

# The INDIANA-ACC 15th ANNUAL MEETING



## American College of Cardiology Update and 2011-2012 Advocacy Activities

John Gordon Harold, MD, MACC, MACP  
ACC Vice President



**The INDIANA-ACC 15th ANNUAL MEETING**



**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**

# The INDIANA-ACC 15th ANNUAL MEETING



## HOOSIERS

**Charles Fisch**  
Irene Dunne

**Borys Surawicz**  
Steve McQueen

**Eric Williams**

**Robert Wise**

**Florence Henderson**

**Julia Barr**

**Harvey Feigenbaum**  
David Letterman

**Douglas Zipes**

**James Dean**

**Dick York**

**Anne Baxter**

**Buck Jones**

**Dick Kovacs**

**Michael Jackson**

**Minnow Walsh**

**Suzanne Knoebel**  
Carole Lombard

**John Williams**  
Ken Maynard

**Mike Mirro**  
Marjorie Main

**Shelly Long**

**Clifton Webb**

**Bill Martz**  
Avery Brooks

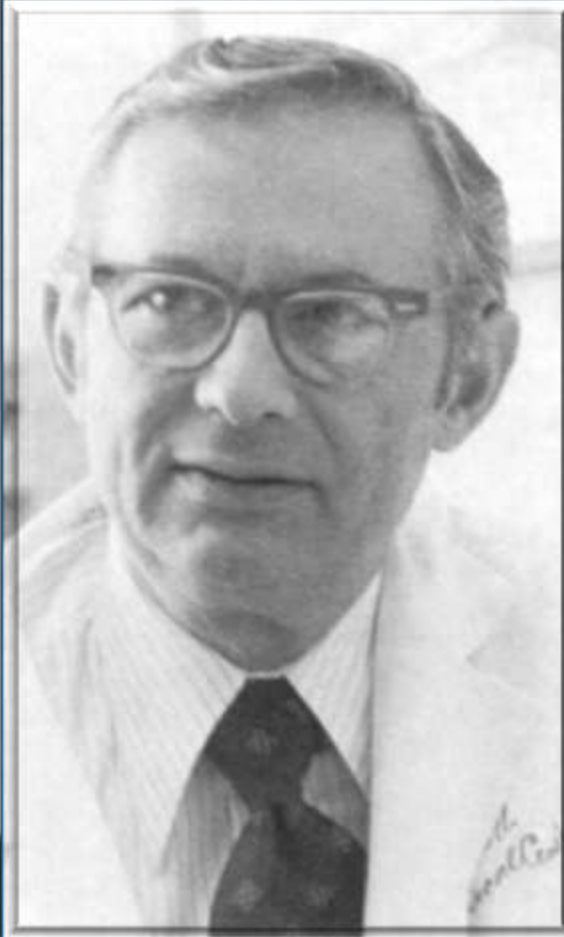
**Peng-Sheng Chen**



# 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**



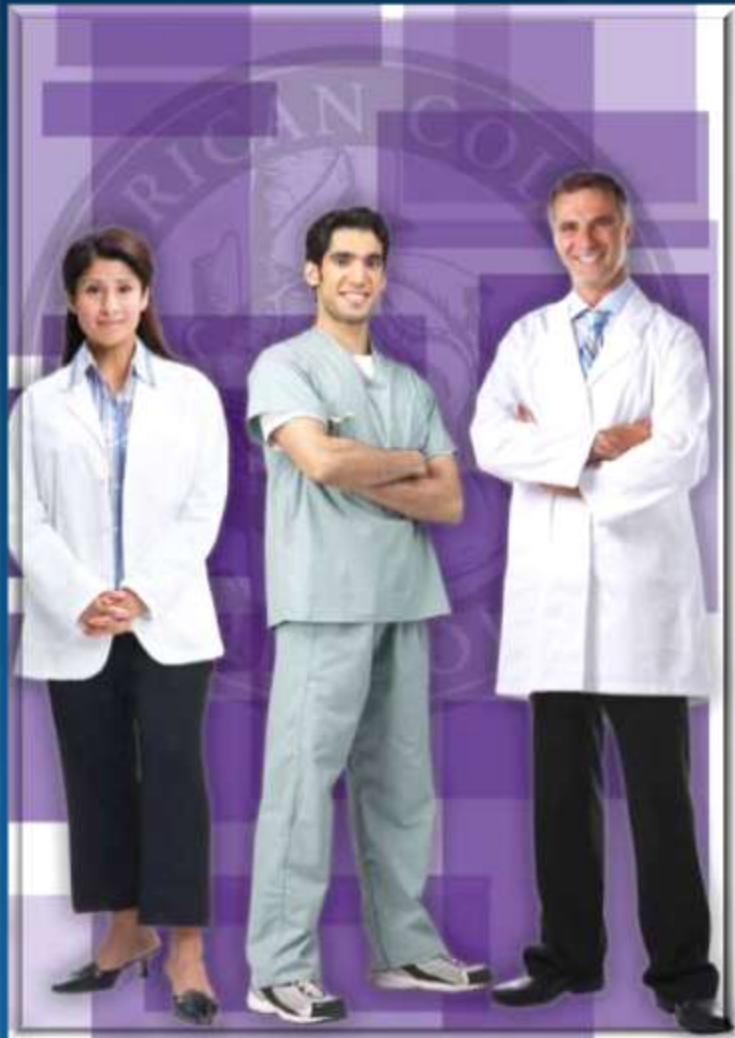


# ACC Membership



- 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 (AACCC)



- **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**
- ACC/AHA Guidelines and ACP/ACC/AHA Clinical Competence Statements.
- **NCDR®**, > 11 million patient records in six Registries

# http://www.cardiosource.org/acc



## CardioSource

American College of Cardiology

CardioSmart<sup>®</sup> NCDR<sup>™</sup> JACC

Welcome John Gordon Harold, M.D., M.A.C.C.

Logout

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Tuesday, October 18, 2011

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### GO FOR ACC.12 CHICAGO

**Early Bird Registration  
Ends Nov. 8!**

Register now for the best rates and hotels available!

① ② ③ ④ ⑤

Support the ACC

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Member Center

Who We Are

What We Do

Join Us

The **American College of Cardiology** is a 39,000-member nonprofit medical professional society that is leading the way to optimal CV care and disease prevention through health policy, standards and guidelines, and support of CV research.

### Featured Videos



CT Calcium  
Screening



D2B Times,  
Transforming  
Education at  
the ACC, ...



Atrial  
Functional  
Mitral  
Regurgitation



### Latest News

Young Investigators Award Deadline Extended to Monday Oct. 17

*Submit your application today!*

September/October *Cardiology* Is Now Online!

*Enhanced video features and articles on the latest news in the field*

Participate in Early Dues Payment Rewards and Be Eligible to Win

The ACC Welcomes Its Newest International Chapter: Venezuela

ACC.12 Early Bird Registration Now Open!

*Register by Nov. 8 to save*

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Current and Emerging Strategies in Antiplatelet Therapy for Acute Coronary Syndrome: A CME Evidence-Based Best Practices Program<sup>™</sup>

