

# WOMEN'S HEART HEALTH

November 15-16, 2004 • Sheraton Colony Square Hotel, Midtown Atlanta

## Implementing Cardiovascular Programs & Services Designed To Meet and Exceed the Unique Needs of the Female Patient

Highlighting The Best Women's Heart Health Information, Trends, Case Studies, Programs, Imaging Technology, And Current Minimally-Invasive Surgical Treatments From Hospitals Featured On The U.S. News & World Report Top 50 Heart & Heart Surgery Hospitals List, And From Other Prestigious Universities



### HOSPITAL ADMINISTRATION AND PHYSICIAN LEADERS WILL:

- Learn about building and expanding comprehensive Hospital Women's Heart Center programs and services that improve outcomes, and reduce costs
- Understand the most effective preventative Cardiovascular care programs and services exclusively for women
- Study latest comprehensive programming and services to increase Cardiovascular health awareness and education in women
- Why women avoid or delay seeking Cardiovascular medical care, and the steps that can be taken to reverse this trend
- Examine why many women may not receive the same levels of preventative or symptom-associated treatment for Cardiovascular Disease as men, and programs and services designed to reverse this trend
- Understand the unique symptoms and risk factors of Cardiovascular Disease in women
- Examine how a woman's age affects Cardiovascular Disease symptoms and care
- Learn about how to discuss lifestyle modifications, including exercise, with female patients
- Examine which current screening and testing procedures are not effective in identifying women at risk for Cardiovascular Disease

### FEATURING:

Annabelle S. Volgman, M.D., Associate Professor of Medicine,  
RUSH MEDICAL COLLEGE, Medical Director  
**RUSH UNIVERSITY HEART CENTER FOR WOMEN**, Chicago, IL

Kathleen K. Zarling, MS, RN, CNS, FAACVPR  
Cardiovascular Clinical Nurse Specialist for High-Risk  
Coronary Artery Disease Patients/Cardiac Rehabilitation,  
**MAYO CLINIC**, Rochester, MN

Leslee J. Shaw, Ph.D., Associate Professor of Medicine,  
Director Outcomes Research, **AMERICAN CARDIOVASCULAR  
RESEARCH INSTITUTE**, Atlanta, GA

Gina Price Lundberg, M.D., F.A.C.C., Director of Women's Health  
**AMERICAN CARDIOVASCULAR RESEARCH INSTITUTE**; Director,  
Women's Heart Center, **CARDIOLOGY OF GEORGIA**, Atlanta, GA

Mercedes K.C. Dullum, M.D., President, Women in Thoracic  
Surgery, Section of Cardiothoracic Surgery  
**CLEVELAND CLINIC FLORIDA**, Weston, FL

Pamela Ouyang, M.D., FACC, Associate Professor of  
Medicine, Division of Cardiology, JOHNS HOPKINS UNIVERSITY  
**BAYVIEW MEDICAL CENTER**, Baltimore, MD

Andrew B. Chung, M.D., Ph.D, Cardiologist, Foundation Advisor,  
**WELLNESS FOUNDATION, INC.**, Atlanta, GA

Sandy Schellhorn, R.N., Director of Nursing for Cardiovascular  
Services, CONGESTIVE HEART FAILURE CLINIC  
**BAPTIST MEDICAL CENTER**, Jacksonville, FL

Charles W. Franc, President, **CHARLES FRANC & ASSOCIATES, INC.**  
**CARDIOVASCULAR CONSULTING SERVICES**, Dana Point, CA

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November 15-16, 2004 • Atlanta, GA

## WHY YOU SHOULD ATTEND:

According to the CDC, heart disease and stroke—the principal components of cardiovascular disease—are the first and third leading causes of death in the United States, accounting for more than 40% of all deaths. About 950,000 Americans die of cardiovascular disease each year, which amounts to one death every 33 seconds. Additionally, almost 6 million hospitalizations each year are due to cardiovascular disease. In 2003, the cost of heart disease and stroke is projected to be \$351 billion: \$209 billion for health care expenditures and \$142 billion for lost productivity from death and disability.

Additionally, this disease has dramatically affected women. According to the American Heart Association, cardiovascular disease (CVD) ranks first among all disease categories in hospital discharges for women. Over 40 percent of all female deaths in America occur from CVD, which includes coronary heart disease (CHD) and stroke. Heart disease and stroke are the number 1 and number 3 killers of women. They are two of the many cardiovascular diseases that kill nearly 500,000 women each year. That's more than the next seven causes of death combined, including all forms of cancer.

Most shockingly, a 2003 American Heart Association study of over 1,000 women conducted by Ham's Interactive, Inc. revealed the lack of understanding women have of the dangers of heart disease and stroke. According to the results, a mere 13 percent of women in America believe that heart disease and stroke are the greatest health threat to women. This reveals the lack of knowledge and understanding a majority of women have for their most serious health threat. In addition, despite the fact that minority women face the highest risk of death from heart disease and stroke, they have lower risk factor awareness.

