



AMERICAN ACADEMY OF NURSING
JOINS TIME TO TALK CARDIO ADVISORY BOARD

The Time to Talk CARDIO Advisory Board welcomed the **American Academy of Nursing (AAN)** as a new member in April, bringing another health care professional perspective to the Advisory Board.

“Health care professionals face increasingly limited time with patients during medical visits, and what’s unique about Time to Talk CARDIO is that it gives providers useful tools to make that time more productive,” said Patricia Seifert, RN, MSN, CRNFA, FAAN. “We are honored to be a part of the Advisory Board and look forward to working to increase the reach of Time to Talk CARDIO to help improve communication between patients and health care professionals throughout the country.”

Serving the public and nursing profession by advancing health policy and practice through the generation, synthesis and dissemination of nursing knowledge, AAN and its members create and execute knowledge-driven and policy-related initiatives to drive positive reform of America’s health care system.

AAN’s 1,500 members are nursing’s most accomplished leaders in education, management, practice and research. Recognized for their extraordinary nursing careers, they are among the nation’s most highly-educated citizens.

“Having the American Academy of Nursing join the Time to Talk CARDIO Advisory Board is an important indication of the strength of the program,” said Dr. Richard H. Carmona, 17th Surgeon General of the United States (2002-2006), President of Canyon Ranch Institute, and Chair of the Time to Talk CARDIO Advisory Board. “As a Registered Nurse, I know the vital role nurses play on the front line of caring for patients with or at risk for heart disease. I look forward to collaborating with the Academy to expand the reach, depth and effectiveness of Time to Talk CARDIO.”

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— PATRICIA SEIFERT,
RN, MSN, CRNFA, FAAN



TIME TO TALK CARDIO PARTNERS WITH MENDED HEARTS AND MEN’S HEALTH NETWORK TO EDUCATE AMERICANS ABOUT THE IMPORTANCE OF PATIENT-PROVIDER DIALOGUE AND COMMUNICATION SKILL BUILDING

In an effort to further engage patients in Time to Talk CARDIO’s vast resources that focus on better communication and heart health management and prevention, the program has partnered with Mended Hearts and Men’s Health Network. Work with these organizations will help to raise awareness about the Time to Talk CARDIO program among their constituents: the many men and women affected by, or at risk for, heart disease across the United States.

Mended Hearts is a community-based, nationwide heart patient support network founded in 1951 and dedicated to inspiring hope in heart disease patients and their families. More than 18,400

members operate through 300 chapters and satellite organizations across the United States, with two chapters in Canada.

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.

Time to Talk CARDIO looks forward to these exciting new partnerships and hopes these collaborations will help more people achieve better heart health.



TIME TO TALK CARDIO WINS 2010 INNOVATIVE PROGRAM AWARD FOR OUTSTANDING ACHIEVEMENTS IN HEALTH LITERACY



Time to Talk CARDIO is honored with the Health Literacy Award for Innovative Programs at IHA’s annual Health Literacy Conference on May 6, 2010 in Irvine, Calif. (From left to right) Michael Villaire, M.S.L.M., Director of Programs and Operations, IHA; Janet Ohene-Frempong, M.S., Principal and Founding Member, Clear Language Group; Debra Roter, Dr. PH., Co-founder of RIASWorks; Jennifer Cabe, M.A., Executive Director of CRI; Gloria Mayer, Ed.D., R.N., FAAN, President/CEO, IHA; and Andrew Pleasant, Ph.D., CRI Health Literacy and Research Director. © Institute for Healthcare Advancement, photographer Jane Hammond.

The Time to Talk CARDIO Advisory Board is proud to announce that on May 6, the Institute for Healthcare Advancement (IHA) presented the 2010 Health Literacy Award for Innovative Programs to Time to Talk CARDIO for its work on advancing health literacy about heart health. The award was presented to representatives of the Time to Talk CARDIO Advisory Board at IHA’s Ninth Annual Health Literacy Conference, “Health Literacy in the Real World: Programs & Solutions That Work,” in Irvine, Calif. The award recognized Time to Talk CARDIO as an innovative, workable and effective solution to low health literacy.

“We are honored by this recognition for Time to Talk CARDIO,” said Dr. Richard H. Carmona, 17th Surgeon General of the United States (2002-2006), President of Canyon Ranch Institute and Chair of the Time to Talk CARDIO Advisory Board. “Time to Talk CARDIO will continue to enhance health literacy skills and improve communication between patients and their health care professionals, helping them build strong partnerships that can lead to better heart health.”

According to the National Assessment of Adult Literacy, nearly nine of every 10 Americans have less than proficient health literacy skills. IHA, a non-profit healthcare organization, is a leader in health literacy. They reviewed more than 80 submissions from some of the nation’s foremost health literacy authorities and researchers to select the winners in the categories of Research, Innovative Programs and Published Materials.



Time to Talk CARDIO is an educational program underwritten by Merck and developed in partnership with the American Academy of Family Physicians Foundation, Canyon Ranch Institute and RIASWorks.

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A NOTE FROM TIME TO TALK CARDIO ADVISORY BOARD MEMBER



Randell Wexler
M.D., M.P.H., FAAP
Member, Time to Talk CARDIO Advisory Board
Assistant Professor of Clinical Family Medicine,
The Ohio State University

With the passing of the new health care reform legislation, the health care industry will continue to evolve. And with that, health care professionals should consistently strive to find ways to provide better care for patients.

While the patient-centered medical home model has been a primary focus of the American Academy of Family Physicians for years, patient-centered care is now at the core of how medicine will be practiced moving forward. Improving the health of patients is contingent upon implementing best practices during office visits, and such best practices are necessary for creating, and being accredited as, a patient-centered medical home. The patient-centered medical home is a concept in which the health care team best assesses and treats the individual based on the patients' needs and preferences to maximize health outcomes.

