

A Closer Look: Time to Talk CARDIO in Action

Featured at the North Carolina Academy of Family Physicians (NCAFP) annual meeting, Time to Talk CARDIO was introduced to more than 550 health care professionals garnering positive feedback

On December 5, 2009, Time to Talk CARDIO was presented at the NCAFP 2009 Winter Family Physicians Weekend in Asheville, North Carolina. Every year CVD causes more than 17,000 deaths in North Carolina. "I am proud to introduce Time to Talk CARDIO in my home state of North Carolina to help address the important need for better conversations between health care professionals and patients," stated Gregory Griggs, M.P.A., C.A.E., executive vice president of NCAFP, "which may help make a positive impact on cardiovascular disease management."

At the meeting, participants learned about Time to Talk CARDIO during the general session and workshop. The workshop included a Web site demonstration and highlighted best practices using the Time to Talk CARDIO tools and resources in clinical practice. The NCAFP event drew approximately 550 attendees – a marked growth from last year's event.

Leading the Time to Talk CARDIO seminar during the general session were Dr. Randell Wexler, assistant professor of clinical family medicine at The Ohio State University, Dr. Debra Roter and Dr. Brian Forrest, CME program chair for NCAFP and vice president elect for the AAFP.

In addition to the general session, Dr. Forrest led the Time to Talk CARDIO workshop and shared his experience implementing the program in his practice, providing many helpful ways for HCPs to apply and utilize the program's resources in their practices. An advocate of the heart health goal setting work sheet, Dr. Forrest finds it extremely helpful in tracking patient progress.

If you would like information on how to optimize the Time to Talk CARDIO program in your practice, please send an email to info@timetotalkcardio.com or visit our Web site at www.timetotalkcardio.com

MHN Featured Time to Talk CARDIO Network Member: Men's Health Network

Men's Health Network (MHN) is a national non-profit organization whose mission is to reach men and their families where they live, work, play, and pray with health prevention messages and tools, screening programs, educational materials, advocacy opportunities, and patient navigation.

With a network of chapters, affiliates, and health partners, MHN has a presence in every state and over 30 countries. The organization works to achieve the following goals:

- Save men's lives by reducing premature mortality of men
- Foster health care education and services that encourage men of all ages to implement positive lifestyles for themselves and their families
- Increase the physical and mental health of men so that they can live fuller and happier lives

- Work with and through women, as the family's health care leader, and partners to reach men with critical health messages

Men's Health Network works to increase awareness of cardiovascular health and related men's health issues through its Men at Work (employer program), Healthy Sunday (underserved faith-based program) and Time Out for Men's Health (community, sports, and retail programs). For more information, visit www.menshealthnetwork.org.

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

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



Actress Andie MacDowell Partners with Time to Talk CARDIO to Raise Awareness on the Importance of Effective Patient-Provider Communication



In honor of American Heart Month, award-winning actress and heart health advocate, Andie MacDowell, and Richard H. Carmona, M.D., M.P.H., FACS, 17th Surgeon General of the United States (2002-2006), have partnered to highlight the importance of effective communication between patients and health care professionals (HCPs) by introducing Time to Talk CARDIO.

"After losing my mother to a heart attack, I realized how important it is to take an active role in your health," Ms. MacDowell said. "Since cardiovascular disease affects so many lives, it is crucial that people communicate effectively with their health care professional. Time to Talk

CARDIO is a great tool that may help address these issues."

"Millions of Americans live with at least one heart condition," Dr. Carmona said. "Time to Talk CARDIO focuses on the skills patients and health care professionals need to have a real dialogue in the office about heart health. Based on the results of initial research we have conducted, we believe Time to Talk CARDIO may make an important difference in how patients and health care professionals talk about heart health."

A Note from Time to Talk CARDIO Advisory Board Member Dr. Debra Roter

American Heart Month is the perfect opportunity for the health care community to increase public awareness and education about cardiovascular disease, which remains America's number one cause of death. It is our responsibility to present tools and solutions that will work toward advancing our nation's heart health.

