



COSEHC

ERADICATING VASCULAR DISEASE IN ALL PEOPLE

INSIDE THIS ISSUE:

PRESIDENT'S MESSAGE	1
EXECUTIVE DIRECTOR'S MESSAGE	2
COSEHC PEOPLE IN THE NEWS	3
COSEHC ANNUAL AWARDS	4
FEATURED CENTER OF EXCELLENCE™: TAPION HOSPITAL	5
FEATURED CENTER OF EXCELLENCE™: THE BAHAMAS HEART CENTER	6
FEATURED CENTER OF EXCELLENCE™: HATTIESBURG	7

PRESIDENT'S MESSAGE

The increasing patient population within the COSEHC database is an important accomplishment in the success of COSEHC. The database currently has over 300,000 unique patients, and as envisioned by the founding members and original Board of Directors, has become a critical driver for both the education and research mission of COSEHC. Additionally as we have learned from the AT GOAL Project to improve cardiovascular outcomes in individual practices, it is an invaluable tool in the development and outcome evaluation of performance improvement.

COSEHC extends its thanks to ten CV Centers of Excellence™ who have been actively engaged in the 5-year COSEHC Database Global Vascular Risk Management Quality Improvement Project funded by a grant from Daiichi Sankyo, Inc.

These CV Centers, under the leadership of their Physician Liaisons, have provided demographic and cardiovascular data to the database for the past two years resulting in a robust clinical baseline.

These Centers include: Clearwater CV and Interventional Consultants, Hattiesburg Clinic, Holston Medical Group, Internal Medicine Specialists, Jacksonville Heart Center, Palmetto Primary Care, Pee Dee Healthcare, The Hypertension Institute of St. Thomas Hospital, and Wake Forest University.

COSEHC also wishes to thank Dr. Carlos Ferrario, PI, for his vision and leadership in making this Project a success.



Michael A. Moore, MD

President, COSEHC

SPECIAL POINT OF INTEREST:

Addressing Cardiometabolic Neuronal-Hormonal Pathophysiology to Reduce the Risk of the Cardiometabolic Syndrome

COSEHC HAS BEEN AWARDED AN EDUCATIONAL GRANT FROM NOVARTIS PHARMACEUTICALS TO PROVIDE THE FOLLOWING CME ACTIVITIES AT SELECTED SITES IN ALABAMA, LOUISIANA AND MISSISSIPPI BY THE END OF 2010:

- (1) Six regional ½ day live educational activities
- (2) A webinar-inter-reactive educational activity in 2011.
- (3) An enduring CME Newsletter in 2011 using educational content developed for the live programs

The purpose and expected outcome of these activities is to improve the competency of primary care physicians, nurse practitioners, and physician assistants to treat patients at high risk for cardiovascular (CV) morbidity due to the clustering of hypertension, dyslipidemia, and/or Type 2 diabetes mellitus (the cardiometabolic syndrome).

COSEHC ACHIEVES ACCME ACCREDITATION with COMMENDATION STATUS for a six year period from March 2009 through March 2015.

EXECUTIVE DIRECTOR'S MESSAGE

The CME Program continues to receive recognition as a leader in physician educational improvement. The COSEHC CME Program has received Accreditation with Commendation from the ACCME and re-accreditation for six years. COSEHC is among the *Elite 20* in national CME programs (only 20% of CME Programs accredited by ACCME have received Accreditation with Commendation on the most recent (2006) ACCME standards).

The AT GOAL (Aggressively Treating Global Cardiometabolic Risk Factors to Reduce CV Events) CME process improvement program funded by an educational grant from Pfizer, Inc. is in its second year, with an expected enrollment of another 20 practices for a total of 37 in Virginia, North Carolina, South Carolina, Tennessee, and Georgia with additional practices in Florida, Mississippi and Louisiana to be added this year.

COSEHC has submitted proposals to partner with the Stroke and Heart Disease Prevention Programs in Georgia and Mississippi Departments of Health in the AT GOAL Project as well as continue our current AT GOAL partnership with South Carolina.

