

Featured Time to Talk CARDIO Network Member: Sister to Sister: The Women's Heart Health Foundation

The Women's Heart Health Foundation is the nation's only organization dedicated to preventing heart disease in women by providing free heart disease screenings and programs that give women the power to learn their risks, take action, and change behavior. Founded in 2000 by women's health advocate, Irene Pollin, Sister to Sister's programs and services include its signature National Women's Heart Health Fairs; the Women's Heart Health Data Registry in partnership with Brigham and Women's Hospital and Harvard Medical School; and, educational events for women in leadership roles to disseminate the message throughout their local communities. For more information, visit www.sistertosister.org.



For more information on joining the TTTC Network, please email: info@timetotalkcardio.com or call Teri Kirk at 212-601-8220

Upcoming Events:

2009

- December 3 - 6, 2009:** Time to Talk CARDIO workshop and exhibitor booth at the North Carolina Academy of Family Physicians' Winter Family Physicians Weekend in Asheville, North Carolina
- Presentation:** Saturday, December 5, 2:30 pm - 3:30 pm
- Break Out Session:** Saturday, December 5, 4:45 pm - 6:15 pm
- Booth:** Thursday - Friday, December 3 - 4, 8:00 am - 4:30 pm
Saturday, December 5, 8:00 am - 11:15 am

2010

- February 2010:** National Consumer Launch

Questions or Comments:

We want to hear from you! If you have any questions or comments about Time to Talk CARDIO, please send us an email at info@timetotalkcardio.com

Time to Talk CARDIO Advisory Board

Richard Carmona, M.D., M.P.H., FACS
17th Surgeon General of the United States (2002 - 2006)
Time to Talk CARDIO Advisory Board, Chair
Canyon Ranch Institute President

Jennifer Cabe, M.A.
Canyon Ranch Institute
Executive Director

Andrew Pleasant, Ph.D.
Canyon Ranch Institute
Health Literacy and Communication Director

Debra Roter, DrPH
RIASWorks
Co-Founder

Phyllis Naragon, M.A.
American Academy of Family Physicians Foundation
Director of Programs

Barbara DeBuono, M.D.
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American Academy of Family Physicians Foundation
Assistant Professor of Clinical Family Medicine

Janet Ohene-Frempong, M.S.
Clear Language Group
Principal & Founding Member

Richard Kunis, M.D., FACC
Merck/Schering-Plough Pharmaceuticals
Product Leader, Global Medical Affairs

Skip Irvine
Merck/Schering-Plough Pharmaceuticals
Director, Global Product Communications



Time to Talk CARDIO — Creating A Real Dialogue In the Office — is dedicated to advancing cardiovascular health by helping to improve the dialogue between patients and health care professionals.

About Time to Talk CARDIO

Currently, cardiovascular disease causes more than 870,000 deaths in the United States each year. While great progress has been made in the prevention and management of cardiovascular disease, many patients fail to experience the full benefit from their treatment plans for a variety of factors. The Time to Talk CARDIO program, grounded in evidence-based research, uses targeted communication approaches that foster an effective working partnership between patients and health care professionals that may help improve management and control of cardiovascular disease.

Time to Talk CARDIO is committed to:

- Raising awareness of the clinical impact of the current dialogue between patients and health care professionals on cardiovascular disease management
- Engaging patients and health care professionals in a solution to help improve the dialogue through skill-building training
- Helping to impact cardiovascular disease patient health outcomes

Time to Talk CARDIO is an educational program underwritten by Merck/Schering-Plough Pharmaceuticals and developed in partnership with the American Academy of Family Physicians (AAFP) Foundation, Canyon Ranch Institute (CRI) and RIASWorks.

Organizations and health care professionals interested in joining the Time to Talk CARDIO Network or learning more about the program can visit the Web site at www.timetotalkcardio.com.

A Note from the Chair of the Time to Talk CARDIO Advisory Board



Two priorities of my service as Surgeon General of the United States and of my life's work are to increase the attention and effort focused on preventing disease and to improve the health literacy of all people. As Chair of the Time to Talk CARDIO Advisory Board, I know first-hand the thought and effort that have already been invested in this national program to improve communication between health professionals and patients to help better manage heart health.

The health literacy of health care professionals and patients has been shown by research to impact both prevention and management

of disease – especially chronic disease. Time to Talk CARDIO is a uniquely designed program with an interactive Web site and set of accompanying materials that can help health professionals and patients improve their ability to communicate about heart health.

All of us who are partnering through the Time to Talk CARDIO program are committed to advancing health literacy through evidence-based best practices. Our team is currently testing and evaluating Time to Talk CARDIO with patients and health care professionals, and the outcomes of the pilot testing and in-clinic research will be applied to further improve the Time to Talk CARDIO program.

I am proud to partner with patients and with my colleagues in clinical and population health to continue developing and sharing Time to Talk CARDIO. I invite you to learn about our efforts and also consider joining the Time to Talk CARDIO team.

Richard H. Carmona, M.D., M.P.H., FACS,
17th Surgeon General of the United States
(2002-2006)
Chair, Time to Talk CARDIO Advisory Board
President, Canyon Ranch Institute

Time to Talk **CARDIO** Network Launch Event

On September 22, 2009, Dr. Richard H. Carmona, 17th Surgeon General of the United States (2002-2006) and president of Canyon Ranch Institute convened a meeting of medical societies, government organizations and patient advocacy groups in Washington, D.C. to discuss the importance of effective communication between patients and health care professionals, such as physicians and nurses. Dr. Carmona and colleagues from the Time to Talk **CARDIO** Advisory Board, as well as clinicians who are currently testing the program introduced Time to Talk **CARDIO**. Senior representatives from various national organizations attended and were invited to join the Time to Talk **CARDIO** Network and engage in a movement to help improve the dialogue between patients and health care professionals in an effort to positively impact cardiovascular health outcomes.

