job in reducing the death rate due to heart attacks, but afterwards people are left with damaged hearts that may later develop heart failure." He urged listeners to consult their physicians as soon as they experience any symptoms. He explained that treatment includes a combination of medication, salt restriction, weight control, and exercise. ■

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**Planning to relocate?** Don't forget to change your address with the HFSA corporate office as well as the publishers of the *Journal of Cardiac Failure* and *Congestive Heart Failure*. To notify the publishers, please follow the instructions in each journal.

## Michigan Area Hospitals Celebrate Heart Failure Awareness Week

Covenant Healthcare System displayed educational posters at its three hospitals in Cooper, Harrison, and Mackinaw, Michigan. According to Virginia Roland, congestive heart failure coordinator, staff appreciation activities were held for nurses on the cardiac units who help serve patients with heart failure. Gold ribbons and brochures were distributed throughout the hospitals. ■

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## UPMC Hosts Heart Failure Management Symposium

Cardiologists from several area hospitals in Pittsburgh gathered for a seminar on congestive heart failure on Friday, February 18, at the University of Pittsburgh School of Medicine.

The seminar, "Management of Heart Failure in the 21st Century," included lectures by Richard P. Shannon, MD, professor of medicine at MCP Hahnemann University School of Medicine; Alan H. Gradman, MD, chief of the Division of Cardiovascular Diseases at the Western Pennsylvan-

nia Hospital; Abe W. Friedman, MD, clinical assistant professor of medicine at the University of Pennsylvania Medical Center (UPMC); and Arthur M. Feldman, MD, director of the UPMC Health System. It was held from 8:00 a.m. to 10:30 a.m.

Lecture topics included discussion of the pathophysiology of heart failure, the use of ACE inhibitors and beta-blockers, recent clinical trials, the management of persistent symptoms, and new treatment approaches for heart failure. ■

## Louisville, Kentucky, Residents Enjoy Range of Activities

Geetha Bhat, MD, discussed heart failure on *Medical Moment*, a local television program in Louisville, Kentucky. Information on heart failure was also displayed in the Transplant

Clinic of the Jewish Hospital to help promote heart failure awareness. Posters and brochures were handed out to physicians and nurses throughout the hospital. ■

## Minneapolis VA Medical Center Hosts Luncheon

The first annual Heart Failure Awareness program was held at the Minneapolis Veterans Administration Medical Center (VAMC) on February 14. Eighty-five patients with heart failure, their family members, and medical center staff and sponsors attended a half-day educational program and luncheon.

Program speakers included Jay N. Cohn, MD, cofounder and first President of the HFSA; Inder Anand, MD, director of the VA Heart Failure Clinic; and Susan Ziesche, RN. They covered a wide variety of specialty areas, including hypertension, diabetes, hyperlipidemia, exercise rehabilitation, and smoking cessation. The speakers presented information on the associated risks of heart disease and heart failure and on measures for managing these risks.

Nurses from the diabetes, lipid, smoking cessation, and heart failure clinics, as well as dietitians and hospital patient representatives, hosted information booths in the main entrance hall of the medical center.

They answered questions and provided written material on heart failure as well as on services at the medical center.



Jay Cohn (left), and Harold Kieffer

The ABC television affiliate provided local coverage, including an interview with one of the longest surviving clinic patients, Harold Kieffer, followed for 17 years.

The program was organized by heart failure clinic nurses and the director, with educational contributions from the following companies: AstraZeneca Pharmaceuticals, Bristol-Myers Squibb, Guidant Corporation, Merck & Company, Inc., Novartis Pharmaceuticals, Pfizer Laboratories, and SmithKline Beecham Pharmaceuticals. ■

### Heart Failure Patient Told He Had 6 Months To Live – In 1983

Harold Kieffer, a chiropractor in Albuquerque, New Mexico, was diagnosed with heart failure in 1983. He told participants in the VAMC's Heart Failure Awareness program that, when first diagnosed, his condition was serious: his ejection fraction was 15, his abdomen and lower extremities were swollen. He said, "I had to wear shoes without laces because I couldn't bend over to tie them. When I was home watching television, I would have to use the remote control because I could not get up to change the channel." One cardiologist told him that people in his condition did not survive more than 6 months. He left the doctor's office and went to a funeral home to make arrangements for his own funeral.

