American College of Cardiology Update and 2011-2012 Advocacy Activities

John Gordon Harold, MD, MACC, MACP
ACC Vice President
Presenter Disclosure Information for

John Gordon Harold, MD, MACC, MACP
Clinical Professor of Medicine
David Geffen School of Medicine at UCLA
Cedars-Sinai Heart Institute
Los Angeles, California

No relationships to disclose
Past ACC Presidents
From Indiana (Part 1)

Dr. Bill Martz
1969-1970

Dr. Charles Fisch
1975-1977

Dr. Borys Surawicz
1979-1980
Past ACC Presidents From Indiana (Part 2)

Dr. Suzanne Knoebel 1982-1983
Dr. John Williams 1984-1985
Dr. Douglas Zipes 2001-2002
Dr. Richard Kovacs
ACC Trustee and Past Chair
Board of Governors

Then

Now
ACC Leadership 2011

President: Dr. David Holmes
President-Elect: Dr. William Zoghbi
Vice President: Dr. John Gordon Harold
Immediate Past President: Dr. Ralph Brindis
Chair BOG: Dr. Thad Waites
CEO: Dr. Jack Lewin
American College of Cardiology
62 Years of Quality and Education
1949-2011

Heart House, Washington D.C.
ACC Mission Statement

The mission of the American College of Cardiology is to advocate for quality cardiovascular care—through education, research promotion, development and application of standards and guidelines—and to influence health care policy.

Transforming & Improving Cardiovascular Health
ACC Membership

• The American College of Cardiology represents over 40,000 members, including 95% of America's practicing cardiologists, as well as thousands of cardiovascular nurses, pharmacists, international cardiologists, and cardiovascular researchers.

• 50 domestic Chapters, including Puerto Rico

• 12 international Chapters + Twinning Program

• ~20,000 attendees at ACC.11 and i2 Summit

• 2,800 + recommendations in 19 published guidelines
Associate of the American College of Cardiology (AACC)

- **AACC**: Associate of the American College of Cardiology
- New Designation for Cardiac Care Associates which was first bestowed at ACC.11 Convocation ceremony
ACC: Education and Knowledge

- **CardioSource.org** - the premier online resource for cardiovascular medicine. 538,000 visitors in 2010 from over 180 countries

- Live Education programs: Fuster New York

- Journal of the American College of Cardiology (JACC) - JACC Interventions - JACC Imaging

- **Cardiology Magazine**


- **NCDR®, > 11 million patient records in six Registries**
http://www.cardiosource.org/acc
The Pace of Innovation: ACC Adoption of New Technology

Courtesy of Deloitte UK and Gartner Research (www.gartner.com) and the Mayo Clinic.
Leadership in Publishing

JACC iPad
Nationwide Campaign to Improve Heart Health

- Aims to encourage patient involvement and understanding of cardiovascular disease

- Evolving to:
  - Support guideline-based cardiovascular care and prevention
  - Service wellness programs with sound CV health information
  - Extend the patient-physician-professional relationship
CardioSmart Health Station

Blood Pressure Cuff
Body Mass Index, Vision and Hearing Tests
Results Printer
Scale
Meter Reader for Glucometers, Pedometers & ResMed ApneaLink™ Plus
Phone
Camera
Body Fat
Blood Oxygen

@CardioSmart: Mission is to engage, inform and empower cardiovascular patients to participate in their own care.
New Orleans Health Fair ACC.11

“Its Always the Year of the Patient”
Focus on Patient Needs

Lifestyle
- Exercise
- Nutrition
- Planning
- Diet

Medication
- Alternatives/naturopathic
- Distrust of meds/pharma
- Side effects
- Drug interactions
- Complexity/Too many pills

Costs/Coverage
- Meds
- Insurance
- Side effects
- Too confusing
- Acceptance
- Concerns
- Lack of guidance

Emotional/Psychological
- Depression
- Self-reliance
- I'm important
- Less fear/confusion

Education
- Treatment information
- Understand symptoms
- Understand feelings
- Disease information
- Physical/psych effects
- Not too clinical
- Relevant
- Not confusing

