A Message from the Activity Director

Dear fellow colleagues and healthcare deliverers,

The burden of cardiovascular disease has reached alarming numbers worldwide and in our countries in particular. This led the United Nations to hold for the second time ever in its history a General Assembly in September 2011 addressing “Reducing the Economic Impact of Non-Communicable Diseases in Low- and Middle-Income Countries”. In this meeting, the UN recognized the need for the screening and prevention of non-communicable diseases including coronary artery disease.

Together with the Society for Heart Attack Prevention and Eradication, and the Coaching Clinic, we at AUB hope to respond to this call by working with you to:

1- revisit the pitfalls of the current methods of risk assessment
2- provide the most recent data on how to improve these shortcomings
3- work with you to advance your coaching skills necessary to improve patient compliance
4- perform the above in a friendly environment taking into account potential language barriers in order to ensure the message is delivered and well received.

We look forward to working with you to eradicate heart attacks.

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Beirut, Lebanon
Course Faculty

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Professor
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(“CCC”)
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Beirut, Lebanon

Hani Tamim
Associate Professor of Medicine
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American University of Beirut
Beirut, Lebanon

Program
The course will feature state of the art educational sessions as well as 3 Video modules needed for SHAPE certification.

This program is subject to change based on time allotted for discussions.

Day 1: February 9, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter</th>
<th>Location</th>
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<tbody>
<tr>
<td>08:45</td>
<td>Introductory Lecture Importance of Preventive Cardiology Program</td>
<td>Dr. Hussain Isma’eel</td>
<td>American University of Beirut Medical Center</td>
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<tr>
<td>09:00</td>
<td>The SHAPE guidelines Versus NCEP guidelines</td>
<td>Video Module: Dr. Morteza Naghavi – Texas Heart Institute</td>
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<tr>
<td>09:30</td>
<td>Update on the 2011 AHA Guidelines for Prevention of Cardiovascular disease in Women</td>
<td>Dr. Samir Alam</td>
<td>American University of Beirut Medical Center</td>
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<td>10:00</td>
<td>Global Burden of atherosclerotic Cardiovascular Disease and Current Paradigms for Identifying the Asymptomatic Vulnerable Patient: Time for a Change!</td>
<td>Dr. Hani Tamim</td>
<td>American University of Beirut Medical Center</td>
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<td>Time</td>
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<td>10:30 – 11:00</td>
<td>Why we need better markers of CV risk? Limitations of existing tools for screening and monitoring therapy, at populations versus individual levels, short term versus long term</td>
<td><strong>Video Module:</strong> Dr. Erling Falk – Atherosclerosis Research Unit, Aarhus University Hospital, Denmark PART I and II</td>
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<tr>
<td>11:00 - 11:20</td>
<td>The Value of Coronary Calcium Imaging Is Now Established by the NIH-Sponsored MESA (Multi Ethnic Study of Atherosclerosis); Time to “shape” up the NCEP guidelines</td>
<td>Dr. Hussain Isma’eeel American University of Beirut Medical Center</td>
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<td>11:20 – 11:30</td>
<td>COFFEE BREAK</td>
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<td>11:30 – 12:20</td>
<td>Being a Health Coach</td>
<td>Mrs. Roula Saba Mouhanna</td>
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<td>• Introduction and Objectives</td>
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<td>• Telling – Asking Spectrum</td>
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<td>• Creating the Coaching Environment</td>
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<td>12:20 - 13:50</td>
<td>The Coaching Conversation</td>
<td>Mrs. Roula Saba Mouhanna</td>
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<td>The Coaching Conversation Model</td>
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<td>Coaching Practice</td>
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<td>Personal Paradigm Shifts</td>
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<td>Coaching Practice</td>
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<td>13:50 - 14:20</td>
<td>Coaching Skills</td>
<td>Mrs. Roula Saba Mouhanna</td>
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<td>Contextual Listening</td>
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<td>Grow Your Action Plan</td>
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<td>14:20 – 15:20</td>
<td>LUNCH BREAK</td>
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<td>15:20 – 16:20</td>
<td>Coaching Skills (Continued)</td>
<td>Mrs. Roula Saba Mouhanna</td>
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<td>Patient Discovery Questioning</td>
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<td>Coaching Practice</td>
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<td>16:20 – 16:50</td>
<td>Coaching Tip – Facts and Filters Neutral Language</td>
<td>Mrs. Roula Saba Mouhanna</td>
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**Day 2: February 16, 2013**