“As a nation we must continue to innovate in order to improve the health of all Americans,” said Dr. Carmona, who serves as Chair of the Time to Talk **CARDIO** Advisory Board. “Together with the founding partners of Time to Talk **CARDIO**, I am pleased to invite health leaders and advocates to join the Time to Talk **CARDIO** Network. We are



collaborating to advance health literacy about prevention and management of heart disease. I look forward to the day when we might also apply the lessons we learn from the Time to Talk **CARDIO** program to help prevent and manage other chronic diseases.”

Both health care professionals and patients may benefit from improved in-office dialogue. “Research shows that good physician communication is related to greater satisfaction with their patient visits,” said Debra Roter, Dr.P.H., M.P.H., co-founder of RIASWorks. “Studies have found that patient recall of instructions, satisfaction with care, adherence to medical recommendations and appointment-keeping are consistently related to communication skills.”

“We have started testing the Time to Talk

CARDIO program, and initial findings indicate an improvement in satisfaction with the medical visit among both patients and physicians,” said Jason Dees, D.O., F.A.A.F.P., a family physician who is currently piloting the Time to Talk **CARDIO** program in his practice based in New Albany, Mississippi. “This is an important learning about the program as strengthening the therapeutic relationship may potentially impact adherence with physician recommendations.”

The Time to Talk **CARDIO** program will continue to roll out locally throughout the United States in the coming months, and a national launch is planned in February 2010.

To view a webcast of the Network Development meeting, please visit www.time2talkcardio.com.

Time to Talk **CARDIO** Featured at National Health Care Conference on Practice Improvement Initiatives

On November 7, 2009, Time to Talk **CARDIO** was presented at the *Conference on Practice Improvement: Constructing the Medical Home* in Kansas City, Missouri. A key component of the Time to Talk **CARDIO** program is a free, cardiovascular, communication skill-building tool for patients and health care professionals featuring more than 550 videos that demonstrate methods for more productive medical visits in the short amount of time that is often available for such visits.

“Effective communication is important to creating and maintaining the medical home, and the AAFP Foundation is proudly committed to collaborating on Time to Talk **CARDIO** as we believe that optimal treatment decisions and care are facilitated by strong relationships between patients and health care professionals,” said Craig Doane, AAFP vice president for corporate development and executive director for the AAFP Foundation.

To further inform the Time to Talk **CARDIO** program, family physician practices were selected by the AAFP Foundation to pilot the program, and the non-profit Canyon Ranch Institute is coordinating in-clinic research to assess the program’s impact and effects on improving the communication between health care professionals and patients. “Our hope is that Time to Talk **CARDIO** will advance health literacy and lead to improved prevention and management of heart disease,” said Andrew Pleasant, Ph.D., health literacy and communication director for Canyon Ranch Institute and assistant professor at Rutgers, the State University of New Jersey.



A Closer Look: Time to Talk **CARDIO** in Action

Q&A with Ohio AAFP pilot physician Dr. Fred Miser

Can you please expand on the helpfulness of implementing the Time to Talk **CARDIO** program in one’s medical practice?

Time to Talk **CARDIO** is a comprehensive program that helps to improve communication with patients. It provides educational resources for all health care staff, including physicians, physician assistants and nurses. The self evaluation is quick and the Web site is informative and easy to explore. Another great aspect is that the materials are available for free to both patients and all members of the health care team.

The entire health care staff can share these materials with patients during their visits in order to have a productive, focused discussion with the goal of improving patient satisfaction and ultimately achieving better cardiovascular health outcomes. Whether the nurse refers to the program poster as he or she takes a patient’s blood pressure, or the physician assistant reviews the heart health goal setting work sheet with the patient, each member of the health care team can introduce the program and its resources to patients.

How can Time to Talk **CARDIO** benefit health care providers in their everyday interaction and communication with patients?

While doctors initially receive training in communication during medical school, after residency it’s easy to settle into a groove in how we approach and talk to our patients. Time to Talk **CARDIO** offers the opportunity to brush up on our communication skills. The health care team can visit the Web site, take the brief self evaluation and then view short video clips demonstrating how to strengthen communication skills. The short video clips encompass several essential communication skills applied to scenarios involving patients and various members of the health care team.

Investing just a little bit of time on the Time to Talk **CARDIO** Web site will provide a simple but effective refresher on communication tips and how to use them while doctors continue to care for patients. Time to Talk **CARDIO** can help physicians and staff make the most of their time with patients.

AAFP Pilot Practices:

Time to Talk **CARDIO** is currently being piloted by family physician practices across the United States to gain in-clinic experience with the program, tools and resources.

AAFP Foundation selected the following physicians and practices:

New Jersey Academy of Family Physicians:	Forrest Hill Family Health Associates Astrid Almodovar, M.D., M.P.A.
Mississippi Academy of Family Physicians:	Blue Mountain Family Medicine Clinic Jason Dees, D.O., F.A.A.F.P.
Ohio Academy of Family Physicians:	Residency Program, The Ohio State University Fred Miser, M.D.
North Carolina Academy of Family Physicians:	Access Healthcare PA Brian Forrest, M.D.
Missouri Academy of Family Physicians:	Goppert Trinity Family Care Center Julie Wood, M.D.
California Academy of Family Physicians:	TBD