Fortunately, Mr. Keiffer learned about the program at the Veterans Administration Hospital in Minneapolis and went there to receive treatment. Today, he maintains a healthy weight, follows the treatment plan, and has an ejection fraction of 29. He said, "After 17 years, each day is more precious than the last. I cannot put into words the appreciation I feel for the VA cardiac research program."

## Patients Speak Out on Living With Heart Failure

"My life changed dramatically after being diagnosed with heart failure at the age of 45. I used to be very active. By keeping an eye on my weight, eating healthy, and taking my heart failure medications, I feel like I have more energy to lead a normal life again."

*Ed Lowers, 51-year-old patient*

"When I first learned I had heart failure, I was depressed and scared. I don't feel that way anymore. Now that I'm being treated, I'm back to enjoying my favorite activities, such as going to museums."

*Laura Jones, 60-year-old patient*

"I found myself unable to do the activities that I usually took for granted – such as breathing, walking, and spending time with my family. After being prescribed a number of medications for my heart failure, my health has improved. I can now carry groceries up the stairs and enjoy swimming, dancing, walking on the beach, and spending time with my family."

*Joan Kord, 63-year-old patient*

## St. Vincent's Clinic Helps Patients to Manage Heart Failure

The Congestive Heart Failure Clinic at St. Vincent's Medical Center has helped patients to improve the quality of their lives.

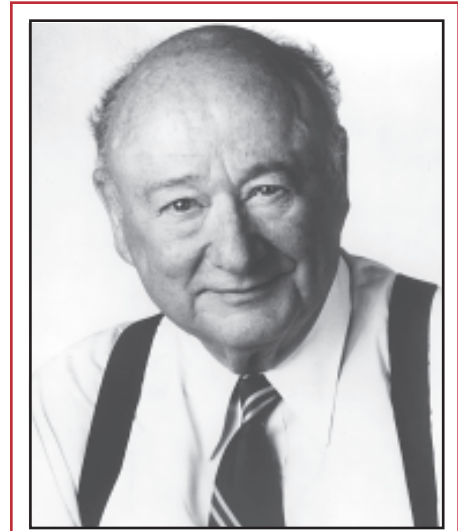
- Elizabeth Rech, Fairfield, Connecticut, a retired administrative assistant and clinic patient since October 1999, learned "how to take care of my heart failure. I couldn't even walk I had so much fluid in my legs, but I haven't needed to come to the hospital since starting the program." Prior to her admissions to the clinic, she had six emergency department admissions and four inpatient admissions for heart failure. "Congestive heart failure tends to isolate people. They don't go out, and they're afraid to exercise. The clinic offers them a process of discovery because they meet other people who are experiencing the same problem, and they learn they can do more than they thought," she said.

- James Mullins, Bridgeport, Connecticut, a retired accountant, is very pleased with his progress. "I can do things that I couldn't do before because I was so short of breath and couldn't even walk. I was in the hospital all the time before I came to the clinic," he said.

## Former NYC Mayor Ed Koch Is Keynote Speaker

The North Shore-Long Island Jewish Health System held a luncheon in honor of Heart Failure Awareness Week at the Carlton on the Park, February 15, 2000, from 12:00 to 3:00 p.m. The event's keynote speaker was the Honorable Edward I. Koch; over 400 people attended.

