



Women's Heart Programs & Services:

Meeting & Exceeding the Unique Needs of the Female Cardiovascular Patient

Strategic Development of Cardiovascular Programs & Services Designed to Improve Outcomes, Build Program Recognition and Increase Market Share

JUNE 1 – 2, 2006 • CHICAGO, IL

A National Women's Heart Conference Focused on Exploring the Latest Developments For Managing A More Competitive Women's Heart Program.

Explore Techniques to Better Develop Your Women's Heart Centers through Real Case Studies, Research Findings and Organizational Models from Renowned Cardiovascular Institutions.

Learn From Experts on the Opportunities within Heart Disease to Better Detect, Diagnose and Treat Women.

LEARN ABOUT:

- Developing & Expanding a Hospital's Women's Heart Center
- Women's Heart Disease Prevention Programs; Enrollment & Recruitment
- Developed Programs & Services Achieving Loyal Patient Base
- Multidisciplinary Approach Toward Women's Heart Conditions
- Preventative Measures for Stroke and Heart Disease
- Funding Procedures and Outlines
- Clinical Trial Recruitment
- Successful Awareness and Educational Models Explained
- Recent Advancements & Current Concepts of Women's Heart Programs & Services
- Trial Recruitment to Promote Early Detection, Prevention and Screening

WHO SHOULD ATTEND

The conference is ideally suited for the senior level executives, administrators and directors or division chiefs of Cardiac Services from hospitals and healthcare systems. Key titles attending:

- Associate Director, Cardiovascular Administrators and Directors
- Hospital President, CEO or COO
- Chief Medical Officer
- Director of Women's Heart Programs
- Director of Women's Health Programs
- Clinical Coordinator
- Patient Services
- Cardiologists
- Radiologists (general diagnostic imagers, cardiovascular imagers)
- Cardiac Nurses

CONFIRMED PRESENTERS:

Frank Smart, Chief of Cardiology Morristown Memorial Hospital, **ATLANTIC HEALTH SYSTEM (Houston, TX)**

Marla Mendelson, MD, Director, Center for Women's Cardiovascular Health, **NORTH-WESTERN BLUHM CARDIOVASCULAR INSTITUTE (Chicago, IL)**

Margo Minissian, ACNP, APRN, BC, MSN, CNS, **CEDARS-SINAI MEDICAL CENTER (Los Angeles, CA)**

Marcia McCoy, Director, Muriel I. Kauffman Women's Heart Center, **SAINT LUKE'S MID AMERICA HEART INSTITUTE (Kansas City, MO)**

Karla Kurrelmeyer, MD, Cardiologist, **THE METHODIST HOSPITAL/METHODIST DEBAKEY CARDIOLOGY ASSOCIATES (Houston, TX)**

Pamela Marcovitz, MD, Medical Director of the Ministrelli Women's Heart Center, **BEAUMOUNT HOSPITALS (Royal Oak, MI)**

Theresa Byrd, RN, BSN, Clinical Coordinator, **NORTON WOMEN'S HEART CENTER (Louisville, KY)**

Nipa Shah, MD, Assistant Professor of Clinical Family Medicine, **UNIVERSITY OF ILLINOIS AT CHICAGO (Chicago, IL)**

Sally Kaiser-Dyer, RN, Coordinator for Cardiac Lifestyle Management Clinic, Community Education Programs and the Women's Heart Center, **LOMA LINDA UNIVERSITY INTERNATIONAL HEART INSTITUTE (Loma Linda, CA)**

In Association with:



REGISTER TODAY! Contact Melissa Tashjian at 312-780-0700 x217



Women's Heart Programs & Services:

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DAY ONE: THURSDAY, JUNE 1, 2006

8:00AM

REGISTRATION, CONTINENTAL BREAKFAST AND EXHIBITS

8:50AM

WELCOMING REMARKS

9:00AM

WOMEN AND HEART FAILURE: A MAJOR PUBLIC HEALTH PROBLEM THAT CONTINUES TO GROW

The problem of heart failure affects women more than men yet there is little trial data to support our therapies. The lack of knowledge is because of enrollment restrictions in clinical trials and the fact that for years this disparity has been overlooked. With a broader understanding of the problem the medical community may be able to have a dramatic impact on one of the leading causes of morbidity and mortality in women.