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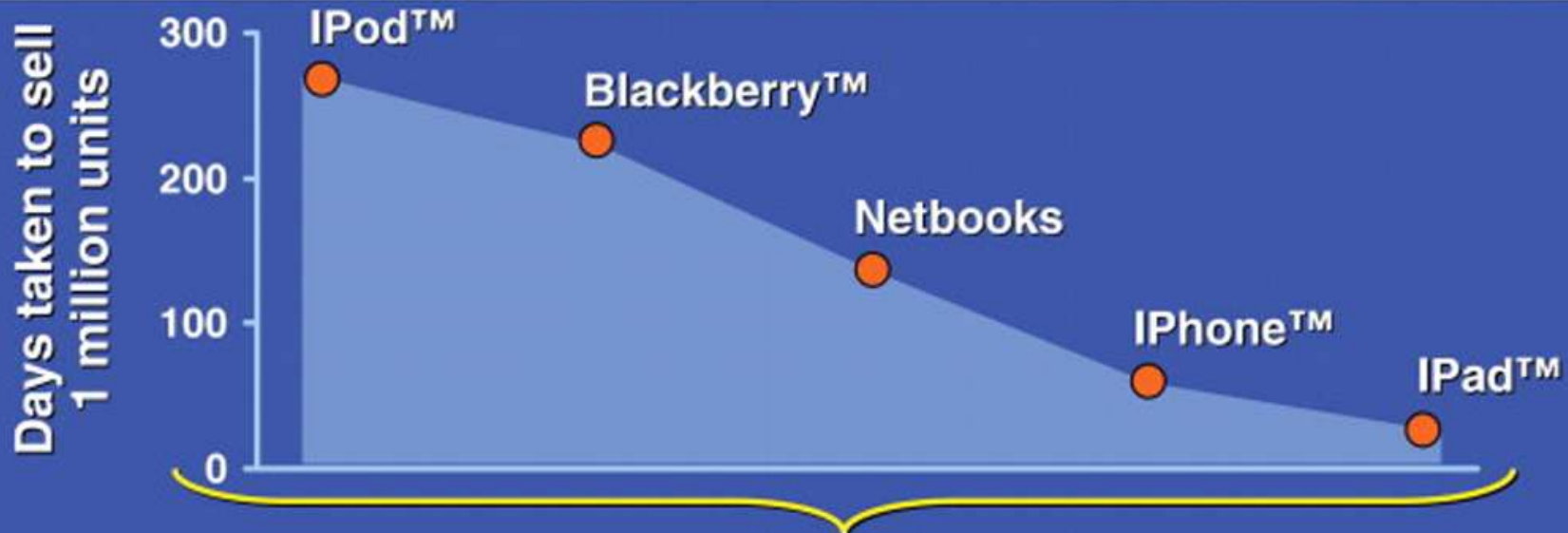


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# The Pace of Innovation: ACC Adoption of New Technology



Why?



Declining input and manufacturing costs have lowered prices to drive faster adoption

+



Shrinking form factors have unleashed the potential of devices by eliminating mobility constraints

+



Enhanced computing power and improved user-interfaces have drastically increased device usability

+

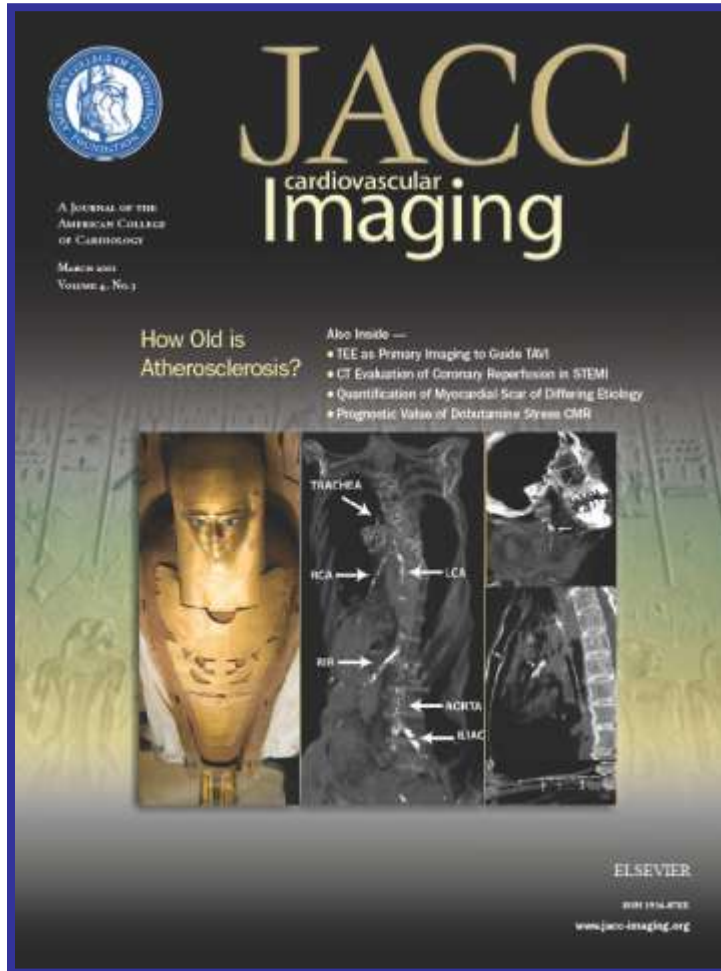


Technologies have evolved from static creation devices to dynamic consumption and connection devices

