



Oregon
CHAPTER

Oregon ACC Chapter Office
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Contact: Alan Morasch, Chapter Administrator

Oregon's Cardiac News - April 2004

2004 Oregon Cardiovascular Symposium Downtown Portland Marriott Hotel April 30 - May 1

- * Leading speakers presenting the most cardiovascular improvements
- * Suppliers' exposition
- * An educational program tailored for family practice, internists, general practitioners, cardiac nurses, PAs and cardiologists

Continuing Medical Education Physicians CME

A maximum of **10.75 Category 1 credits** toward the AMA Physician's Recognition Award

ACCREDITATION

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of Oregon Health & Science University and the Oregon Chapter, American College of Cardiology. OHSU is accredited by the ACCME to provide continuing medical education for physicians.

American Medical Association: OHSU School of Medicine designated this educational activity for a maximum of 10.75 category 1 credits toward the AMA Physician's Recognition Award. Each physician should claim only those credits that he/she actually earned in this activity.

Nurses CNE

A maximum of **10 hours of CNE CEU** will be available

ACCREDITATION

Providence St. Vincent Medical Center, Department of Nursing, 9205 SW Barnes Road, Portland, Oregon is a provider approved by the California Board of Registered Nursing, Provider #08693.

Have you registered?

Have you invited your staff to attend?

Do you know referring physicians who can benefit from the educational opportunities provided at the Symposium?

Any questions, please call our Chapter Administrator Alan Morasch at 503-345-9294

Chapter Officers

Governor

Tony Furnary, MD
Portland, OR

Past Governor

Stuart Trenholme, MD
Portland, OR

Councilors

Duane S. Bietz MD
Portland, OR

Bruce H. Brundage MD
Bend, OR

Len Christie, MD
Eugene, OR

Henry DeMots, MD
Portland, OR

Brian Gross, MD
Medford, OR

Jerold Hawn, MD
Eugene, OR

Vincent Reyes, MD
Hillsboro, OR

Committee Chairs

Ron Schutz, MD
Advocacy Committee

Kirk Walker, MD
Quality Committee

Chapter Administrator

Alan Morasch
Innovative Management Concepts
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ACC - Oregon Hits the Road!

No publicity, no props, no groupies....just 2 ACC Oregon Representatives hitting the road. That was the scene on April 5 - 6, 2004, as Tony Furnary, Chapter Governor and Alan Morasch, Chapter Administrator drove to Medford and Bend for the first meeting with ACC members and prospective members, and ended the 2nd day with a meeting with Portland Kaiser Cardiologists and Cardiac Surgeons at their quarterly meeting. Similar trips and meetings are planned for the Eugene, Corvallis, Salem and Portland areas.

The purpose of the ACC Road Show was to:

- 1. Introduce ourselves** - We all are busy and often don't get a chance to meet the face on the other side of the phone or e-mail
- 2. Enhance** - We want to enhance what the Oregon Chapter of the ACC means to and what it does for its members – strengthening & improving the organization. Over the past 2 years, we have been going in this direction, but we want to solidify this trend and become even stronger as a chapter
- 3. Recruit participation** - The Governor, Councilors & Chapter Administrator can not run ACC on their own. We want to get our members involved in participating in the ACC Chapter Activities
- 4. Inform** - We want to tell you what the ACC, National and Chapter, is doing for you right now
- 5. Discover** - We want to find out what else the Oregon chapter of ACC can do for its members

Chapter Goals for 2004 - 2006:

