REGISTRATION BROCHURE

Early Registration deadline is Thursday, September 6, 2007

Cardiovascular Health 2007:
Taking Michigan’s pulse

Thursday, September 20, 2007
Four Points Sheraton Hotel
Ann Arbor, MI

Presented by:
The Michigan Department of Community Health

With support from:
Pfizer, Inc.
Novartis Pharmaceuticals
American Heart Association of Michigan—Greater Midwest Affiliate
Reliant Pharmaceuticals
Sanofi-Aventis Pharmaceuticals
Boehringer-Ingelheim Pharmaceuticals
The National Kidney Foundation of Michigan
Cardiovascular Health 2007:

Taking Michigan’s pulse

While cardiovascular disease continues to be one of Michigan’s top health care issues, there has been great progress in treatment and initiatives to reduce this burden. This timely conference will help participants:

▪ Identify new cardiovascular disease (CVD) treatments and community initiatives, including opportunities for community partnerships;
▪ Describe best practices in CVD prevention and treatment; and
▪ Explore strategies for improvements in CVD care.

In addition to four dynamic plenary sessions and an opportunity to network with colleagues and a wide variety of sponsors and exhibitors, there will be 12 workshops in three tracks: Clinical, Emerging Issues and Community.

Who Should Attend?

▪ Administrators
▪ Clinicians
▪ Dietitians
▪ Employers and benefit managers
▪ Health educators
▪ Medical assistants
▪ Nurses and nurse practitioners
▪ Pharmacists
▪ Physicians
▪ Physician assistants
▪ Professional associations
▪ Public health

Conference Location

Four Points Sheraton Hotel
3200 Boardwalk
Ann Arbor, Michigan 48108
734-996-0600
www.fourpointsannarbor.com

The conference will take place at the beautiful and convenient Four Points Sheraton Hotel in Ann Arbor, Michigan, located at the State Street exit off I-94 (across from Briarwood Mall). A block of guest rooms has been reserved for the night of September 19, 2007, at the conference rate of $84, plus tax. Reservations can be made via telephone at 800-325-3535 or 800-848-2770. Please reference the Michigan Department of Community Health Conference to receive the conference rate.

Registration Information

EARLY REGISTRATION FEE:
$95 per person
Registration form must be received by Thursday, September 6; payment may follow.

FULL REGISTRATION FEE:
$125 per person
For all registrations received after September 6, including on-site.

PAYMENT METHODS:
▪ Check or money order made payable to: Healthy Communities
▪ VISA
▪ Mastercard

Cancellaton Policy

▪ Full refunds, less a $10 processing fee, are available until Wednesday, September 12 only.
▪ A written notice of cancellation must be received by September 12, either by fax (517-663-5245) or e-mail (DMSdiane@concentric.net).
▪ If you do not cancel by September 12 and/or do not attend the conference, payment in full is still required.

NEED MORE INFORMATION?

For more information on the conference, including continuing education credits, please contact Diane Drago at DMSdiane@concentric.net or 517-663-5147.

For conference brochure and updates, check the MDCH Cardiovascular Health, Nutrition and Physical Activity website at www.michigan.gov/cvh.
7:30 a.m.  
Registration opens  
Healthy Continental Breakfast with Exhibitors

8:30 a.m.  
Welcome and Opening Remarks  
How is Michigan’s Pulse?

8:40 a.m.  
Improving Michigan’s Cardiovascular Health: Lessons Learned from Tobacco  
This presentation will address tobacco policy efforts in prevention and control, lessons learned from tobacco policy efforts, and the application of lessons learned to CVD prevention and control.  
Ronald M. Davis, MD, President-Elect, American Medical Association and Director, Center for Health Promotion and Disease Prevention, Henry Ford Health System, Detroit

9:05 a.m.  
New Childhood Obesity Guidelines  
This presentation will focus on the “2007 Recommendations of the Expert Committee on the Assessment, Prevention and Treatment of Child and Adolescent Overweight and Obesity,” and discuss implementation challenges.  
Ken Resnicow, PhD, Professor, University of Michigan, Health Behavior & Health Education, School of Public Health, Ann Arbor

9:30 a.m.  
Disparities in Cardiovascular Health Care  
This presentation will address the disparities that exist in cardiovascular health care and the underlying factors that influence disparities in the system such as poverty, access to care, stress and racism.  
Khan Nedd, MD, President, Hospitalists of West Michigan, Grand Rapids

9:55 a.m.  
Q and A with the Speakers  
Participants will have the opportunity to ask questions of Ron Davis, Ken Resnicow and Khan Nedd about their presentations during a lively Q and A session.