All AT GOAL practices enrolled in 2009 will have had baseline CV risk factor data collected, and received their CME intervention by mid-summer. We have already heard from many of the enrolled practices that this is the first time they have had the ability to see their own clinical performance data.

Many of these are already into their first quarter post CME clinical data collection and some into their second. Preliminary trend data demonstrates improvement in performance. Preliminary results from the baseline AT GOAL assessments will be presented at the May 1-4 American Society of Hypertension meeting in New York.

I want to thank the following COSEHC members for their contribution as CME faculty and advisory board members for this project: *Drs. Jan Basile, Bryan Batson, William Bestermann, David Carmouche, Paul Farrell, Carlos M. Ferrario, Brian Forrest, Sheila Y. Garris, Daniel Lackland, Charles Lovell, Jerry Miller, Michael Moore, James Reed, Richard Schuster, Nick Ulmer, and Daniel Wise.* This group will continue to devote many hours to this project as they provide the CME intervention for the sixty practices enrolled in the project.

This type of clinical education activity is at the core of COSEHC's mission. It is making a difference and contributing to reducing the mortality from hypertension and cardiovascular disease in the Southeast.



Debra Simmons, RN, MS

Executive Director, COSEHC

Save the Date



Consortium for Southeastern Hypertension Control

COSEHC

17th Annual Scientific Sessions

Agenda

Oct 28- Arrival
 Oct 29: All Day CME Program with evening Awards Dinner
 Oct 30 8 AM -2 PM CV Centers Meeting
 FREE EVENING
 Oct 31 8 AM-12 Noon Board Meeting



Charleston, South Carolina
 Charleston, South Carolina

Francis Marion Hotel

October 28-31, 2010

COSEHC PEOPLE IN THE NEWS

Carlos M. Ferrario, M.D., who established the Hypertension and Vascular Research Center at Wake Forest University Baptist Medical Center, was awarded the 2009 Novartis award for hypertension research by the American Heart Association's (AHA) Council for High Blood Pressure Research.

This honor is the AHA Council's most prestigious award that is given to researchers who have had a major impact in the field of hypertension research and contribute to improved treatment and a greater understanding of high blood pressure.

The Novartis Award for Hypertension Research:
R. Clinton Webb, Carlos M. Ferrario, Rhian M. Touyz



Dr. Brian Forrest, Access Healthcare, Apex, North Carolina, is profiled in the following article from *Hypertension*, January 2010, entitled "How to Run a Cash-Only Practice and Thrive: How this family physician runs a cash-only practice, sees 16 patients a day, goes home at 5:00, and takes home more than \$250,000 a year"

<http://medicaleconomics.modernmedicine.com/memag/Modern+Medicine+Now/How-to-run-a-cash-only-practice-and-thrive/ArticleStandard/Article/detail/652945>

Dr. William Bestermann was quoted in the New York Times and generated much discussion as to how physicians can directly address their patients about losing weight:

<http://well.blogs.nytimes.com/2010/03/16/doctors-and-patients-not-talking-about-weight/>

DOCTORS AND PATIENTS, NOT TALKING ABOUT WEIGHT

By RONI CARYN RABIN

Ian Hooton/Getty Images Why is it so hard for doctors to talk to their patients about weight?

(EXCERPT)

Dr. William Bestermann Jr., medical director of Holston Medical Group, in Kingsport, Tenn., which ranks 10th in obesity among metropolitan areas in the United States, said the dialogue had to be an ongoing one and could not be dropped after just one mention of the problem. "If you're going to be successful with helping your patients lose weight, you're going to have to talk to them at virtually every visit about their progress, and find something to encourage them about, find progress in some aspect of their care and coach them," he said.

COSEHC ANNUAL AWARDS

The Awards Committee is soliciting nominations for the 17th Annual Recognition Awards to be presented in conjunction with the COSEHC annual meeting in the Fall. Nominations are now open. The criteria follow. Please log onto the COSEHC website (www.cosehc.org) for more information on AWARDS including the nomination form. Selection of awardees will be made in late July, 2010.

