



For Immediate Release

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Experts Convene to Discuss State of Total Heart Health in Georgia

Free Program to Feature Patient Testimonials and Expert Presentations

ATLANTA – September 7, 2010 – Six national organizations committed to improving the health of patients with heart disease have announced a public education and awareness event for the Georgia community focused on the entire spectrum of heart health care. This free public forum, titled “Complete Care for Your Heart,” is part of a series of regional “Know What Counts” programs hosted by the Society for Cardiovascular Angiography and Interventions (SCAI) and designed to educate the public about the many facets of heart disease. Highlights of the program include inspiring testimonials from heart disease patients as well as informative and engaging presentations from medical experts.

SCAI developed “Complete Care for Your Heart” in partnership with the American Association of Cardiovascular and Pulmonary Rehabilitation, Association of Black Cardiologists, Mended Hearts, Preventive Cardiovascular Nurses Association, and WomenHeart: The National Coalition for Women with Heart Disease. The public forum will take place on September 11, 2010 from 11:30 a.m. to 3:30 p.m. at the Marriott Buckhead Hotel & Conference Center in Atlanta.

“The number of people in Georgia diagnosed with heart disease continues to grow. Every day I see patients who will struggle with this disease for the rest of their lives,” said J. Jeffrey Marshall, MD, FSCAI, SCAI vice president, director of Cardiac Catheterization Lab at Northeast Georgia Heart Center and Know What Counts program director. “It has never been more important to educate the public about the whole spectrum of heart health care, including prevention, detection, and treatment. This event can help patients and the general public to understand how to proactively manage their heart health through medication adherence and lifestyle changes and live a full life with heart disease.”

Heart disease is the number one killer of men and women in the United States. In 2007, more than 20,000 people in Georgia died from heart disease, accounting for approximately one-third of deaths in the state. According to data collected from 2000 to 2006 by the Centers for Disease Control and Prevention, Georgia ranks higher in heart disease and stroke deaths than the national average. In Georgia, 474 per 100,000 people died from heart disease and 119 per 100,000 died from stroke, compared to the national average of 428 and 98, respectively. In 2006, it was estimated that more than 80 million people in the U.S. had one or more forms of heart disease. Yet many people remain unaware of the risks for developing heart disease, or the array of treatment options available. During the Know What Counts program, medical experts will discuss the importance of adhering to a prescribed drug regimen for the treatment of heart disease or after heart attack, appropriate lifestyle choices to prevent or overcome heart disease, the need for cardiac rehabilitation and the latest therapies to optimize

patient outcomes. Accompanying patient testimonials will focus on living with heart disease including medication adherence and lifestyle changes to ensure a full life after treatment.

Raising awareness of the importance of adhering to prescribed medication and lifestyle changes is a critical part of Know What Counts, as research has consistently shown low patient adherence rates to physician-prescribed medication or lifestyle changes for the treatment of heart disease or after heart attack, including a 2006 study in the *American Heart Journal* that showed heart attack patients' adherence rates to prescribed medication after heart attack was only 45 percent after one year.

“Complete Care for Your Heart” will feature engaging sessions from a variety of medical experts and patients including:

- Theodore Bass, MD, FSCAI, SCAI Secretary; Chief of Cardiology, Medical Director of Cardiovascular Center, Program Director of Interventional Cardiology Fellowship at the University of Florida College of Medicine, Jacksonville
- Barbara Fletcher, RN, MN, FAHA, FPCNA, FAAN, Board of Director, Preventive Cardiovascular Nurses Association; Clinical Associate Professor, School of Nursing, College of Health, University of North Florida, Jacksonville,
- Bonnie Sanderson, PhD, RN, FAACVPR, American Association of Cardiovascular and Pulmonary Rehabilitation President-Elect; Associate Professor, School of Nursing, Auburn University, Auburn, Ala.
- Ann Bendall, heart disease patient, *WomenHeart Champion*
- Steve Stanko, heart disease patient, *Mended Hearts*

“Each of us plays an integral role in the prevention of heart disease and in spreading the message about the importance of caring for your heart,” continued Dr. Marshall. “In forums like Know What Counts, real progress can be made to educate the public and raise awareness about heart disease and adherence to treatment regimens, while also informing physicians and policymakers of their important role in the prevention and treatment of this disease.”

