

6th Annual HeartCaring Conference Press Release

FOR IMMEDIATE RELEASE

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Hospitals and Health Systems Nationwide Implement Grassroots Cardiovascular Program Aimed at Preventative Care for Women

— Effort aims to encourage communities to take action for their health and provides valuable education for community physicians —

Washington, DC, May 19, 2010 —Representatives of more than 40 U.S. hospitals and health systems will convene May 19-21 at the Renaissance Mayflower Hotel in Washington, DC, to discuss implementation of grassroots methods to improve gender-sensitive cardiovascular care, including steps to help prevent and minimize the risks of cardiovascular disease. The 6th Annual HeartCaring Conference, which focuses on local physician education and community outreach methods, is a pivotal component of HeartCaring[®], a national program powered by Spirit Health Group[®] and activated by U.S. hospitals that ascribe to the highest standards of excellence in women's health, education, and community outreach. HeartCaring is sponsored in part by The Bristol-Myers Squibb/Sanofi Pharmaceuticals Partnership and Philips Healthcare, with educational support from the Vascular Disease Foundation, the Peripheral Arterial Disease (P.A.D.) Coalition, and the Venous Disease Coalition.

"While the country has been successful in educating physicians and patients that heart disease is the leading cause of death of women in this country, it's only recently that we've begun to understand what we should be doing to better prevent and treat heart disease," said Tanya Abreu, President of Spirit Health Group and HeartCaring National Program Director. Tanya will lead a session at the conference entitled "*Advancing HeartCaring Across the US: Greenfields and Springboards*", an energetic discussion of potential hospital business ventures and entrepreneurial cardiovascular activities to extend existing HeartCaring programs across the U.S.

Featured keynote expert presenters include **Dr. Anand Parekh, MD, MPH**, Deputy Assistant Secretary for Health, who will discuss opportunities for clinicians to care for patients with multiple chronic conditions. **Dr. Suzanne Haynes, PhD**, from the U.S. Department of Health and Human Services Office on Women's Health and **Dr. Ann Taubenheim, PhD** of the National Heart, Lung, and Blood Institute, will address current women's health priorities and national messaging campaigns to raise awareness of cardiovascular health. **Dr. Gary Puckrein, PhD** of the National Minority Quality Forum will introduce an innovative disease mapping database that tracks prevalence of various health conditions geographically to assist communities with necessary data in planning to address disparities in cardiovascular care. **Kristin Cosulito** from Philips Healthcare will lead a session on the "*Next Generation of Women's Diagnostic Centers: Patient-Centric Design*", focused on how to transform stressful healthcare settings to healing environments.

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Keynote sessions will also feature expert HeartCaring physicians with experience in cardiovascular care for women. **Dr. Barry Bertolet, MD**, Cardiologist from North Mississippi Medical Center will discuss the scientific data supporting the heart benefits of the Mediterranean diet, as well as the importance of detecting and treating Peripheral Arterial Disease (P.A.D.). **Dr. Deborah Ehrenthal, MD** of Christiana Care Health System and Principal Investigator of the statewide initiative, *Heart Truth Delaware*, will describe how her project is reaching primary care physicians and organizing competing health care systems to practice gender-sensitive cardiovascular medicine. **Dr. Sara Mobasser MD, FACC**, Medical Director of Piedmont Women's Heart Program at Piedmont Heart Institute, will share her expert perspective and experience as a general cardiologist and focus her keynote session, "*Contemporary Issues to Accurately Quantify a Woman's Risk*," and discuss other indicators for detecting disease in women to help us avoid underestimating a woman's risk. **Dr. Joseph Miller, MD** is a Preventive Cardiologist at the Piedmont Heart Institute and will build on Dr. Mobasser's comments to address how we effectively manage risk once it is identified. His remarks will highlight the latest recommendations for optimizing appropriate management of risk factors and recent breakthroughs for proper medical therapy for lowering cardiovascular risk, particularly in regards to hypertension and lipids. **Dr. Sarah Rinehart, MD, FACC** is the Clinical Director of the Department of Cardiovascular CT and MRI at the Piedmont Heart Institute. She will speak to how imaging techniques we commonly use may or may not be the correct tests to order for detecting cardiovascular disease in women.

Throughout the conference, participating hospitals will present best practice case studies and network with other health care professionals to share vital experience and information regarding how to best serve their communities in gender-sensitive cardiovascular care.

