

News Release



Major CME Performance Improvement Project To Improve Cardiovascular Health in the Southeast

The [Consortium for Southeastern Hypertension Control](http://www.cosehc.org) (COSEHC), www.cosehc.org, headquartered in Winston-Salem, North Carolina has launched a major three-year project funded by a medical education grant from Pfizer Pharmaceutical, Inc. designed to improve the prevention and treatment of cardiovascular disease and reduce heart attacks and strokes in the Southeast.

This COSEHC-sponsored initiative provides an opportunity to work with sixty community primary care practice physicians across the Southeast over the next three years. COSEHC will assess the current mode of treatment of cardiovascular care at each of the practices participating in the project. Based on this analysis, customized professional education will be provided focusing on evidence-based therapies to improve cardiovascular health in at-risk cardiovascular patients. After an on-site education session, COSEHC will work with the practices to obtain clinical data to demonstrate changes in physicians' performance towards achieving evidence-based therapeutic cardiovascular risk factor target goals. Ongoing quality improvement benchmarking reports will be provided to participating community practices.

COSEHC is encouraged that working with community primary care practices where the majority of patients with cardiovascular disease are treated will significantly improve the care of high risk cardiovascular disease in the Southeast, and lead to a decrease in the well-documented existing mortality and morbidity.

Since 1998, COSEHC has been raising awareness of the need for a better management paradigm of the global cardiovascular risk factors of hypertension, dyslipidemia, diabetes mellitus, and metabolic syndrome. A critical goal is to encourage health practitioners to recognize the importance of intervening in cardiovascular disease early with an integrated approach in order to improve patient outcomes.

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