10:15 a.m.  
Break in the Exhibit Area

10:30 a.m.  
Concurrent Workshops: Group A  
CLINICAL TRACK:  
A-1: Improving Stroke Care  
Using Mapping Techniques to Improve Stroke Care  
This presentation will include an overview of Geographic Information Systems (GIS) and its application in public health and stroke.  
Anna Kate Sokol, Senior Geographic Information Systems (GIS) Specialist, City of South Bend, South Bend, IN  
Telemedicine and Acute Stroke Care  
This presentation will demonstrate the use of telemedicine to improve access and treatment for acute stroke.  
Robert Fisher, RN, MBA, Administrative Director, Business Line Development, St. Joseph Mercy Oakland, Pontiac  
Connie Parliament, RN, MSN, CNRN, Clinical Program Director of Neuroscience Services, St. Joseph Mercy Oakland, Pontiac
EMERGING ISSUES TRACK:

A-2: Early Identification of CVD Risk
What's Your Risk? Family History and Genetics
This presentation will include an overview of how family history and genetics can influence CVD risk and discuss incorporating it into practice.

Julie Zenger-Hain, PhD, FACMG, Director, Clinical Cytogenetics, Oakwood Healthcare System, Dearborn

American Heart Association/American College of Cardiology Guidelines and Management of Peripheral Artery Disease (PAD)
This presentation will provide an overview of Peripheral Arterial Disease (PAD) and the American Heart Association/American College of Cardiology PAD Guidelines.

Robert Ross, PA-C, Affiliate Professor, University of Detroit-Mercy Physician Assistant Program, Detroit

COMMUNITY TRACK:

A-3: Educating Individuals to Improve Health
Principles of Chronic Disease Self-Management
This presentation will introduce the chronic care model and discuss how it has been used to improve self-management in a variety of chronic diseases, including cardiovascular disease.

Christi Downing, MSW, Heart Disease and Stroke Unit, Michigan Department of Community Health, Lansing

Sharing Successes: Preparing Congregations for Cardiovascular Emergencies
This presentation will provide an example of a faith-based project, including a social marketing awareness campaign and providing several churches with AED units, training on their use and basic CPR courses.

Stephanie Halfmann, MS, RD, Community Health Consultant, Michigan Public Health Institute, Okemos

11:10 a.m.
Break and move to next workshops

11:20 a.m.
Concurrent Workshops: Group B

CLINICAL TRACK:

B-4: Evidence-Based CVD Practice Improvement
Improving Medication Adherence to Reduce Cardiovascular Events
This presentation will provide an overview of an evidence-based medication adherence system to reduce cardiovascular events. The system includes physician reminders and flagging systems to ensure medications are reviewed and reported.

Robert Van Eck, RN, BSN, MPA, Associate Vice President Clinical Quality Improvement, Priority Health, Grand Rapids

National Quality Improvement Model to Improve Stroke and Heart Failure Care—GWTG
This presentation will provide an overview of the national “Get with the Guidelines” program for improved quality of hospital care for heart failure and stroke patients.

Stacey Stoeckle-Roberts, RN, MS, CPHQ, Director of Quality Improvement Initiatives, American Heart Association-Greater Midwest Affiliate-Michigan

EMERGING ISSUES TRACK:

B-5: Screening and Counseling for CVD Risk
Using the 8 Points Method
This presentation will focus on a method using published and recognized measures for CVD risk to assess a population and develop a counseling system.

Tom Peterson, MD, Medical Director, Quality and Healthier Communities, Spectrum Health and Helen DeVos Children’s Hospitals, Grand Rapids
COMMUNITY TRACK:
B-6: Working Out of the Box
Assessing Community Need and Leading Change
This presentation will address the implementation of creative programs that are successfully improving the nutritional status of their communities by providing fresh foods and teaching how to move away from processed and refined foods.
Lily Guzman, Health Educator
Washtenaw County Public Health, Ypsilanti
Jenna Bacolor, Health Promotion Disease Prevention Supervisor, Washtenaw County Public Health, Ypsilanti
Katie Olender, Food Systems Project Coordinator, Northwest Initiative, Lansing