Annual Recognition Awards

Arthur Guyton New Investigator Award—To recognize a promising new independent investigator, working in the field of hypertension or cardiovascular research. Honorarium: \$ 1,000.00

COSEHC Excellence in Leadership Award— To recognize a physician, administrator, public figure or health care professional who has through leadership and insight made major contribution to promote increased awareness of cardiovascular health issues in the Southeastern United States.

Honorarium: \$ 1,000.00

COSEHC Lifetime Achievement Award— To recognize an outstanding clinician or basic scientist residing /working in the southeastern United States whose efforts have contributed substantially to enhancement of knowledge in the fields of hypertension and cardiovascular research.

Honorarium: \$ 1,500.00

COSEHC RECEIVES A PROCESS IMPROVEMENT GRANT FROM NOVARTIS TO EVALUATE THE INFLUENCE OF THE COSEHC MODEL OF INTERVENTION AND CARE

The project called, COSMIC (Value Driven Vascular Risk Factor Management: An Evaluation of the COSEHC Customized Model of Intervention and Care (COSMIC) will divide practices within the CV Center, Palmetto Primary Care Practice Network, Charleston, SC into two cohorts with a staggered enrollment design to measure the impact of the COSEHC model in achieving evidence based Blood Pressure Control.

COSEHC Presents at CCB

Drs. Ferrario and Moore will be discussing COSEHC and presenting lectures on Risk Factor Modification and progress results of the AT GOAL project at the annual Caribbean Cardiac Society Annual Meeting in July 2010.

COSEHC Presents at ASH Meeting

Drs. Roccella, Lackland, Moore and Ferrario will be presenting at the ASH May 2010 on Sunday, May 2, 2010, on COSEHC's role of improving Regional CV Outcomes. Additionally, an abstract submitted on the AT GOAL project will be presented by Dr. Moore.

TAPION HOSPITAL, CASTRIES, ST. LUCIA

Tapion Hospital is located on the picturesque Tapion reef overlooking the sea at Castries, minutes from the capital. A shuttle travels between the Derek Walcott square and Tapion approximately every half-hour.

The 30-bed private facility was opened to the public in 1996. There are two well-equipped operating theater recovery rooms, a labor and delivery suite, and a well-stocked pharmacy. Staffed by a cadre of committed specialists, Tapion aims to provide a high standard of medical care. Operating on the “mall” concept (the hospital is a converted small hotel), all specialists are responsible for their business units.

Tapion Hospital has the largest private laboratory in the Eastern Caribbean, offering a wide range of diagnostic investigations. The state of the art radiology facility includes MRI scanners, CT scanners, digital fluoroscopy, color Doppler, mammography and ultrasound. The recent addition of a Renal Dialysis unit can accommodate up to five patients.

Several initiatives have made quality private healthcare more accessible and affordable to citizens and residents of St. Lucia. With an agreement signed with Baptist Health Systems of South Florida (six hospitals and medical facilities), St. Lucians can now access every medical specialty that is not available locally.

Tapion Hospital offers St. Lucians credit facilities, with approval and disbursement of funds within a few hours, through Financial Investment and Consultancy Services Ltd. (FICS). Patients may also purchase a Tapion Mediacard, a 10% discount on all doctors' visits, pharmaceutical purchases, laboratory services and restaurant purchases for one year.

Tapion Hospital became a COSEHC Center of Excellence™ in 2009.

“THE MOST TRANQUIL HEALTHCARE ENVIRONMENT”



Drs. Michael Moore and Martin Didier at the COSEHC 2009 meeting ;
and Tapion Hospital

THE BAHAMAS HEART CENTER, NASSAU, BAHAMAS

Diseases such as hypertension, diabetes, myocardial infarction, stroke and cancers are major concerns for the population of the Bahamas. These diseases are among the leading causes of mortality and account for nearly 45% of all death in the country. These diseases also cause more morbidity than any other group of problems.