The program included a medical overview from Dr. David Grossman, Director of the Coronary Care Unit and Regional Heart Failure Center, as well as a discussion of new directions in patient education led by Kim Hammond, RN, CCRN, and Jacqueline Smith, MS, RD, CDN. In addition, there was an exhibit area with health information and free blood pressure screenings. ■



Former New York City Mayor Ed Koch

Former New York City Mayor Ed Koch was the keynote speaker at the luncheon hosted by the North Shore-Long Island Jewish Health System. He described his own experiences with heart disease and stressed the importance of early detection and treatment.

## Philadelphia Hosts Area-Wide Events



State Representative Matthew Ryan

The Heart Failure/Transplant Program of the University of Pennsylvania Health System held a reception in honor of Heart Failure Awareness Week, on Thursday, February 17. The reception was one of a number of events held in the Philadelphia area, where approximately 100,000 individuals are affected by heart failure. According to Mariell Jessup, MD, "Heart failure is a major public health concern. It is important that we raise public awareness about this disease in the Philadelphia area." The reception was held from 6:00 p.m. to 8:00 p.m. in the Penn Tower Hotel Ballroom. ■

State Representative Ryan was a cosponsor of House Resolution 370, recognizing National Heart Failure Week in Pennsylvania.

## Roundtable Members Support Heart Failure Awareness Week

*The Heart Failure Society of America wishes to thank the following corporate partners whose support contributed greatly to the success of the Heart Failure Awareness Week:*

AstraZeneca Pharmaceuticals

Guidant Corporation

Medtronic, Inc.

Merck & Co., Inc.

Sanofi-Synthelabo, Inc.

Roche Pharmaceuticals

SmithKline Beecham Pharmaceuticals

## Events at Sea World Highlight San Diego Heart Failure Awareness Activities

The numerous heart failure awareness activities taking place across San Diego the week of February 13 included a half-day CME-accredited seminar and a luncheon at Sea World.

The continuing medical education seminar, entitled "Heart Failure Symposium for the Primary Care Physician," was held Saturday, February 12, from 7:00 a.m. to 12:30 p.m. The seminar covered a wide variety of topics, including evaluation and management of ventricular dysfunction, heart failure prevention methods, and contemporary medical therapy using spironolactone and beta-blockers. Faculty included program director, Barry H. Greenberg, MD, from University of California at San Diego (UCSD); Kanu Chatterjee, MB, FRCP; Lucie Stern, professor of cardiology, University of California at San Francisco (UCSF); and Denise D. Hermann, MD, FACC, (UCSD). The seminar included interactive sessions with case presentations and practice strategies. It was held at the Hyatt Islandia on San Diego's Mission Bay.

The UCSD Heart Failure Foundation and the Heart Failure Society of America sponsored a luncheon and public forum on heart failure awareness at Sea World for patients and the general public on Wednesday, February 16. Invitees included 40 local senior organizations; 39 senior centers; two "Mended Hearts AHA" support groups; and patients from

UCSD, Scripps-Mercy, and the Veterans Administration Hospital, as well as USCD senior health plan members. The event took place in the Nautilus Pavilion from 11:00-2:00 p.m., and admission was free to the first 100 senior participants.



Olympic cyclist John Howard volunteered for a live echocardiogram demonstration.

The event attracted several celebrity speakers and guests, including a representative from the office of Congressman Brian Bilbray and a representative of the Mayor, who presented a proclamation in support of Heart Failure Awareness Week. Ironman and triathlete guests Scott Tinley and Greg Welch, Olympic cyclist John Howard, and San Diego Gulls Hockey center Brian Morrison volunteered as subjects for a live echocardiogram demonstration of the "heart of a champion." These live demonstrations were contrasted with taped footage of hearts affected by heart failure.

Speakers also gave testimonials of their experiences with heart failure. Ironman 1994 champion triathlete Greg Welch, 35,

shared his recently diagnosed heart problem, ventricular tachycardia, with the crowd at the event. "It's not a loss," Welch said of his retirement at a January 11 news conference. "This is a major, major victory for me. I'm going to walk out those doors, and it's a new beginning."