12:00 Noon
Lunch and Visit with Exhibitors

1:00 p.m.
Concurrent Workshops: Group C

CLINICAL TRACK:
C-7: Hypertension Control
New Hypertension Guidelines for African-Americans
This presentation will address the new hypertension guidelines for African-Americans and factors linked to treatment resistance and control.
John M. Flack, MD, MPH, Professor of Medicine and Interim Chair, Department of Internal Medicine Wayne State University, Detroit

Hypertension: Cardiovascular Consequences
This presentation will provide an overview of hypertension, end organ damage and consequences.
Silas P. Norman, MD, Assistant Professor of Medicine, Kidney and Pancreas Transplantation, University of Michigan Medical Center, Ann Arbor

EMERGING ISSUES TRACK:
C-8: Women and Cardiovascular Disease
2007 American Heart Association Guidelines for Women and CVD
This presentation will cover the “2007 American Heart Association Guidelines for Women and CVD” and their application.
Pamela Marcovitz, MD, FACC, Medical Director, Ministrelli Women’s Heart Center, William Beaumont Hospital, Royal Oak, and President of Detroit Regional AHA

COMMUNITY TRACK:
C-9: Worksite Wellness Lessons Learned
The Evolution of Worksite Wellness Programs
This presentation will describe the evolution of worksite wellness programs, cost/benefit and some worksite projects in Michigan.
Elaine Schnuringer, Client Services and Business Operations, University of Michigan Health Management Research, Ann Arbor
Best Practices in the Workplace
This presentation will discuss successful case studies in best practices to improve worksite culture and environment to support wellness.
Ken Holtyn, President, Holtyn Associates, Kalamazoo

1:40 p.m.
Break with Exhibitors

2:00 p.m.
Concurrent Workshops: Group D

CLINICAL TRACK:
D-10: State-of-the-Art Imaging Technology in CVD
Using Magnetic Resonance Imaging (MRI) and Computed Tomography Imaging (CT Scan): New Opportunities
This presentation will provide an overview of MRI and CT and their application for early identification and treatment of cardiovascular disease.
Benoit Desjardins, MD, PhD, Assistant Professor and Director, CVMRCT Laboratory, Department of Radiology University of Michigan Medical Center, Ann Arbor
EMERGING ISSUES TRACK:

D-11: On the Horizon

Michigan’s Door-to-Balloon Initiative
This presentation will provide an overview of the Door-to-Balloon national initiative, its partners, strategies and accomplishments.

Cecelia Kucyk Montoye, RN, MSN, CPHQ, Quality Specialist, Michigan Heart and Vascular Institute, St. Joseph Mercy Hospital, Ann Arbor

Stuart Winston, DO, FACC, President, Michigan Chapter American College of Cardiology and Medical Director, Michigan Heart & Vascular Institute, St. Joseph Mercy Hospital, Ann Arbor

Eva Kline-Rogers, MSN, RN, NP, Manager, MCDRRP University of Michigan, Ann Arbor

The Future of Cardiovascular Disease: Implications from Recent Research Studies
This presentation will discuss the future of cardiovascular health, focusing on how far we have come in treatment and reducing atherosclerotic cardiovascular disease, key epidemiological research and the obesity epidemic impact.

James J. Maciejko, PhD, FACC, Director, Preventive Cardiology Program, St. John Hospital and Medical Center, Detroit

COMMUNITY TRACK:

D-12: CVH Advocacy and Legislation

CVH Advocacy
This presentation will address the role of policy in public health and the importance of advocacy and effectively communicating CVD issues with policymakers.

Katherine Knoll, Senior Director of Advocacy, American Heart Association, Okemos

Coalition of Hospitals Go Smoke-Free: Successful Policy Change
This panel will share their organization’s experience in applying a smoke-free policy in the healthcare setting.

Bill Rietscha, Vice President, Facilities, Spectrum Health, Grand Rapids

Tom Karel, Vice President of Organization and Talent Effectiveness, Saint Mary’s Health Care, Grand Rapids

2:40 p.m.
Break and move to closing session

2:45 p.m.
Closing Keynote: Preventing Initial and Recurrent Cardiovascular Events: Research-Based Interventions
This inspirational presentation of proven interventions and motivational messages will ignite the audience into incorporating needed behavioral change to reduce CVD risk. The talk will focus on contemporary lifestyle interventions such as diet and physical activity, and medications (e.g., cholesterol-lowering statins, aspirin) that can lower the risk of initial and recurrent cardiac events.