ATTENDEES WILL LEARN HOW TO:

- Describe the heart failure pandemic and how it has evolved in the last 20 years
- Discuss the under representation of women in clinical trials of heart failure
- Review current heart failure therapy based on guidelines and understand the gender disparity
- Appreciate the need for more data and studies focusing on women and in particular older women

Frank Smart, Chief of Cardiology Morristown Memorial Hospital, **ATLANTIC HEALTH SYSTEM (Houston, TX)**

10:00AM

MULTI DISCIPLINARY APPROACH TO HEART DISEASE & PREGNANCY

Women with heart disease who wish to become pregnant require a well coordinating multi disciplinary approach. Northwestern Bluhm's unique women's cardiovascular program has been established for 18 years. The program coordinates the care of pregnant women with heart disease to facilitate a favorable outcome. Experienced cardiac procedures evaluate prior to and after pregnancy.

ATTENDEES WILL LEARN TO:

- Understand the effect of pregnancy on pre-existing heart disease
- Anticipate the cardiac problems that may arise during pregnancy
- Counsel women with heart disease during their pregnancy
- Understand the level of care to treat pregnant women with heart disease

Marla Mendelson, MD, Director, Center for Women's Cardiovascular Health, **NORTHWESTERN BLUHM CARDIOVASCULAR INSTITUTE (Chicago, IL)**

11:00AM

MORNING REFRESHMENT BREAK

11:30AM

CAPTURING THE HEARTS OF WOMEN

Founded in 1994, the Muriel I. Kauffman Women's Heart Center at Saint Luke's Mid America Heart Institute in Kansas City, Missouri, was the first women's heart center of its kind in the United States to proactively engage women in addressing their heart health. The programs design empowers women using a preventive health promotion model to take ownership of their overall cardiovascular health. From a retail health assessment service and creative community education, to the integration of multidisciplinary health care, the Women's Heart Center has touched the lives of over 38,000 women in the metropolitan and regional area.

ATTENDEES WILL LEARN HOW TO:

- Describe key components of a successful community program
- Discuss program development design
- Summarize motivating program initiatives
- Understand the impact of outreach strategies

Marcia McCoy, Director, Muriel I. Kauffman Women's Heart Center, **SAINT LUKE'S MID AMERICA HEART INSTITUTE (Kansas City, MO)**



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DAY ONE(cont'd.): THURSDAY, JUNE 1, 2006

12:30PM

STRESS TESTING IN WOMEN

Explore both exercise treadmill testing and pharmacologic stress testing in women with an emphasis on two trials conducted at our institution.

ATTENDEES WILL LEARN HOW TO:

- Choose an appropriate exercise stress test in women
- Choose an appropriate pharmacologic stress test in women
- Identify which groups of women should undergo stress testing.

Karla Kurrelmeyer, MD, Cardiologist, **THE METHODIST HOSPITAL/METHODIST DEBAKEY CARDIOLOGY ASSOCIATES (Houston, TX)**

1:30PM

CONFERENCE NETWORKING LUNCHEON

2:30PM

WOMEN AND HEART DISEASE: NO SMALL PROBLEM

Despite having more symptoms of heart disease, women have less obstructive angiographic coronary artery disease compared to men. They generally have less typical symptoms of heart disease and have poorer outcomes. This lecture will discuss microvascular disease, also known as syndrome X, in women as described by the WISE study (Women's Ischemia Syndrome Evaluation Study).

ATTENDEES WILL LEARN HOW TO:

- Understand the pathophysiology of Microvascular disease and syndrome X.
- Identify presentation of a women suffering from symptomatic Microvascular disease
- Understand the underlying etiology of endothelial wall dysfunction
- List 3 diagnostic tests used for diagnosis of Syndrome X
- Describe 3 treatment options for women with Microvascular Disease and Syndrome X

Margo Minissian, ACNP, APRN, BC, MSN, CNS, **CEDARS-SINAI MEDICAL CENTER (Los Angeles, CA)**

3:30PM

IF YOU BUILD A WOMEN'S HEART CENTER WILL THEY COME

Building a women's heart center from the foundation. The learning curves of funding issues, technology resources, staffing concerns and program recognition. What 10 years of building a women's heart center brings to light.