- 1. PASS OMA TORT REFORM!!!** The medical community, lead by the OMA and concerned citizens are actively working to Ballot Measure 106, which will be assigned a new number when it qualifies with the requisite number of signatures. This measure would establish a constitutional cap of \$500,000 on noneconomic damages in medical liability awards. The campaign must gather 150,000 signatures for Measure 106 and for a second amendment tentatively entitled Measure 128 when the State Supreme Court agrees to a final ballot title. Measure 128 will establish a constitutional limit of \$100,000 on the professional compensation (after reimbursement of litigation expenses extended) an attorney may take from a medical liability award or settlement. Over \$2 million has been raised toward financing the election campaign, nearly all of which is from individual physicians and their organizations. It is estimated that the campaign will require at least \$6 million to ensure passage of this important measure. 2004 is our best chance of getting this passed, because voter turnout will be high to the presidential election. The Oregon Association of Hospitals & Health Systems is undertaking a campaign to raise a similar amount among its constituent institutions.
- 2. Strengthen the Oregon ACC Chapter** by building membership among non-Chapter member cardiologists and surgeons, and growing our membership of Associate Cardiovascular practitioners. Increase participation of Chapter members in ACC activities.
- 3. Develop ACC-educational link to Chapter members** to advise our members of the activities that ACC National is doing for us.
- 4. Grow the Oregon Cardiovascular Symposium into a valued annual event**
- 5. Develop new programs and services to increase the value and benefits of chapter membership.** These include strengthening the communication links with National for sharing of critical information with our members, and sharing our members' needs and concerns with National. An additional feature will include enhancing the web site by offering Oregon job postings and the ability to order sets online.

(cont'd on page 3)

ACC - Oregon Hits the Road! (cont'd)

What National ACC is doing for our members:

1. Advocacy Issues

Tort Reform - ACC National, along with a coalition of other medical associations, is staging an aggressive media campaign to defeat Senators who voted against Professional Liability Reform. This campaign is targeting Senators in a select number of States.

Reimbursement - Medicare reform in 2003 pushed by ACC resulted in an average savings of \$20,493 for each Oregon cardiologist.

Public access to Automated External Defibrillators (AED)

PE/Nutrition/Obesity in schools

Payer Advocacy - ACC provides assistance for prompt payments, Payer hassles and medical policy and reimbursement disputes. If you have a concern with a payer or payer issue, please call 800-435-9203 or e-mail advocacydiv@acc.org for assistance.

2. Quality

3. National Database

4. Education

5. Annual Scientific Session - ACC 2005 is in Orlando, Florida, March 6 - 9

What the Oregon ACC Chapter is Doing for our Members:

1. State Advocacy by supporting the OMA Tort Reform

2. Web Site is a 'work-in-progress' and will continually evolve for the benefit of our members and includes calendar of events, public directory of ACC Cardiologists, newsletter archives, links to other key web sites, publishing of cardiovascular articles from Oregon, job search section, additional requests from members

3. Quarterly Newsletter

4. Statewide Representation to National ACC - Committee Representatives - Quality, Advocacy, Carrier Advisory, Associates. The information gathered at these committee meetings is disseminated through the newsletter and web site to ACC members. We need Oregon representatives to participate on these national committees. Can you help?

Your Action Items

- Contribute \$1,000 to support OMA's Tort Reform
- Make certain your staff and patients have an opportunity to sign the ballot measure petition - the Chapter office or the OMA have signature petitions that can be mailed to you. The goal should be at least 30 signatures from each ACC member
- Assist the Chapter in increasing attendance for the Symposium by attending yourself, and encouraging your staff and referring physicians to attend
- Consider your role in the Oregon ACC Chapter
- Let us know how the Chapter and National ACC can assist you - imc360@comcast.net or 503-345-9294

Cardiac Care Associates

The ACC has developed a new membership category, Cardiac Care Associates, and is now accepting applications. Registered nurses, physician assistants, clinical nurse specialists, and nurse practitioners can visit the ACC web site and download an application www.acc.org or call 1-800-253-4636, ext. 697 for more information.