These statistics are why it is increasingly important for hospital and healthcare administrators to have the latest, most up-to-date research, programming, services, and technology specifically designed for women's cardiovascular care. This conference is an important event for hospital and healthcare administrators who want to expand their women's heart health programs and services, and attract the female patient market, along with reducing costs and improving care.

## WHO WILL ATTEND/TARGET AUDIENCE:

Senior Level Executives and Administrators from Hospitals, Healthcare Systems, and Directors/Division Chiefs of Cardiac Services

- CEOs
- Chief Administrators
- Presidents/Vice Presidents
- Women's Health
- Director Cardiac Services
- Director Women's Heart Center
- Director Patient Services
- Cardiologists
- Cardiac Catheterization
- Radiologists (general diagnostic imagers, cardiovascular imagers)
- Cardiac Nurses

## CONFERENCE FEES & REGISTRATION

**Conference:** **\$1,895\***  
**Conference Documentation CD:** **\$615**

*(Documentation CD includes copies of all proceedings on CD, and shipping is included.)*

*(\*Price includes documentation cd, networking breakfasts, luncheons and refreshment breaks.)*

### HOTEL & AIRFARE

For special rates, call United Airlines at 1-800-521-4041 and mention Meeting ID Code 556FA for discounted airfares. Take Advantage of Special Conference Rates!

**Sheraton Colony Square Hotel, Midtown Atlanta**  
**188 14th Street Northeast**  
**Atlanta, GA 30361**  
**Ph: (404) 892-6000**

**Room Rate: \$119 plus tax**

*\*Mention Active Communications Int'l. for discounted room rate*

**REGISTER  
3 & GET 1  
FREE!**

Any organization registering three persons at the same time will be entitled to a fourth registrant FREE of charge! For larger groups call 312-780-0700 for special rates!

**PAYMENT:** ACI must receive payment 5 days after receiving booking form.

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## DAY ONE: Monday, November 15, 2004

**8:00 AM – 8:30 AM**     **REGISTRATION & CONTINENTAL BREAKFAST**

**8:30 AM – 8:45 AM**     **WELCOME AND CHAIRPERSON'S OPENING REMARKS**

Charles W. Franc, President, **CHARLES FRANC & ASSOCIATES, INC.**  
**CARDIOVASCULAR CONSULTING SERVICES**, Dana Point, CA

**8:45 AM – 9:45 AM**     **NEW AND MINIMALLY INVASIVE SURGICAL TREATMENTS FOR WOMEN WITH HEART DISEASE**

A presentation of the diagnosis and management of heart disease in women, including coronary artery disease, heart failure, valve disease and atrial fibrillation. The new and minimally invasive that are now available for treatment and improvement in outcomes of women with heart disease.

Mercedes K.C. Dullum, M.D., President, Women in Thoracic Surgery  
Section of Cardiothoracic Surgery, **CLEVELAND CLINIC FLORIDA**, Weston, FL

**9:45 AM – 10:45 AM**     **STROKE IN WOMEN – MOST DREADED YET NOT EASILY PREVENTED. THINGS MAY BE CHANGING SOON.**

The lecture will demonstrate the importance of preventing strokes in patients with atrial fibrillation. Elderly women are at a very high risk of developing strokes when they have atrial fibrillation because of the difficulties in treating elderly women with anticoagulation.

Annabelle S. Volgman, M.D., Associate Professor of Medicine, RUSH MEDICAL COLLEGE  
Medical Director, **RUSH UNIVERSITY HEART CENTER FOR WOMEN**, Chicago, IL

**10:45 AM – 11:00 AM**     **BREAK**

**11:00 AM – 12:00 PM**     **ADDRESSING THE MAGNITUDE OF THE PSYCHOSOCIAL ASPECTS OF HEART DISEASE IN WOMEN: IMPLICATIONS FOR AFFECTING HEALTHCARE OUTCOMES**

This presentation will address psychological responses of women with heart disease. Barriers to both early recognition of symptoms and seeking care and treatment will be discussed. Major themes occurring in women coping with heart disease will be explored.

Kathleen K. Zarling, MS, RN, CNS, FAACVPR, Cardiovascular Clinical Nurse Specialist for High-Risk Coronary Artery Disease Patients/Cardiac Rehabilitation, **MAYO CLINIC**, Rochester, MN

**12:00 PM – 12:45 PM**     **WOMEN'S HEART HEALTH CASE STUDY**

Charles W. Franc, President, **CHARLES FRANC & ASSOCIATES, INC.**  
**CARDIOVASCULAR CONSULTING SERVICES**, Dana Point, CA

**12:45 PM – 1:45 PM**     **CONFERENCE LUNCHEON & EXHIBITS**

**1:45 PM – 2:45 PM**     **TBA**

**2:45 PM – 3:15 PM**     **AFTERNOON REFRESHMENTS AND BREAK**

**3:15 PM – 4:15 PM**     **TOPICS OF DISCUSSION INCLUDE:**

**Q&A**  
**ROUNDTABLE DISCUSSION**

- Building and Expanding a Hospital Women's Heart Center
- Minimally-Invasive Surgical Treatments For Women
- How Depression Affects Treatment Of Women With Heart Disease