It is my hope that greater access to health care for patients, and the ability for health care professionals to establish and run a patient-centered medical home, will lead to enhanced patient self management. This is predicated on improved communication and education between health care professionals and their patients, an ideal that Time to Talk CARDIO has as its main objective. In fact, my office is using the Time to Talk CARDIO goal setting worksheet to increase patient-centeredness and self management of chronic disease as we convert into a patient-centered medical home.

Time to Talk CARDIO provides health care professionals with a no cost, high quality way to improve their communication with patients and the care of cardiovascular disease, and it also serves as a helpful resource for health care professionals.

I invite you to visit www.timetotalkcardio.com to learn more about the program and how it can help both patients and health care professionals improve their communication skills. I look forward to hearing about your successes with Time to Talk CARDIO.

**TIME TO TALK CARDIO IN ACTION:
INNOVATIVE HEART HEALTH PROGRAM IS PRIMETIME NEWS**



In recognition of American Heart Month, award-winning actress and heart health advocate, Andie MacDowell, and Dr. Richard Carmona partnered to raise awareness of the importance of effective communication between patients and health care professionals.

In February, Ms. MacDowell and Dr. Carmona were featured in several national media outlets to discuss Time to Talk CARDIO, including NBC's "Today," "ABC News NOW," FOX's "Health Talks – Ask Dr. Manny" and SIRIUS Satellite Radio's "Emergency Room Medicine" with Dr. Billy Goldberg. Ms. MacDowell and Dr. Carmona also participated in a satellite media tour, discussing Time to Talk CARDIO on more than 30 television, internet and radio programs based in cities across the country.



Additionally, in March, Ms. MacDowell and Dr. Carmona spoke with Ladies' Home Journal about the need for improved patient and doctor relationships, and the interview appears on the magazine's blog, Ladies' Lounge.

In honor of Women's Health Week in May, Ms. MacDowell talked with People magazine about Time to Talk CARDIO and the importance of women taking care of their heart health.



Ms. MacDowell and Dr. Carmona's collaboration was a huge success for raising awareness of the Time to Talk CARDIO program, reaching a combined audience of more than 301 million people!

"I LOVE THIS WEB SITE; IT'S VERY GOOD. I TOOK THE TEST AND I'M TELLING THE DOCTORS THAT ARE GOING TO WATCH THIS – GO TAKE IT."

– DR. MANNY ALVAREZ,
FOX Health Talks - Ask Dr. Manny

A CLOSER LOOK:

TIME TO TALK CARDIO LAUNCHES SOCIAL MEDIA PLATFORMS

Nearly half of all Americans are using social media to connect with others. As Time to Talk CARDIO is at the forefront of heart health communication innovation with the interactive resources for patients and providers available at www.timetotalkcardio.com, the program has also recently created a social media presence to leverage these new ways of reaching more patients and health care professionals with communication tips and heart health information.

SOCIAL MEDIA QUICK FACTS

Facebook	MORE THAN 400 MILLION USERS
YouTube	SECOND LARGEST SEARCH ENGINE IN THE WORLD, AFTER GOOGLE
Twitter	MORE THAN 105 MILLION USERS

Since the consumer launch in February, Time to Talk CARDIO has garnered 84 Facebook fan page "Likes," more than 1,000 YouTube channel views and 16 Twitter followers. We encourage you to "Like" Time to Talk CARDIO on Facebook to show your support.

- ▶ **Visit the Time to Talk CARDIO Facebook Fan Page** at www.facebook.com/TimeToTalkCARDIO. "Liking" the Time to Talk CARDIO fan page enables you to receive daily updates about the program, heart health tips and important facts.
- ▶ **Missed Time to Talk CARDIO on NBC's "Today"?** Not to worry! Recent broadcast segments featuring Time to Talk CARDIO, as well as patient and provider communication skill building videos, can be viewed on the new YouTube channel at www.youtube.com/TimeToTalkCARDIO.
- ▶ **It's Time to "Tweet" CARDIO!** Follow [time2talkcardio](https://twitter.com/time2talkcardio) on Twitter to stay connected: www.twitter.com/Time2TalkCARDIO
- ▶ **Visit Time to Talk CARDIO's social media pages** and let us know what you think at info@timetotalkcardio.com. Your comments could be seen in the next Facebook comment or Twitter tweet!

Time to Talk CARDIO Celebrate good heart health this weekend. Find tips for your next doctor's visit to help you stay healthy at www.timetotalkcardio.com



Providers, learn how 2 apply the "teach-back" method w/ patients so they are clear about treatment plans & next steps <http://bit.ly/dxaERf>.



**FEATURED TIME TO TALK CARDIO NETWORK MEMBER:
AMERICAN COLLEGE OF PREVENTIVE MEDICINE**

The American College of Preventive Medicine is the national medical specialty society of physicians dedicated to disease prevention, health promotion and systems-based improvement. Established in 1954, ACPM is the leading U.S.-based physician organization focused on practice, research, publication and teaching of evidence-based preventive medicine.

agencies, hospitals, health plans, community and migrant health centers, industrial sites, occupational health centers, academic centers, private practice and the military. Specialists in preventive medicine are uniquely trained in both clinical medicine and public health. They have the skills needed to understand and reduce the risks of disease, disability and death in individuals and in population groups.

ACPM's 2,500 members are leaders in a variety of health settings, including state and local health departments, federal

For more information, visit www.acpm.org.

For more information on joining the Time to Talk CARDIO Network, please e-mail: info@timetotalkcardio.com