Barry A. Franklin, PhD, Director, Cardiac Rehabilitation and Exercise Laboratories, William Beaumont Hospital, Royal Oak

3:15 p.m.
Closing Remarks and Must-Be-Present-To-Win Drawing
REGISTRATION INSTRUCTIONS

1. Type or print clearly.
2. To ensure the early registration rate of $95, this form must be received by September 6. Payment may follow in the mail. Registration forms received after September 6 will be subject to the full registration fee of $125.
3. Return this form by mail or fax to:
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4. A confirmation will be sent via e-mail.

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E-MAIL

PAYMENT INSTRUCTIONS

1. Payment must be made by check, money order, VISA or Mastercard.
2. Make your check or money order payable to: Healthy Communities.
3. The federal tax identification number is 38-3306727.

PAYMENT INFORMATION

Check the appropriate information.

Payment Rate
- Early registration rate: $95 (by September 6)
- Full registration rate: $125 (after September 6)
- Speaker —no charge.
- Conference Planning Committee Member—no charge
- Sponsor using complimentary registration (one per $1,000 contribution)
- Exhibit staff not attending conference sessions or lunch—no charge (NOTE: Exhibit staff attending sessions and lunch pay the conference rate of $95 per person.)

Payment Method
- Check # is enclosed.
- Credit card payment □ VISA □ Mastercard

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ADDITIONAL INFORMATION

Please complete ALL the following information.

Luncheon Selection:
- □ Chicken □ Fish □ Vegetarian

Workshop Information:
Please indicate the session number of the four workshops you plan to attend:
- □ 10:30 a.m.: Session #
- □ 11:20 a.m.: Session #
- □ 1:00 p.m.: Session #
- □ 2:00 p.m.: Session #

I have the following physical requirements:

I have the following dietary restrictions:

□ You MAY include my name and address as it appears on this registration form in the conference program.
□ I do NOT wish to have my name included in the conference program.
□ Send me information on sponsorship and exhibitor opportunities to help support the conference.

□ Please invoice me. (Payment MUST be received by the conference date.)
The Michigan Department of Community Health

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**Pfizer, Inc.**

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**Reliant Pharmaceuticals**

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**Boehringer-Ingelheim Pharmaceuticals**

**The National Kidney Foundation of Michigan**

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**The Michigan Department of Community Health** appreciates the efforts and ongoing support of the following Conference Planning Committee members in the development of the conference:

- **Susan Hickenbottom, MD**, St. Joseph Mercy Hospital, Conference Chair
- **Alice Betz**, Michigan Chapter American College of Cardiology
- **Rey Bouknight II, BA, MPH**, Michigan Department of Community Health
- **Sandra Chase, BS, PharmD, FMPA**, Spectrum Health
- **Christi Downing, MSW**, Michigan Department of Community Health
- **Diane Dragó**, Diversified Management Services
- **Debra Duquette, MS, CGC**, Michigan Department of Community Health
- **Sherry Fent**, Diversified Management Services
- **Diane Golzynski, PhD, RD**, Michigan Department of Community Health
- **Pamela Gray, MSN, CNP**, Beaumont Hospital
- **Patricia Heller, MPH**, National Kidney Foundation of Michigan
- **Rochelle Hurst, MA, BSN**, Michigan Department of Community Health
- **Diane Levine, MD**, Wayne State University
- **Karah Mantinana, MPH, RD**, Michigan Department of Community Health
- **Khan Nedî, MD**, Hospitalists of West Michigan
- **Tom Peterson, MD**, Spectrum Health
- **Sarah Poole**, American Heart Association—Greater Midwest Affiliate
- **Robert Ross, PA-C**, University of Detroit-Mercy
- **Stacey Stoeckle-Roberts, RN, MS, CPHQ**, American Heart Association—Greater Midwest Affiliate
- **Phillip Scott, MD**, University of Michigan
- **Brian Silver, MD**, Henry Ford Health System
- **Linda Smith-Wheelock, ACSW, MBA**, National Kidney Foundation of Michigan
- **Kimberly Sutter, MSN, RN, CNA-BC**, Michigan Department of Community Health
- **Velma Theisen, MSN, RN**, Michigan Department of Community Health
- **Diane Whiton, MSN, RN**, Michigan Department of Community Health
- **Eileen Worden, BSN, RN**, Michigan Department of Community Health

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