Clinician
- MD access
- Communication/Explanations
- Access
- Expertise
- Bedside manner
- Personal attention
- Caring
- Listen
- Follow-up
- Communication
- Caring
- Less stress
- Less fear/confusion

Support systems

Shared Decision Making
ACC Related Quality Programs

D2B
An Alliance for Quality

H2H
Hospital to Home
Cardiology Practice Improvement Pathway

IMAGING IN FOCUS
Cardiovascular Imaging Strategies

ACE
Accreditation for Cardiovascular Excellence

AMERICAN COLLEGE OF CARDIOLOGY
Pinnacle Network
"If you don't measure it, you can't manage it." Peter Drucker
Million Hearts Campaign

• Million Hearts is a national initiative to prevent 1 million heart attacks and strokes over the next five years. Heart disease and stroke are two of the leading causes of death in the United States.

• Million Hearts brings together communities, health systems, nonprofit organizations, federal agencies, and private-sector partners from across the country to fight heart disease and stroke.

• Executive Director: Dr. Janet Wright

• http://millionhearts.hhs.gov
ACC International Strategy

Mission

• To enhance cardiovascular health through sustained collaboration and the exchange of knowledge and resources for cardiovascular care.
United Nations High-level Meeting on Non-communicable Diseases 9/19/11

ACC Participated in UN Summit on NCDs

Global strategy is key to reducing cardiovascular disease
To Commemorate the Twinning of the British Cardiovascular Society with The California Chapter of the American College of Cardiology

British Cardiovascular Society

Dr. Nicholas Boon, President BCS
Professor Keith Fox, President-Elect BCS
Steven Yeats, CEO BCS
March 30, 2009

58th Annual Scientific Session
American College of Cardiology
Orlando, Florida

John Gordon Harold, MD, FACC
ACC Governor Southern California

Gordon L. Fung, MD, Ph.D., FACC
President, CA chapter, ACC
ACC Governor Northern California

Lianna S. Collinge, CAE, CEO
California Chapter American College of Cardiology

International Twinning Program
ACC/BCS
Apothecaries' Hall, London
British Cardiovascular Society

Fred Bove
Huon Gray
Dipti Itchhaporlia
Jack Lewin
John Harold
ACC Annual Meeting Locations

- **2011**: New Orleans, Louisiana
- **2012**: Chicago, Illinois
- **2013**: San Francisco, California
- **2014**: Washington, District of Columbia
- **2015**: San Diego, California
- **2016**: Orlando, Florida
- **2017**: Chicago, Illinois
Where are we in 2011?

―Man Helping Man‖ – Heart House
Gift of Former ACC President
Dr. Leonard S. Dreifus
Chicken Little "**RISK OF SKY FALLING**"
Homeland Security Advisory System

- Severe Risk of Sky Falling
- High Risk of Sky Falling
- Significant Risk of Sky Falling
- General Risk of Sky Falling
- Low Risk of Sky Falling
“It's Tough to Make Predictions, Especially About the Future.“

Yogi Berra  
"Yogi-isms“  
On the Future

"The future ain't what it used to be"
Groundhog Day – Health Care Reform

Truman 1945

Clinton 1993

Obama 2009
Clinton Healthcare Plan of 1993
Healthcare: Too Big To FIX?
The Challenges of Health Care Reform

"I think you should be more explicit here in step two."
Healthcare Reform Discussions at the White House - May 11, 2009
I’m Not Getting a Pulse - 2009
“Either You’re at the Table or You’re on the Menu” Dr. Jack Lewin - ACC CEO
Obama Signs Health Care Overhaul Bill

March 23, 2010: Patient Protection and Affordable Care Act

Helping Cardiovascular Professionals
IT’S ALIVE…IT’S ALIVE - 2011
“Pulse” of Public Opinion Varied
Patient Protection and Affordable Care Act (PPACA) – Timing and Key Provisions

2010
- Tax Credits to Small Employers
- High risk pool

2011
- Fees on Drug Makers
- Reductions in annual updates to FFS Medicare hospital rates
- Begin 10% increase in Medicare fee schedule for primary care