# Leadership in Publishing

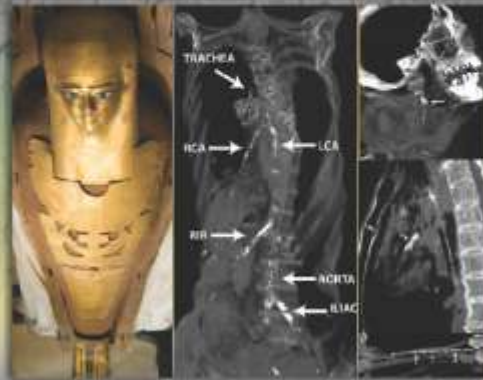


JACC Family of Journals



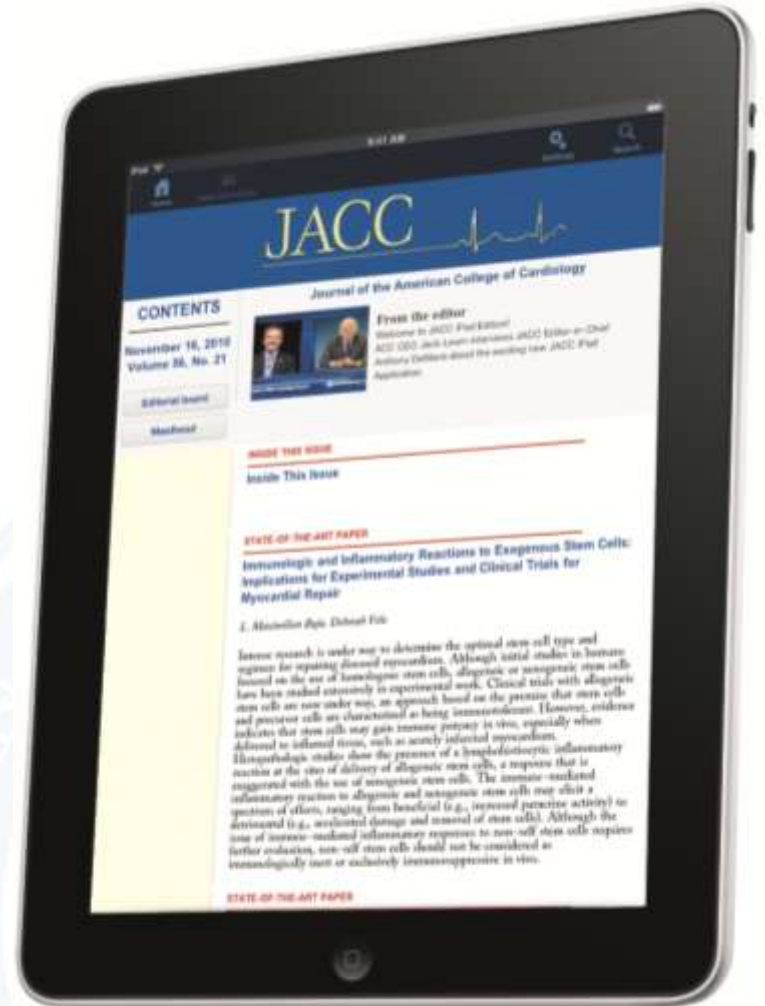
How Old is Atherosclerosis?

- Also Inside —
- TEE as Primary Imaging to Guide TAVI
  - CT Evaluation of Coronary Reperfusion in STEMI
  - Quantification of Myocardial Scar of Differing Etiology
  - Prognostic Value of Dobutamine Stress CMR



ELSEVIER

ISSN 1547-162X  
www.jacc-imaging.org



JACC iPad



Helping Cardiovascular Professionals  
Learn. Advance. Heal.