ATTENDEES WILL LEARN:

- Roadmap of experience
- Funding obstacles and achievements - Where the money comes from
- Dealing with the technology and staffing resources - building from within
- Where we are and where we want to be

Pamela Marcovitz, MD, Medical Director of the Ministrelli Women's Heart Center, **BEAUMOUNT HOSPITALS (Royal Oak, MI)**

4:30PM

CLOSING REMARKS, Q&A AND GENERAL QUESTIONS

DAY TWO: FRIDAY, JUNE 2, 2006

9:00AM

CONTINENTAL BREAKFAST AND EXHIBITS

10:00AM

MORNING REFRESHMENT BREAK

10:30AM

NORTON WOMEN'S HEART CENTER: A PROGRAM THAT EMPOWERS WOMEN TO TAKE THEIR HEALTH TO HEART

The presentation will discuss the prevalence of heart disease in women and the role of the Women's Heart Center in educating women about their risk factors and lifestyle modifications. It will give an overview of the structure, operational model, and tools used by the Women's Heart Center. The presentation will inform the participants of the successes and benefits the Women's Heart Center has given to Norton Healthcare and the community.



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DAY TWO (cont'd): FRIDAY, JUNE 2, 2006

ATTENDEES WILL LEARN:

- Steps to initiating and building a Women's Heart Center program.
- The role and operational model of a Women's Heart Center.
- Different educational tools used by the Women's Heart Center.
- The benefits and successes of a Women's Heart Center program.

Theresa Byrd, RN, BSN, Clinical Coordinator, **NORTON WOMEN'S HEART CENTER (Louisville, KY)**

11:30AM

ROUND TABLE DISCUSSION

A FAMILY PHYSICIAN'S PERSPECTIVE ON WOMEN AND HEART DISEASE-PRACTICAL CONSIDERATIONS IN HELPING WOMEN ADOPT THE HEART HEALTHY LIFESTYLE

One hour seminar for discussing the heart healthy lifestyle, as recommended by the AHA and challenges faced by primary care physicians in getting women to follow them. A brief power point presentation will be given, followed by a group discussion with vignettes from personal experiences by audience members

ATTENDEES WILL:

- Review the heart healthy lifestyle recommendations
- Learn the challenges in getting women to follow them
- Overcome some of the challenges

Nipa Shah, MD, Assistant Professor of Clinical Family Medicine, **UNIVERSITY OF ILLINOIS AT CHICAGO (Chicago, IL)**

12:30PM

CONFERENCE NETWORKING LUNCHEON

1:30PM

TWO HOUR EXCLUSIVE ROUND TABLE DISCUSSION GIVEN BY :

SALLY KAISER-DYER, RN APPOINTED BY GOVERNOR ARNOLD SCHWARZENEGGER'S ADMINISTRATION TO THE CALIFORNIA HEART DISEASE AND STROKE PREVENTION AND TREATMENT TASK FORCE

TAKE HEART - ITS ALL ABOUT YOU

Loma Linda University Medical Center has partnered with the State of California Department of Health Services for the Prevention of Stroke and Heart Disease and the American Heart Association's Red Dress Campaign to address women and heart disease in our community by starting the first Women's Heart Center.

ATTENDEES WILL LEARN HOW TO :

- Work with government agencies, non-profit organizations, and community businesses to raise awareness of the differences in healthcare delivery between men and women.
- Reach out to women CEO's and Senior level women in corporate leadership positions with the goal of raising awareness among women of influence concerning heart disease and stroke by providing a Women's Heart Symposium in your community.
- Pilot a Women's Heart Center
- Link the principles of women centered care to the overall operations of a women's center

Sally Kaiser-Dyer, RN, Coordinator for Cardiac Lifestyle Management Clinic, Community Education Programs and the Women's Heart Center, **LOMA LINDA UNIVERSITY INTERNATIONAL HEART INSTITUTE (Loma Linda, CA)**

3:30PM

CLOSING REMARKS, Q&A AND GENERAL QUESTIONS

CONFERENCE FEES & REGISTRATION

Conference Fee: \$1,895*

Conference Documentation CD: \$615

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!

HOTEL TBD

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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