2012
- Voluntary ACOs

2013
- Create Co-Ops
- Tax High-income earners
- Tax investment income
- Tax medical devices

2014
- Exchanges created
- Expand Medicaid
- Mandated insurance coverage
- Insurance industry fees
- Reductions in DSH payments

2015
- Reduced payment for hospital acquired conditions

2016
- Increased penalty for individuals without insurance
- Permits states to form healthcare choice compacts

2018
- Tax on “Cadillac Plans”

Billions

Additional Uninsured Covered

Spending Cuts and New Taxes/Fees
Expanded Coverage and Tax Credits
Additional Insured Individuals
Court Challenges to the ACA

• In January 2011 House Republicans voted to repeal the the Affordable Care Act. Largely a symbolic gesture, given Democratic control of the Senate and White House.

• More than 20 challenges to the Affordable Care Act have been filed around the country.

• In September 2011, the Justice Department asked the Supreme Court to hear its appeal of a decision by a three-judge panel of the United States Court of Appeals for the 11th Circuit, in Atlanta that struck down the individual mandate.
In the Supreme Court of the United States

UNITED STATES DEPARTMENT OF HEALTH AND HUMAN SERVICES, ET AL., PETITIONERS

v.

STATE OF FLORIDA, ET AL.

ON PETITION FOR A WRIT OF CERTIORARI
TO THE UNITED STATES COURT OF APPEALS
FOR THE ELEVENTH CIRCUIT

PETITION FOR A WRIT OF CERTIORARI

DONALD B. VERRILLI, JR.
Solicitor General
Counsel of Record

TONY WEST
Assistant Attorney General

EDWIN S. KNEEDLER
Deputy Solicitor General

BETH S. BRINKMANN
Deputy Assistant Attorney General

JOSEPH R. FALMORE
Assistant to the Solicitor General

MARK B. STERN
ALISA B. KLEIN
SAMANTHA L. CHAIFETZ
DANA KAERSVANG

Attorneys

UNITED STATES DEPARTMENT OF HEALTH AND HUMAN SERVICES, ET AL.,

v.

JAMES DRUMMOND;
Assistant Attorney General

EDWARD T. SCHUMACH
Deputy Solicitor General

JOSEPH R. FALMORE
Assistant to the Solicitor General

MARK B. STERN
ALISA B. KLEIN
SAMANTHA L. CHAIFETZ
DANA KAERSVANG

Attorneys

NO. ______

In the Supreme Court of the United States

STATES OF FLORIDA, SOUTH CAROLINA, NEBRASKA,
TEXAS, UTAH, LOUISIANA, ALABAMA, COLORADO,
Pennsylvania, Washington, Idaho, South Dakota, Indiana, North Dakota, Mississippi,
Arizona, Nevada, Georgia, Alaska, Ohio, Kansas,
Wyoming, Wisconsin, and Maine; BILL SCHUETTE,
ATTORNEY GENERAL OF MICHIGAN; AND TERRY
BRANSTAD, GOVERNOR OF IOWA,

Petitioners,

v.

UNITED STATES DEPARTMENT OF HEALTH AND
HUMAN SERVICES, ET AL.,

Respondents.

On Petition for Writ of Certiorari to the
United States Court of Appeals for the Eleventh Circuit

PETITION FOR WRIT OF CERTIORARI

SCOTT D. MAKAR
Solicitor General

ERIN E. MURPHY
Counsel of Record

TIMOTHY D. OSTERHAUS
1919 M Street, N.W.
Suite 470
Washington, DC 20036

BLAINE H. WINSHIP
pclement@bancroftpllc.com
(202) 234-0090

special Counsel
Office of the Attorney
General of Florida
The Capitol, Suite PL-01
Tallahassee, FL 32399
(850) 414-3300

September 27, 2011 (Additional Counsel Listed on Inside Cover)

ACA Supreme Court Challenge
Overriding Issues in Health Care Reform

- There have been stunning technological and therapeutic advances in U.S. health care in the past two decades, but precipitous increases in health care spending have adversely impacted the abilities of individuals, businesses, and government to continue to fund health coverage. “Welcome to austerity…”
Overriding Issues in Health Care Reform