For over a decade, my research has focused on patient-provider communication and its relationship to adherence, patient and provider satisfaction and health outcomes. Studies find that patient recall of instructions,

satisfaction with care, adherence to medical recommendations and appointment-keeping are consistently related to communication skills. Effective communication is good for health care professionals, too. Research shows that skilled communication may help physicians have greater professional satisfaction.

Time to Talk CARDIO was developed on this evidence base and is available to health care professionals, patients and health care organizations free of charge. The program is time efficient and easy to implement in a busy practice or health care organization.

I invite you to visit the Web site at www.timetotalkcardio.com and look forward to hearing about your experiences and best practices with this program.



Debra Roter, Dr.P.H., M.P.H.
Co-Founder, RIASWorks, LLC
Member, Time to Talk CARDIO Advisory Board

To learn more about Time to Talk CARDIO, an educational program underwritten by Merck & Co., Inc. (Merck) and developed in partnership with the American Academy of Family Physicians (AAFP) Foundation, Canyon Ranch Institute (CRI) and RIASWorks, visit www.timetotalkcardio.com

Time to Talk CARDIO Research

Piloted in 2009 by AAFP practices in Missouri, North Carolina and Mississippi, initial research among 144 patients showed that the Time to Talk CARDIO program significantly increased overall use of communication skills and improved overall satisfaction with medical visits. Likewise, preliminary testing with 24 HCPs also reported a significant increase in overall communication skill use and statistically significant improvement in overall satisfaction with visit communication. In separate research conducted with 100 patients at the Oregon Health & Science University in conjunction CRI, results found a significant improvement in several dimensions of effective patient-provider communication and satisfaction, however; they did not show a statistically significant overall change. The program is currently being used in health care settings across the United States, and several physician practices are continuing to assess Time to Talk CARDIO in 2010.

For more information regarding the Time to Talk CARDIO research, please email info@timetotalkcardio.com



About Time to Talk CARDIO

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 HCPs.

For more information visit our Web site at www.timetotalkcardio.com

AAFP Pilot Practices: Physicians speak about their in-clinic experience with Time to Talk CARDIO

Brian Forrest, M.D., founder of Access Healthcare PA and the Access Hypertension Clinic; faculty affiliation-adjunct associate professor at UNC Chapel Hill School of Medicine, pilot physician of the Time to Talk CARDIO program

“Time to Talk CARDIO is an interactive and needs-based assessment tool that helps to improve communication and ultimately patient adherence. When barriers to medical management are more clearly identified through better communication with patients, only then can those barriers be overcome. I continue to use the interactive goal sheets, both in discussions with patients and as a form of documentation. This program, and the tools it provides, is a reminder of what the provider/patient team is trying to accomplish, better health outcomes.”

Julie Wood, M.D., associate director, Research Family Medicine Residency Program in Kansas City, Missouri, pilot physician of the Time to Talk CARDIO program

“Time to Talk CARDIO has been helpful for our family medicine residency as it promotes improved conversations with both patients and the physicians in our clinic. The features of the program, to provide patient education and encourage patient self-management of chronic disease, fit well into our quest to become a Patient Centered Medical Home. These skill sets are particularly important for our residents to learn and for our faculty to model. We have involved the entire clinic in the process and also began a quality improvement project to further evaluate how to improve communication throughout the patient’s care. Patients enjoy the interactive videos that are targeted toward improving their experience with their physician as well as empowering them to take an active role in improving their health.”

Jason Dees, D.O., vice president of the New Albany Medical Group, pilot physician of the Time to Talk CARDIO program

“Time to Talk CARDIO offers meaningful training and resources for both my colleagues and our patients. In particular, the heart health goal setting work sheet has been an extremely popular and useful resource. Not only can I incorporate this piece into my electronic health records, but my patients see it as a personal report card. They take it home and put it on their refrigerator – which allows them to really focus on understanding and trying to achieve the goals we set together.”