Media may register for the event by contacting Kathy Boyd David at kbdavid@scai.org. Members of the public interested in more information or in attending the free event may register at www.SCAI.org/KWC. A light lunch will be available beginning at 11:30 a.m. Patients and their families, health care providers, members of the Atlanta community interested in health care issues or the health care reform debate, physicians interested in cardiovascular health, media and policymakers are encouraged to attend.

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About the ‘Know What Counts’ Events

‘Know What Counts’ is a regional series designed by SCAI specifically to provide patients and health care providers with up-to-date education on the latest advances in the treatment of patients with CVD and overall best patient care. The programs provide an engaging environment in which attendees can interact and discuss topics related to the care of patients with CVD.

SCAI has undertaken this education initiative with its own resources as well as commercial funding and support from Abbott Vascular, Medtronic CardioVascular and Daiichi Sankyo Lilly.

About SCAI

Headquartered in Washington, D.C., the Society for Cardiovascular Angiography and Interventions is a

4,000-member professional organization representing invasive and interventional cardiologists in more than 70 nations. SCAI's mission is to promote excellence in invasive and interventional cardiovascular medicine through physician education and representation, and advancement of quality standards to enhance patient care. SCAI's annual meeting has become the leading venue for education, discussion, and debate about the latest developments in this dynamic medical specialty. SCAI's patient and physician education program, Seconds Count, offers comprehensive information about cardiovascular disease. For more information about SCAI and Seconds Count, visit www.scai.org or www.seconds-count.org.

About AACVPR

Founded in 1985, the [American Association of Cardiovascular and Pulmonary Rehabilitation](http://www.aacvpr.org) is a multidisciplinary organization dedicated to the mission of reducing morbidity, mortality and disability from cardiovascular and pulmonary disease through education, prevention, rehabilitation, research and disease management. Central to the core mission is improvement in quality of life for patients and their families.

About ABC

The Association of Black Cardiologists is a non-profit organization that is dedicated to eliminating disparities related to cardiovascular care for people of color. Founded in 1974, and fully accredited by the Accreditation Council for Continuing Medical Education, the Association has a national and international membership of 2,500 health professionals, Community Health Advocates (lay community members), corporate and institutional members who are making a health impact on communities across the nation.

About Mended Hearts

Mended Hearts is a community-based, nationwide heart patient support network founded in 1951. More than 18,400 members operate through 300 chapters and satellite organizations across the U.S., with two chapters in Canada. Recognized for its role in facilitating a positive patient-care experience, Mended Hearts partners with 460 hospitals and rehabilitation clinics offering heart patient support through visiting programs, group meetings and educational forums. The Mended Hearts mission is "dedicated to inspiring hope in heart disease patients and their families." To locate a chapter call 1-888-432-7899 or visit www.mendedhearts.org.

About the Preventive Cardiovascular Nurses Association

The Preventive Cardiovascular Nurses Association (PCNA) is the leading nursing organization dedicated to preventing cardiovascular disease (CVD) through assessing risk, facilitating lifestyle changes, and guiding individuals to achieve treatment goals. The mission of PCNA is to promote nurses as leaders in the prevention and management of cardiovascular disease. PCNA does this by educating and supporting nurses through the development of professional and patient education, leadership, and advocacy. For more information, call 1-608-250-2440 or visit www.pcna.net.

About WomenHeart: The National Coalition for Women with Heart Disease

WomenHeart: The National Coalition for Women with Heart Disease is the nation's only patient-centered organization serving the 42 million American women living with or at risk for heart disease – the number one killer of women. WomenHeart is solely devoted to advancing women's heart health through advocacy, community education, and the nation's only patient support network for women living with heart disease. WomenHeart is both a coalition and a community of thousands of members nationwide, including women heart patients and their families, physicians, and health advocates, all

committed to helping women live longer, healthier lives. For more information and to get a free heart health action kit, visit www.womenheart.org/kit.

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