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<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker/Details</th>
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<tr>
<td>09:00 – 09:30</td>
<td>From Vulnerable Plaque to Vulnerable Patient Video Module: Dr. Erling Falk – Atherosclerosis Research Unit, Aarhus University Hospital, Denmark</td>
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<tr>
<td>09:30 – 10:00</td>
<td>Insights into CVD Risk Calculation and Rising Risk – The Lebanese Future Dr. Hani Tamim American University of Beirut Medical Center</td>
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<tr>
<td>10:00 - 10:30</td>
<td>Overview of advancements in risk stratification and prognostication; emphasis cardiac CT plaque types and recent CAC scoring data Dr. Hussain Isma’eel American University of Beirut Medical Center</td>
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<tr>
<td>10:30 -10:45</td>
<td>COFFEE BREAK</td>
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<td>10:45 -11:15</td>
<td>Sanofi Symposium (NON-CME)</td>
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<td>11:15 – 11:45</td>
<td>SHAPE Certification Exam</td>
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<td>11:45 – 13:30</td>
<td>Software Training Session (NON-CME)</td>
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<td>13:30 – 14:30</td>
<td>LUNCH</td>
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<td>14:30 - 15:30</td>
<td>Coaching Practice</td>
<td>Mrs. Roula Saba Mouhanna</td>
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<td>• Acknowledging coaching Practice</td>
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<td>• Action Plan</td>
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<td>• Review Objectives</td>
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<td>• Certificates and Feedback</td>
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**General Information and Accreditation**

**Program Overview**

Combining live and internet-based modules, this two-day program will be held six times a year and will target physicians, mid-level providers, and registered nurses. The first course was launched in March of 2012, in the presence of the media. Participants will be able to view the internet-based video modules (3 in total, approximately 30 minutes each) and receive six live modules by the AUB-Cardiology faculty.
At the end of this part of the program, they will be able to take an online exam and submit it for certification through SHAPE as a “Heart Attack Prevention/Early Detection Certified Specialist”. Program participants will receive 3 AMA PRA Category I CME Credits™. The course stresses on the need for better risk stratification and emphasizes the new guideline recommendations for Prevention of Cardiovascular Disease (CVD) among asymptomatic persons and women in particular.

In light of recent experiences with internet-based programs, we opted to modify the course to become mixed, whereby a SHAPE Instructor, Dr. Hussain Isma’eeel, is present on site to answer questions related to the material presented, leaving participants to sit for certification at the end.

A complementary part was added to the program which is the Doctors to Coach Change workshop. This workshop which is conducted by the Coaching Clinic is modified to suit our participants, and aims to advance their coaching skills that are needed to achieve better patient compliance with medications and lifestyle habits changes. This is an important element to ensure better health outcomes in chronic diseases in general and CVD in particular.

Objectives
Following the completion of this program, participants will be able to:

1. Recognize the benefits of early detection of coronary artery disease
2. Identify the increasing challenges of detecting Coronary Artery Disease (CAD) in the earliest stages, allowing for optimal medical management
3. Discuss the latest data and published findings related to early detection of CAD and heart attack prevention
4. Select clinically appropriate patients for CAD screening
5. Employ the latest screening methodologies in their daily preventive medicine practice
6. Recognize published outcomes of management strategies to improve clinical outcomes for their patients
7. Manage patients to reduce the incidence of acute coronary events and CAD related mortality
8. Recognize the key components of a successful heart attack prevention program
9. Identify a model of coaching to effectively utilize his/her practice
10. Examine the personal shifts needed to adopt a "Coach Approach"
11. Identify one’s own personal coaching style(s), and develop an Action Plan in adopting a coaching style

Venue
The course will be offered at the Hariri School of Nursing at the American University of Beirut.

Accreditation Statement
This educational activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of Ciné-Med, Inc. and the Society for Heart Attack Prevention and Education. Ciné-Med, Inc. is accredited by the ACCME to provide continuing medical education for physicians.
Ciné-Med designates this educational activity for a maximum of 3 AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

**Target Audience**
1. Cardiologists
2. Radiologists
3. Internists
4. Family Physicians
5. Primary Care Providers
6. OBS-GYN
7. Preventive Medicine Specialists
8. Nurses

**Registration Fees**

USD 575 per person

Registration fees include:
- AMA PRA Category 1 credit certificate
- AUB Certificate of Attendance and “Doctors to Coach Change” certificate from Career Counseling & Coaching handed out at the end of the conference
- Doctors to Coach Change booklet
- Coffee breaks and lunches

To register please send an email to cme@aub.edu.lb or call us on +961-1-350000 ext. 4717
Contact Information
For more information about this course, please contact:

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