Annabelle S. Volgman, M.D., Associate Professor of Medicine, RUSH MEDICAL COLLEGE  
Medical Director, **RUSH UNIVERSITY HEART CENTER FOR WOMEN**, Chicago, IL

Kathleen K. Zarling, MS, RN, CNS, FAACVPR, Cardiovascular Clinical Nurse Specialist for High-Risk Coronary Artery Disease Patients/Cardiac Rehabilitation, **MAYO CLINIC**, Rochester, MN

**4:30 PM – 6:30 PM**     **NETWORKING RECEPTION:** Charles W. Franc, President, **CHARLES FRANC & ASSOCIATES, INC.**  
**CARDIOVASCULAR CONSULTING SERVICES**, Dana Point, CA

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**DAY TWO: Tuesday, November 16, 2004**

- 8:00 AM – 8:30 AM**      **REGISTRATION & CONTINENTAL BREAKFAST**
- 8:30 AM – 8:45 AM**      **CHAIRPERSON'S OPENING REMARKS**  
Charles W. Franc, President, **CHARLES FRANC & ASSOCIATES, INC.**  
**CARDIOVASCULAR CONSULTING SERVICES**, Dana Point, CA
- 8:45 AM – 9:45 AM**      **SEX-SPECIFIC ISSUES IN ISCHEMIC HEART DISEASE PRESENTATION, EVALUATIONS, AND OUTCOMES**  
Despite a dramatic decline in mortality over the past 3 decades, coronary heart disease is the leading cause of death and disability in the US but recent advances have not led to declines in case fatality rates for women.  
  
Leslee J. Shaw, Ph.D., Associate Professor of Medicine, Director Outcomes Research,  
**AMERICAN CARDIOVASCULAR RESEARCH INSTITUTE**, Atlanta, GA
- 9:45AM-10:15AM**      **MORNING REFRESHMENTS AND BREAK**
- 10:15AM-11:15AM**      **CAD RISK REDUCTION IN WOMEN**  
Review the new ACC/AHA Guideline for CVD prevention in Women. Review CAD risk factors and new novel risk factors. Review how CAD symptoms present in women and the differences in women. Review current therapies for Risk Reduction. Learn more about the AHA & WHBLI Red Dress programs for improving awareness of CAD in women.  
  
Gina Price Lundberg, M.D., F.A.C.C., Director of Women's Health, **AMERICAN CARDIOVASCULAR RESEARCH INSTITUTE**; Director, Women's Heart Center, **CARDIOLOGY OF GEORGIA**, Atlanta, GA
- 11:15 AM – 12:15PM**      **METABOLIC SYNDROME AND ATHEROSCLEROSIS**  
Review the WHO and ATPIII definitions of metabolic syndrome. Review the evidence of the association between metabolic syndrome, diabetes and subclinical and clinical cardiovascular disease.  
  
Pamela Ouyang, M.D., FACC, Associate Professor of Medicine, Division of Cardiology  
JOHNS HOPKINS UNIVERSITY, **BAYVIEW MEDICAL CENTER**, Baltimore, MD
- 12:15 PM – 1:30 PM**      **CONFERENCE LUNCHEON & EXHIBITS**
- 1:30 PM – 2:30 PM**      **HOW TO "CURE" METABOLIC SYNDROME (METS)**  
Metabolic Syndrome (MetS), which is a major predictor of cardiovascular morbidity and mortality, is becoming increasingly more prevalent among women. The only known "cure" for MetS is permanent weight loss. However, despite a plethora of commercial diets being sold to the public as ways of achieving weight loss, the national trend of increasing adiposity is accelerating. In examining why this is happening, we are compelled to figure out how to stop it. The 2PD Approach incorporates these concepts into a method that allows a mutually satisfying patient-physician collaboration to achieve the permanent weight loss that has eluded millions in the U.S.  
  
Andrew B. Chung, M.D., Ph.D, Cardiologist, Foundation Advisor,  
**WELLNESS FOUNDATION, INC.**, Atlanta, GA
- 2:30 PM – 2:40 PM**      **BREAK**
- 2:40 PM – 3:40 PM**      **CONGESTIVE HEART FAILURE CLINICS: FACT OR FICTION**  
The care of the patient with congestive heart failure, particularly during the end-stages, provides unique challenges for the health care professional, and hospitals.  
  
Sandy Schellhorn, R.N., Director of Nursing for Cardiovascular Services  
CONGESTIVE HEART FAILURE CLINIC, **BAPTIST MEDICAL CENTER**, Jacksonville, FL
- 3:40 PM – 3:55 PM**      **CLOSING WORDS, END OF CONFERENCE**

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