• Issue of the decade starting in 2000 - Quality of care and patient safety
• Issue of the decade starting in 2010 - Decreasing the cost of care
The Projected Health Care Cost Growth Rate is Unsustainable

“The Cost Conundrum”
Atul Gawande
Healthcare Spending as a Percentage of Gross Domestic Product

United States 17.6%

- United States
- Germany
- France
- Cambodia
- Norway
- Iceland

- Canada
- Australia
- Sweden

- China
- Japan
- U.K.
- Spain
- Finland

- India
- Most African Countries

Blue Cross Blue Shield Association, 2007 Medical Cost Reference Guide
Percent of Median Family Income Required to Purchase Family Health Insurance

<table>
<thead>
<tr>
<th>Year</th>
<th>1987</th>
<th>2006</th>
<th>2016*</th>
<th>2016**</th>
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<tbody>
<tr>
<td>Income</td>
<td>7%</td>
<td>17%</td>
<td>34%</td>
<td>45%</td>
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</tbody>
</table>

* Optimistic
** Pessimistic
In the Absence of Healthcare Reform…
Payment is Transitioning from Volume-driven to Value-driven

Cost

Volume-driven Healthcare

Value-driven Healthcare

Quality
Payment Reform Issues

• ACC supports testing new innovative payment models that reward quality versus volume
  – Fee for service with gain-sharing
  – Bundling and episode of care payment demonstration
  – Global budgeting and capitation models

• Payment reform that incentivizes quality, appropriateness, and measurement of clinical quality standards across inpatient and outpatient care.

• Support repeal of Sustainable Growth Rate (SGR) - 29.5% scheduled cuts January 1, 2012
ACO’s: The Trojan Horse of Health Care Reform?
Health Care Policy in an Age of Austerity

• Medicare and Medicaid account for 23% of all Federal spending. In Washington the long-term deficit problem is seen largely as a health care problem.

• The Joint Select Committee on Deficit Reduction also known as the Committee of Twelve, is a joint select committee of the United States Congress, created by the Budget Control Act of 2011 on August 2, 2011.
The “Super” Committee is charged with issuing recommendations by November 23, 2011 for at least $1.5 trillion in additional deficit reduction steps to be undertaken over a ten-year period.

If the “Super Committee” fails to enact the proposed savings, that will trigger $1.2 trillion in automatic spending cuts including a decrease of up to 2% in Medicare’s provider payments.

Congress must simultaneously find the funds to offset the cost of cancelling the 29% scheduled SGR cuts in Medicare physician payments scheduled for 2012.
Committee of Twelve

Patty Murray  Max Baucus  John Kerry  James Clyburn  Xavier Becerra  Chris Van Hollen

Jeb Hensarling  Dave Camp  Fred Upton  John Kyl  Pat Toomey  Rob Portman
ACC Recommendations

• The ACC and the entire House of Medicine, strongly urges the Joint Select Committee on Deficit Reduction to include in its recommendations a provision to permanently reform the Medicare physician payment system and address medical liability reform.

• The ACC urges the Committee and Congress to implement policy to avert scheduled reimbursement cuts; repeal the SGR; provide stable payments for a period of several years to allow testing of different payment models.
Medical Liability Reform:

• Help Efficient, Accessible, Low-cost, Timely Healthcare (HEALTH) Act of 2011 (H.R. 5)
  112th Congress (2011 - 2012)

• Comprehensive medical liability reform legislation, the HEALTH Act has been approved by the House Energy and Commerce Committee and House Judiciary Committee

• The ACC signed several joint letters of support for H.R. 5.
Role of Independent Payment Advisory Board (IPAB)

- 15 experts including physicians and patient advocates would be nominated by the President and confirmed by the Senate to serve on IPAB (Affordable Care Act).

- IPAB would recommend policies to Congress to help Medicare provide better care at lower costs. Congress then has the power to accept or reject these recommendations.