Raffle prizes were given out, including items donated by the San Diego Padres and Chargers, San Diego Gulls, Pulse-Metrics, CardioDynamics, and the Challenged Athletes Association. Information booths were hosted by UCSD Healthcare, UCSD Homecare, UCSD Clinical Trials Programs, and the UCSD Heart Failure Program; blood pressure screening



1994 World Ironman Champion Greg Welch addressed the attendees.

booths were provided by Pulse-Metrics and CardioDynamics. Other supporters of the event included SeaWorld Adventure Park; Roche Laboratories, Inc.; AstraZeneca Pharmaceuticals; Halsosalt, Inc.; Merck & Co., Inc.; and SmithKline Beecham Pharmaceuticals. ■

## Louisiana Symposium Held in Honor of Heart Failure Awareness Week

The Ochsner Clinic and Hospital, New Orleans, Louisiana, sponsored the first annual heart failure symposium on Saturday, February 12, at the Le Meridien Hotel in New Orleans. The day-long event, entitled "Heart Failure 2000: Tackling Heart Failure in the New Millennium," included lectures and workshops by nationally renowned faculty and covered such topics as emerging research in the medical treatments of the disorder.

According to Mandeep R. Mehra, MD, chief of Heart Failure and Transplan-

tation at Ochsner Clinic and Hospital, "The need for Heart Failure Awareness Week is nestled in the lack of global awareness of the importance of heart failure. The public finds it difficult to discriminate between "heart attack" and "heart failure" and views heart failure as a hopeless and terminal disease. The media tend to focus on surgical innovations and brush aside labor-intensive, less glamorous interventions of patient education and lifestyle changes. The physician community centers itself around diagnosis and treatment of coronary artery disease,

with gaping holes in the community appreciation of beneficial treatments."

The symposium's main objective – to increase public awareness about heart failure – included the following messages: heart failure is a national epidemic, heart failure is not a "heart attack," heart failure patients can lead productive lives, and early recognition can save lives. ■

## St. Louis Launches Successful Media Outreach

Paul J. Hauptman, MD, of St. Louis University, and Joseph Rogers, MD, of Barnes-Jewish Hospital coordinated a very effective media campaign during Heart Failure Awareness Week, with coverage on KMOV (CBS affiliate channel 4) and in the print media, including the Belleville *New Democrat* and *St. Louis American* newspapers. These stories featured several heart failure patients in the St. Louis area.

In addition to the media campaign to increase awareness, an information table was set up in the hospital lobby and staffed by nurses throughout the week. The nurses handed out information about heart failure and answered questions. The table also held a display of a signed proclamation on heart failure awareness by Missouri Governor Mel Carnahan. ■

### Fourth Annual Scientific Meeting September 10-13, 2000

The Fourth Annual Scientific Meeting of the Heart Failure Society of America will be held in Boca Raton, Florida, from September 10-13, 2000. For program, hotel, and registration information, call the Society at (612) 626-3864 or visit our web site at [www.hfsa.org](http://www.hfsa.org).



#### Mission Statement

The Heart Failure Society of America, Inc. (HFSA) represents the first organized effort by heart failure experts from the Americas to provide a forum for all those interested in heart function, heart failure, and congestive heart failure (CHF) research and patient care.

The Mission of HFSA is to:

- **Promote research** related to all aspects of heart failure and to provide a forum for presentation of basic, clinical, and population-based research.
- **Educate** physicians and other members of the profession through programs, publications, and other media to enable them to diagnose and treat heart failure and concomitant medical conditions more effectively.
- **Encourage** primary and secondary preventive measures to reduce the incidence of heart failure; to serve as a resource for government, private industry, and health care providers to facilitate the establishment of programs and policies that will better serve the patient.
- **Enhance** quality and duration of life in those with heart failure.
- **Promote and facilitate** the formal training of physicians, scientists, and allied health care providers in the field of heart failure.

**Heart Failure Society**  
OF AMERICA

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