# CardioSmart™

Everyday Strategies for Heart Health





**CardioSmart**<sup>TM</sup>  
American College of Cardiology

## Nationwide Campaign to Improve Heart Health

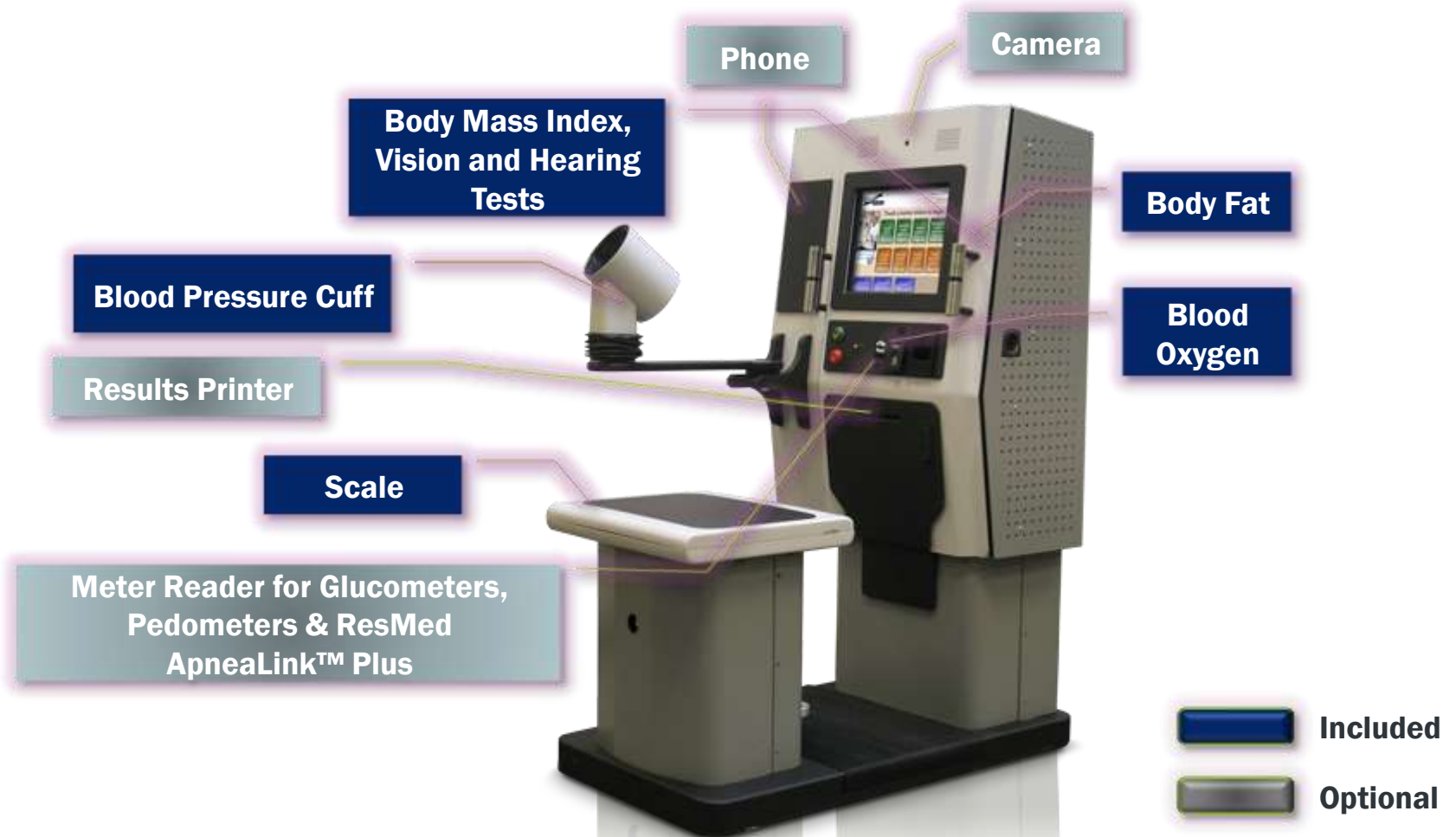


- Aims to encourage patient involvement and understanding of cardiovascular disease
- Evolving to:
  - Support guideline-based cardiovascular care and prevention
  - Service wellness programs with sound CV health information
  - Extend the patient-physician-professional relationship



