ONE HEART.
WE DON’T GET SECOND CHANCES.

TOGETHER FOR
HEART ATTACK PREVENTION.
A Message from the Activity Director

Dear fellow colleagues and health care 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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Mrs. Roula Saba Mouhanna
Managing Partner
Career Counseling and Coaching Ltd. (CCC)
Beirut, Lebanon
Preliminary Program

The course will feature state-of-the-art educational sessions as well as online modules. This program is subject to change based on the time allotted to discussions.

Day 1: Friday, March 2, 2012

Session 1:

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
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<tbody>
<tr>
<td>09:00 – 09:10</td>
<td>Introductory Lecture</td>
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<tr>
<td>09:10 – 09:30</td>
<td>Importance of Preventive Cardiology Programs</td>
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<td></td>
<td>Dr. Hussain Isma’eeel – American University of Beirut Medical Center</td>
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<tr>
<td>09:30 – 10:00</td>
<td>The SHAPE Guidelines versus NCEP Guidelines</td>
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<td>Dr. Morteza Nghavi – Texas Heart Institute</td>
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<td>10:00 – 10:30</td>
<td>Global Burden of Atherosclerotic Cardiovascular Disease and Current</td>
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<td>Paradigms for Identifying the Asymptomatic Vulnerable Patient:</td>
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<td>Time for a Change!</td>
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<td>Dr. Khurram Nassir – Johns Hopkins University and Harvard Medical</td>
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<td>School</td>
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<td>10:30 – 11:00</td>
<td>Why We Need Better Markers of CV Risk? Limitations of Existing Tools</td>
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<td>for Screening and Monitoring Therapy, at Populations versus Individual</td>
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<td>Levels, on the Short Term versus Long Term</td>
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<td>Dr. Erling Falk – Atherosclerosis Research Unit, Aarhus University</td>
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<td>Hospital, Denmark</td>
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<td>Part I and II</td>
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<td>11:00 – 11:30</td>
<td>COFFEE BREAK</td>
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Session 2:

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<thead>
<tr>
<th>Time</th>
<th>Topic</th>
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<tbody>
<tr>
<td>11:30 – 12:20</td>
<td>Being a Health Coach</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>
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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>
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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</td>
<td>LUNCH</td>
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<td>17:00</td>
<td>Press Conference</td>
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Day 2: Saturday, March 3, 2012

Session 1:

09:00 – 09:30  From Vulnerable Plaque to Vulnerable Patient  
Dr. Erling Falk – Atherosclerosis Research Unit, Aarhus University Hospital, Denmark

09:30 – 10:00  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  
Dr. Matthew J. Budoff – University of California, Los Angeles

10:00 – 10:30  Predictive Role of Carotid Intima-Media Thickness  
Dr. Tasneem Z. Naqvi – Associate Professor of Clinical Medicine, UCLA, Cedars-Sinai Medical Center

10:30 – 11:00  Overview of Advancements in Risk Stratification and Prognostication: Emphasis on Cardiac CT Plaque Types and Recent CAC Scoring Data  
Dr. Hussain Isma’eeel – American University of Beirut Medical Center

11:00 – 11:30  Update on the 2011 AHA Guidelines for Prevention of Cardiovascular Disease in Women  
Dr. Samir Alam – American University of Beirut Medical Center

11:30 – 12:00  COFFEE BREAK

12:00 – 13:00  SHAPE Certification Exam

Session 2:

13:00 – 14:00  Coaching Skills (Continued)  
Patient Discovery Questioning  
Coaching Practice

14:00 – 14:30  Coaching Tips – Facts and Filters  
Neutral Language

14:30 – 15:30  LUNCH

15:30 – 17:30  Coaching Practice  
Messaging, Acknowledging  
Coaching Practice  
Action Plan  
Review of Objectives  
Certificates and Feedback
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 will be launched in March of 2012, in the presence of the media. Participants will be able to view the internet-based video modules (8 in total, approximately 20 minutes each) and receive two 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 1 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 the certification exam at the end.

A complementary part called the Doctors to Coach Change workshop was also added to the program. Conducted by the Coaching Clinic, this workshop was modified to suit our participants and help them improve their coaching skills in order to achieve better patient compliance with medications and changes in lifestyle habits. This is an important element of the course that ensures 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 (CAD).
2. Identify the increasing challenges of detecting coronary artery disease 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. Learn a model for coaching, and identify and practice coaching skills.
10. Realize 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 Eradication. 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 Credits™. 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 525 per person, excluding the coaching clinic booklet
USD 650 per person, including the coaching clinic booklet

Registration fees include:
• AMA PRA Category 1 Credits™ certificate
• Certificate of attendance and coaching clinic certificate handed out at the end of the conference
• 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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