Oregon Cardiovascular Symposium Sponsors

Special thanks to the following companies for their generous co-sponsorship of the Oregon Cardiovascular Symposium:

Legacy Health Insitute
OHSU
Providence Heart and Vascular Institute
Tuality Healthcare

Oregon Cardiovascular Symposium Supporters

Special thanks for the following companies for their generous support in providing educational grants to the Oregon Chapter of the ACC:

Pfizer
Merck
Lilly
Bristol-Myers Squibb
Medtronic
GlaxoSmithKline
KOS Pharmaceutical
Sanofi Synthelabo

Oregon Cardiovascular Symposium Exhibitors

Here is the current list of exhibitors at the Symposium:

Astrazeneca
Bristol-Myers Squibb
Edwards Life Sciences
Forest Pharmaceutical
GE Healthcare
GlaxoSmithKline
KOS Pharmaceuticals
Merck
Millenium
Novartis
Pfizer
Sanofi-Synthelabo
Schering
St. Jude Medical
TIBA



Over 30 medical professionals including cardiologists, surgeons and cardiac nurses listened intently to ACC Chapter Governor Tony Furnary at the Bend ACC Road Show

Symposium Program

Friday, April 30, 2004

- 7:00 – 8:00 am Registration Open, Continental Breakfast in Exhibits
8:00 – 8:15 am Welcome and Opening Remarks, *Chapter Governor Anthony Furnary, M.D., FACC*
CORONARY ARTERY DISEASE AND THE ACUTE CORONARY SYNDROMES
8:15 – 8:45 am Atherosclerotic Heart Disease:An Overview, *Stuart Trenholme, M.D., FACC*
8:45 – 9:15 am What is High Sensitivity CRP and How do I Use It?, *Sandra Lewis, M.D., FACC*
9:15 – 10:00 am The Metabolic Syndrome —The Tip of the Iceberg, *John Brunzell, M.D.*
10:00 – 10:30 am Break in the Exhibits
10:30 – 11:15 am New Lipid Markers in Coronary Artery Disease, *John Brunzell, M.D.*
11:15 am – 12:00 pm Diagnosis and Current Treatment of Stable Angina Pectoris, *Bradley Titus, M.D., FACC*
12:00 pm – 12:30 pm Sex and Heart Disease —Who Can,Who Can 't, and Who Shouldn 't, *Brian Gross, M.D., FACC*
12:30 – 1:00 pm Case Presentations,Panel Discussion or Questions
1:00 – 2:15 pm Lunch:Liability Reform Presentation, *James Peck, M.D.*
2:15 – 2:45 pm The Acute Coronary Syndrome and Acute Myocardial Infarction — How Has The Therapy Changed?
Crispin Davies, M.D., FACC
2:45 – 3:15 pm Risk Stratification after an Acute Ischemic Coronary Event and Prevention of Future Events
Vincent Reyes, M.D., FACC
3:15 – 3:45 pm Break in the Exhibits
THE FAILING HEART I
3:45 – 4:15 pm Mechanisms of the Failing Myocardium, *Ranae Ratkovec, M.D., FACC*
4:15 – 4:45 pm Measurement of BNP in Clinical Practice:Pitfalls and Promise, *Kirk Walker, M.D., FACC*
4:45 – 5:15 pm Case Presentations,Panel Discussion or Questions
5:15 – 6:45 pm Wine Reception in the Exhibits

Saturday, May 1, 2004

- 7:00 – 7:45 am Continental Breakfast in the Exhibits
THE FAILING HEART II
7:45 – 8:15 am Current Management of the Heart Failure Patient, *Ray Hershberger, M.D., FACC*
8:15 – 8:45 am New Therapy and Strategies for Treatment of Acute and Chronic Heart Failure, *Kathy Crispell, M.D., FACC*
8:45 – 9:15 am Device Therapy for the Failing Heart:What the Practicing Physician Needs to Know, *Marc Silver, M.D., FACC*
9:15 – 9:30 am Break
9:30 – 10:15 am Prevention of Heart Failure in Aortic Valve Disease, *Shahbudin Rahimtoola, M.D., MACC*
10:15 – 11:00 am Hibernating Myocardium, *Shahbudin Rahimtoola, M.D., MACC*
11:00 – 11:30 am The Oregon GAP (Guidelines Applied to Practice)Trial in Congestive Heart Failure,
Richard Schaefer, M.D., FACC
11:30 am – 12:00 pm Panel Discussion

Symposium Accomodations

If you are attending the Symposium and need lodging accomodations, please contact the Downtown Portland Marriott Hotel at 503-226-7600 to make your lodging arrangements. Be sure to mention the Oregon-ACC to take advantage of our special lodging rate of \$99 per night, single or double occupancy.