- If Congress rejects the recommendations, and Medicare spending exceeds specific targets, Congress must either enact policies that achieve equivalent savings or let the Secretary of Health and Human Services follow the recommendations.
Role of Independent Payment Advisory Board (IPAB)

- The ACC feels that significant modifications are necessary to the Independent Payment Advisory Board, or IPAB, as enacted in the Affordable Care Act (ACA).
- Physicians are already subject to an expenditure target and other potential payment reductions as the result of the Medicare physician payment formula.
- In the House, bipartisan legislation, H.R. 452, would repeal the IPAB. A Senate version of the legislation, SB 668: Health Care Bureaucrats Elimination Act - Amends the Patient Protection and Affordable Care Act to eliminate the Independent Payment Advisory Board.
Additional Advocacy Activities
The American College of Cardiology is working with the Food and Drug Administration (FDA) on a number of fronts, including data collection, radiation safety, drug and device updates and more. TAVI Registry for percutaneous aortic valve deployment.
Health Information Technology

- ACC's Health Information Technology (IT) efforts support the use and adoption of technology to promote quality in cardiovascular care.
- Member communication regarding Federal incentive programs related to meaningful use of Electronic Health Records and E-prescribing.
- The American Recovery and Reinvestment Act of 2009 (ARRA)- The maximum amount a physician could receive over the five-year time frame is $44,000.
- Deployment of PINNACLE Ambulatory Registry
Imaging and PCI Appropriate Use

• Appropriate use of imaging and procedures, such as stents, has been front and center in the media. The ACC is committed to working at both the state and federal level to ensure cardiovascular professionals are providing the most appropriate care to their patients.

• The Delaware Insurance Commissioner recently announced that Blue Cross Blue Shield of Delaware (BCBSD) MUST support physician use of ACC’s FOCUS tool.
Pennsylvania State Billboard

WAS YOUR STENT UNNECESSARY?

1-8888-DR-LEGAL

COLKITT LAW FIRM, PC

Colkitt Law Firm, P.C. Indiana, P.A., 15701
with offices in Pittsburgh and Johnstown
Managing in Uncertainty
Challenges for the CV Profession

• Changes in cardiovascular practice and implications of health care reform
• Demand for measurement of quality
• Demand for public reporting and transparency and appropriate use
• Assurance of competency (MOC) and Maintenance of Licensure (MOL)
• Demand for assuring responsible cardiovascular innovation and diffusion (TAVR)
MOL

REFLECTIVE SELF ASSESSMENT

ASSESSMENT OF KNOWLEDGE AND SKILLS

PERFORMANCE IN PRACTICE

OBJECTS IN MIRROR ARE CLOSER THAN THEY APPEAR
Who will save us?
“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.”

~ Charles Darwin
Need for Physician Advocacy

• We in America do not have government by the majority.
• We have government by the majority who participate.

– Thomas Jefferson
3rd President of the United States (1743 - 1826)
“The best way to predict the future is to create it.”

Peter Drucker
Thinking of the Future
A Lesson from Wayne Gretzky

“A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be”

Credit: 18 April 1999; Troy Parla
Bipartisan Challenges in Congress: “Herding Political Cats”
Need for Physician Involvement in Advocacy: “Herding Cats”
What The ACC Needs From You

• **Strong active Chapters**
• Bidirectional communication between your Chapter and ACC National
• Leadership in quality improvement
• Build relationships with Legislators
• **Promote Professionalism** (Cardiologists as “Knights” of the Profession as opposed to Knaves or Pawns).
• **Mentor** the next generation of cardiovascular professionals
• Participate in **ACCPAC** (ACC Political Action Committee and other ACC Advocacy efforts)
ACC Leadership and Engagement

• 200+ Committees, Councils, Task Forces, Working Groups…

• 100+ ACC members appointed by the President-Elect each Fall.

• Committee nominations and application period occurs Sept – Oct annually. Apply now!

• 1,300 members serve in over 2,000 opportunities across the ACC.
Opportunities for Member Involvement
Chapter and Council Opportunities

- Multiple involvement opportunities aligned with the College’s priorities
- Opportunity to discuss local/specialty concerns
- Pathway to future participation and leadership
ACC Political Action Committee
ACCPAC

Record $1 million in voluntary contributions to ACCPAC in last Political Cycle
ACC is Transforming Cardiovascular Care and Improving Heart Health