How to Implement Time to Talk CARDIO in Your Organization

The Time to Talk CARDIO program features a number of educational materials, tools and resources for HCPs and patients. Here are some of the Time to Talk CARDIO resources available online and free of charge:

- www.timetotalkcardio.com**
 - Features a free, cardiovascular, communications skill-building tool with more than 550 videos of simulated office visits demonstrating key communication skills that can be customized based on an evaluation or viewed through a video library
 - Contains free, educational, cardiovascular-focused resources, including patient and health care professional brochures, posters and goal setting worksheets for download or bulk ordering
- Patient Brochure**
 - A brochure providing useful communication tips to help patients have a more effective conversation with their health care professionals. Also included is information about how to help better manage heart health and a glossary of easy to understand medical terms
- Building A Strong Relationship with Your Health Care Professional**
 - A worksheet with practical tips on ways patients can help build a strong relationship with their health care professional and prepare for their next visit
- Health Care Professional Brochure**
 - A guide to support health care professionals in having a more focused and productive conversation with their patients about cardiovascular health
- Heart Health Goal Setting Worksheet**
 - Worksheets for health care professionals to help set cardiovascular goals with their patients
- Helping Patients Succeed**
 - A work sheet with communication techniques for health care professionals to help patients better understand their conditions and follow instructions for better health outcomes
- Health Literacy Guide**
 - A guide that provides information on the impact of low health literacy and tips on how to create a patient-centric medical office
- Cultural Competency Guide**
 - A guide that provides information on the connection between health disparities, communication and culture, including resources for information on how to improve cultural competency
- Cardiovascular Disease Fact Sheet**
 - A fact sheet about cardiovascular disease causes and risk factors, its statistics and its impact
- Poster**
 - A poster for health care professionals’ offices that informs patients about the Time to Talk CARDIO program

Why Implement Time to Talk CARDIO

The public health and economic impact of cardiovascular disease (CVD) in America is significant.

- More than 870,000 Americans die each year of CVD – that’s nearly 2,400 deaths each day
- More than 80 million (one in three) Americans currently live with one or more types of CVD
- The estimated total direct and indirect cost, including health expenditures and lost productivity resulting from morbidity and mortality, of CVD and stroke in 2010 in the United States is projected to be \$503.2 billion. Estimates are that the cost of treating CVD could rise by 64 to 84 percent by 2025.

By participating in the Time to Talk CARDIO program, you may:

- Broaden your organization’s knowledge about health care communication
- Utilize Time to Talk CARDIO materials with your members and constituents
- Share your expertise and best practices about health care communication
- Help to impact CVD patient health outcomes

It is easy to implement Time to Talk CARDIO within your organization. Below are some suggestions and ideas to increase awareness of and engagement in Time to Talk CARDIO to help improve the provider-patient dialogue and positively impact cardiovascular patient health outcomes.

- Establish Web links between www.timetotalkcardio.com and your organization’s Web site – provide logo use
- Share the Time to Talk CARDIO materials with your colleagues
- Promote the program to patients and other HCPs
- Recruit member colleagues to be a Time to Talk CARDIO representative in their regions/local areas
- Incorporate Time to Talk CARDIO in upcoming regional and national organization conferences
- Invite a Time to Talk CARDIO Advisory Board member to speak about the program to members
- Host a Time to Talk CARDIO booth on the exhibit floor for members to pick up materials and/or access the Web site
- Incorporate Time to Talk CARDIO in your organization’s consumer-oriented activities (i.e., health fairs)
- Use your organization’s existing communication channels (i.e., newsletters, publications, Web site) to promote Time to Talk CARDIO to members

Please email your best practices for implementing Time to Talk CARDIO in your organization to info@timetotalkcardio.com. We will feature your ideas in upcoming newsletters.