Symposium Registration

To register for the Symposium, please visit the Chapter web site at www.oregoncardiology.org or call the Chapter office at 503-345-9294.

*Thank you for your support of the Chapter.
We look forward to seeing you at the Symposium April 30 - May 1
in Portland, and working with you to grow the Chapter*

Tort Reform News from around the Country..... ACT NOW and don't let this happen here!

Florida Becomes Battleground Between Physicians and Lawyers

Fighting for the past two years over medical liability reform, the Florida Medical Association (FMA) and the Academy of Florida Trial Lawyers (AFTL) are facing off this year, both calling for ballot initiatives that would amend the state constitution. The FMA initiated the face-off by posting a constitutional amendment to drastically limit lawyers' contingency fees. The AFTL responded swiftly with three constitutional amendments, one of which would force the state to strip the licenses of doctors who lose or settle three malpractice suits. The other two would also seriously damage physicians in the state. The AFTL has acquired the required number of signatures for its amendments while the FMA is struggling to do so. Business groups and industries have pleaded with the two organizations to drop the amendments, pointing to the serious damage to Florida's health care system that could result. The AFTL says it will withdraw its amendments when the FMA does the same. Thus far, the FMA refuses to withdraw. (Miami Herald, April 12)

ACC's Congressional Key Contact Program

Through the American College of Cardiology's (ACC) Key Contact Program, ACC members can play a vital role in educating federal lawmakers about the ACC and the issues that are important to cardiovascular specialists and their patients. It is the ACC's goal to have at least one Key Contact for every member of Congress. The ACC needs your help in meeting that goal.

What is the Purpose of the Program?

The goal of the ACC's Key Contact Program is to strengthen the College's voice within the U.S. Congress about issues that have the potential to affect the delivery of cardiovascular specialty services. Most recently, the College's Key Contacts have been engaged in issues such as stopping continuing cuts in Medicare physician reimbursement and reforming the current medical liability system. The College depends on its Key Contacts to help ensure that federal legislation is in the best interests of patients and quality cardiovascular care. The College is always seeking to expand its Key Contact Program with the goal of identifying at least one Key Contact for every member of Congress.

Who Should Be a Key Contact?

Anyone who is interested in becoming involved in the federal legislative process can be Key Contact. Key Contacts are members of the ACC who have a personal or a professional relationship with members of Congress or who are interested and willing to establish a relationship with their lawmakers. Periodically, Key Contacts will be called upon to let their lawmakers know about ACC positions on proposed legislation. This one-to-one communication will allow the College's views to be heard, enabling the ACC to better fulfill its mission in the development of health policy.

What Kind of Guidance Will the College Provide?

The College will provide information to Key Contacts that will allow them to communicate effectively with Congress. Key Contacts will receive a weekly update describing recent government relations activities, a Key Contact handbook, and legislative alerts to signal the need to contact Congress.

What Are the Responsibilities of a Key Contact?

Key Contacts will be called upon to communicate the College's concerns to their members of Congress periodically throughout the year. Key Contacts may be asked to visit with their members of Congress in the state/district. May be invited to attend a two-day legislative conference in Washington, D.C.

How Can I Participate?

Any College member with a relationship with a U.S. senator or representative and/or is willing to cultivate one, and who is willing to serve may contact the ACC Advocacy Division at 1-800-435-9203. Please notify the Chapter office of your willingness to participate.