Founded in 1990, the Bahamas Heart Center brings together a respected group of cardiac specialists under one roof with competencies to perform a broad range of general and specialized cardiac and cardiac-related services, from screening and diagnosis to open heart surgery.

Reported June 22, 2009 in the Bahamas Weekly:

A local medical facility specializing in the prevention, diagnosis and treatment of the two biggest killers in the Caribbean, heart disease and cancer, has been awarded the highest grants provided by the Caribbean Export Development Agency (CEDA). The grants were awarded to the Bahamas Heart Center and the Cancer Center Bahamas. "We are extremely pleased to have been awarded this significant grant," said Dr. Conville Brown, MD, MBBS, FACC, one of the founders and CEO of the state-of-the-art facility that recently underwent major expansion. In compliance with CEDA's guidelines, the Bahamas Heart Center will be directly responsible for the preparation and management of a three-month awareness initiative "so persons in the Caribbean do not have to feel compelled to leave the region, but feel a sense of comfort in knowing they can be treated close to home."



Dr. Conville Brown, founder, director and physician-in-chief,

The Bahamas Heart Center

HATTIESBURG CLINIC, HATTIESBURG, MISSISSIPPI

Hattiesburg Clinic's mission as a group practice is to provide quality health care in an efficient and cost effective manner, with emphasis on excellence and service to the patient. The goal is to be the health care provider of choice in South Mississippi. Hattiesburg Clinic's roots go back to 1948 when Dr. Ramsay O'Neal, an OB-GYN physician, and Dr. Glen T. Pearson, a general surgeon, became partners. Fifteen years later, the practice grew to ten doctors. When the physicians decided to expand their current location, Hattiesburg Clinic officially opened its doors on May 1, 1963. After four decades of providing exceptional health care to patients all across South Mississippi, Hattiesburg Clinic has now become the state's largest multi-specialty clinic.

Over 240 physicians and other providers have chosen to practice under the Hattiesburg Clinic name. Some are fellow Mississippians who have decided to come back and serve their communities. Many others are from different parts of the country and even different parts of the world. Along with 1,800 professional staff employees, they all come together for a common purpose, to serve the over 500,000 residents who live and work in South Mississippi everyday.

Hattiesburg Clinic's central location is a six-story, 225,000 square foot clinic located at 415 South 28th Avenue in Hattiesburg. With 19 family practice satellite clinics, the geographic scope of clinic operations extends to surrounding communities including Collins, Columbia, Ellisville, Lake Serene, Petal, Picayune, Poplarville, Prentiss, Purvis, Runnelstown, Seminary, Sumrall and Wiggins. In addition, the clinic operates three Immediate Care clinics and 12 dialysis units located throughout southeast Mississippi.

February 10, 2010: Hattiesburg Clinic Receives Award for Dedication to Camp Shelby's Troops:

Humana Military Healthcare Services, Tricare South and Camp Shelby honored Hattiesburg Clinic during a February 10 ceremony for its dedicated support of the medical needs for Camp Shelby's troops.



Dr. Brian Batson and the Hattiesburg Clinic

WWW.COSEHC.ORG



"...ERADICATING VASCULAR DISEASE IN ALL PEOPLE"

**THE CONSORTIUM FOR
SOUTHEASTERN HYPERTENSION
CONTROL**

COSEHC
PO BOX 5097
WINSTON SALEM NC 27113-5097

Phone: (336) 716-8238
Fax: (336) 716-6644

Debra Simmons, Executive Director
Email: dwirth@wfubmc.edu

We have achieved our goal of collecting baseline clinical data on the COSEHC Risk Tool variables in a 50,000 patient cohort for the COSEHC Global Risk Management Quality Improvement (CDS-GRID) Project.

Jeff Atwell

COSEHC IT Manager

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 Centers of Excellence™.



Susie Pollock, COSEHC Program Coordinator, is now collecting all items for the next newsletter, which will be issued in July, 2010.

If you have something of interest for the newsletter, especially a feature on your Cardiovascular Center of Excellence, please email the information as soon as possible to:

[<spollock@wfubmc.edu>](mailto:spollock@wfubmc.edu)