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# CardioSmart Health Station



**@CardioSmart** : Mission is to engage, inform and empower cardiovascular patients to participate in their own care.



**CardioSmart**<sup>™</sup>  
Everyday Strategies for Heart Health

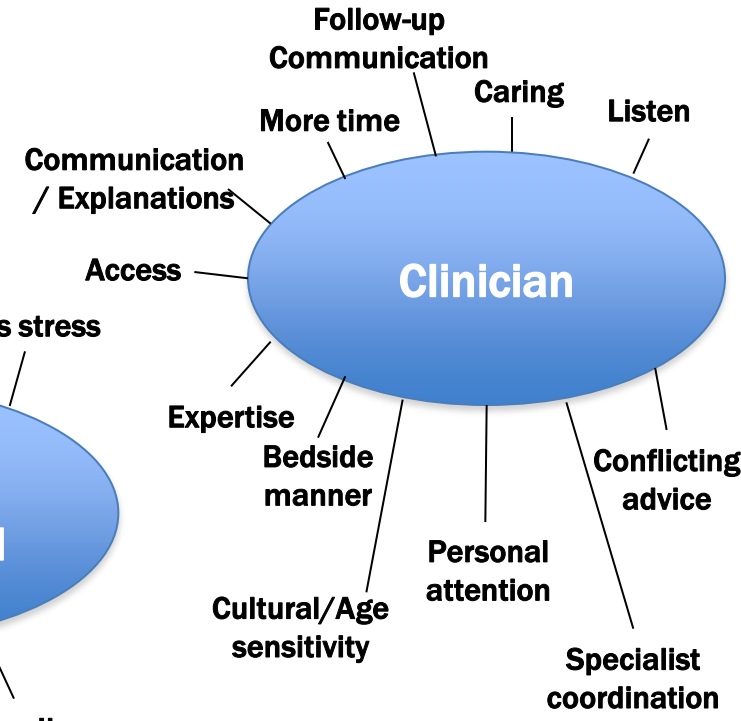
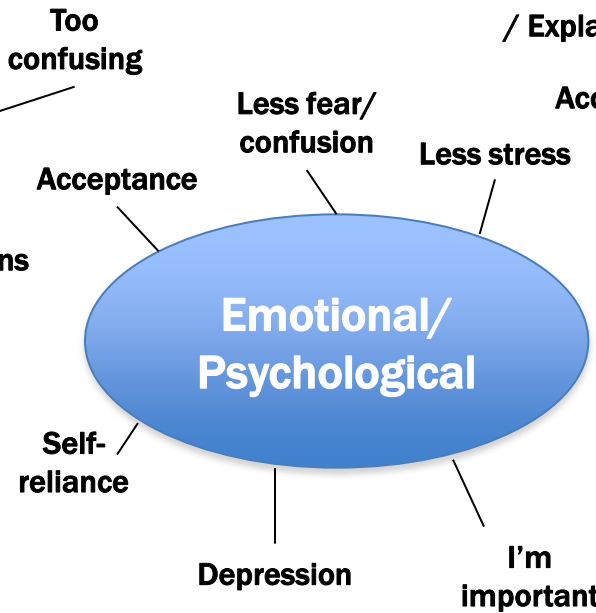
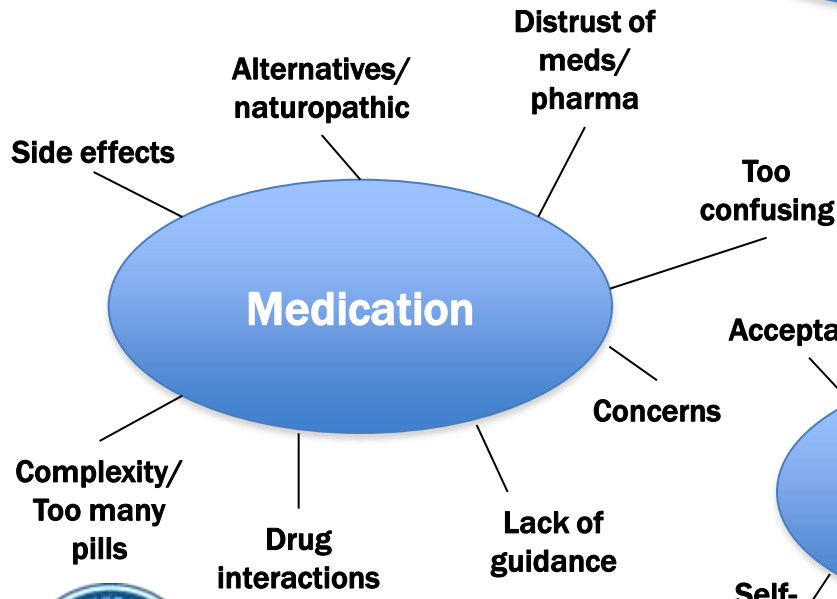