Cardiovascular diseases remain the leading cause of death in the U.S., Now in its sixth year, HeartCaring was created to proactively address the growing body of research that demonstrates an under-diagnosis of cardiovascular disease in women. Despite treatment and diagnostic advances, there is a need for healthcare systems and clinicians to better understand gender variations in symptoms of cardiovascular diseases and conditions such as peripheral artery disease (P.A.D.) and stroke. HeartCaring is designed to address these gaps by providing clinician education and opportunities for women to take action on their health. The HeartCaring program byline "*Your Heart is in Your Hands*", reflects the united front of hospitals, primary care physicians, cardiologists and consumers working together to prevent cardiovascular diseases and conditions. For more information about HeartCaring, visit www.heartcaring.com.

About Spirit Health Group

Spirit Health Group® moves its targeted audiences, particularly women, to take action for their health. Through its hospital members across the U.S., Spirit Health Group is able to deliver effective health messaging. Spirit motivates women to take action for their health and the health of their families by delivering credible messages within a trusted healthcare environment. Spirit Health Group combines the strengths of the Spirit Health Group Hospital Network with Spirit Health Media and Spirit Health Partnerships to accomplish these objectives.

About the National Heart, Lung, and Blood Institute (NHLBI)

Part of the National Institutes of Health, the National Heart, Lung, and Blood Institute plans, conducts, and supports research related to the causes, prevention, diagnosis, and treatment of heart, blood vessel, lung, and blood diseases; and sleep disorders. The Institute also administers national health education campaigns on women and heart disease, healthy weight for children, and other topics. NHLBI press releases and fact sheets can be found online at www.nhlbi.nih.gov. The National Institutes of Health—The Nation's Medical Research Agency—includes 27 Institutes and Centers and is a component of the U.S. Department of Health and Human Services. It is the primary federal agency for conducting and supporting basic, clinical, and translational medical research, and it investigates the causes, treatments, and cures for both common and rare diseases. For more information about NIH and its programs, visit www.nih.gov.

About The Heart Truth®

The Heart Truth® is a national awareness campaign for women about heart disease sponsored by the National Heart, Lung, and Blood Institute (NHLBI), part of the National Institutes of Health, U.S. Department of Health and Human Services (HHS). Through the campaign, NHLBI leads the nation in a landmark heart health awareness movement that is being embraced by millions who share the common goal of better heart health for all women. The centerpiece of *The Heart Truth* is the Red Dress, which was introduced as the national symbol for women and heart disease awareness in 2002 by NHLBI. The Red Dress® reminds women of the need to protect their heart health, and inspires them to take action. To learn more, visit www.hearttruth.gov.

sanofi-aventis

Sanofi-aventis is the world's third largest pharmaceutical company, ranking number one in Europe. Backed by a world-class R&D organization, sanofi-aventis is developing leading positions in seven major therapeutic areas: cardiovascular, thrombosis, oncology, metabolic diseases, central nervous system, internal medicine, and vaccines. Sanofi-aventis is listed in Paris (EURONEXT: SAN) and in New York (NYSE: SNY).

Bristol-Myers Squibb

Bristol-Myers Squibb is a global pharmaceutical and related health care products company whose mission is to extend and enhance human life.

Philips Healthcare

Philips Healthcare understands that heart disease can manifest differently in women than in men. As a leader in Cardiology Philips offers a complete portfolio of solutions for women. Philips continues to work closely with leading healthcare organizations, patients and clinicians to better understand heart disease in women and provide solutions to improve early detection.

The Vascular Disease Foundation

Established in 1998, the Vascular Disease Foundation (VDF) is the only multidisciplinary national public 501(c)(3) non-profit organization focused on vascular diseases with the sole purpose of providing public education and improving awareness about vascular diseases. The mission of the VDF is to improve health for all by reducing death and disability from vascular disease.

Peripheral Arterial Disease (P.A.D.) Coalition

The Peripheral Arterial Disease (P.A.D.) Coalition is an alliance of leading health organizations, vascular health professional societies, and government agencies that have united to raise public and health professional awareness about lower extremity P.A.D.

The Venous Disease Coalition

The Venous Disease Coalition (VDC) is a collaborative network of professional and public organizations united by one mission to increase public and health professional awareness of venous disease. The VDC is a public and interdisciplinary consortium dedicated to promoting public and health professional awareness of venous disease. The Coalition provides opportunities for members of the public, health care professionals, clinician investigators and basic researchers, professional health societies, government and health policy agencies, and other public and private organizations to work collaboratively to improve public health by providing educational programs regarding Venous Disease.

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