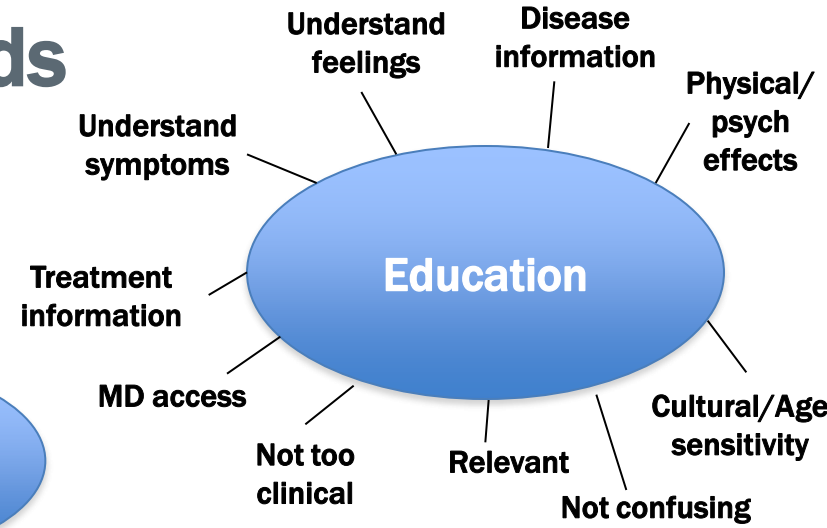
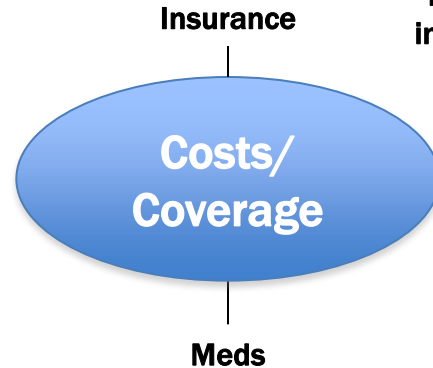
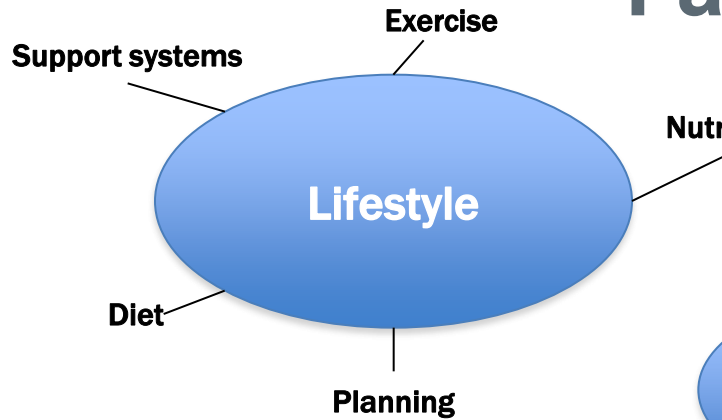
# New Orleans Health Fair ACC.11



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**“Its Always the Year of the Patient”**

# Focus on Patient Needs



## Shared Decision Making



# ACC Related Quality Programs



*An Alliance for Quality*



IMAGING IN

**FOCUS**

Cardiovascular  
Imaging Strategies



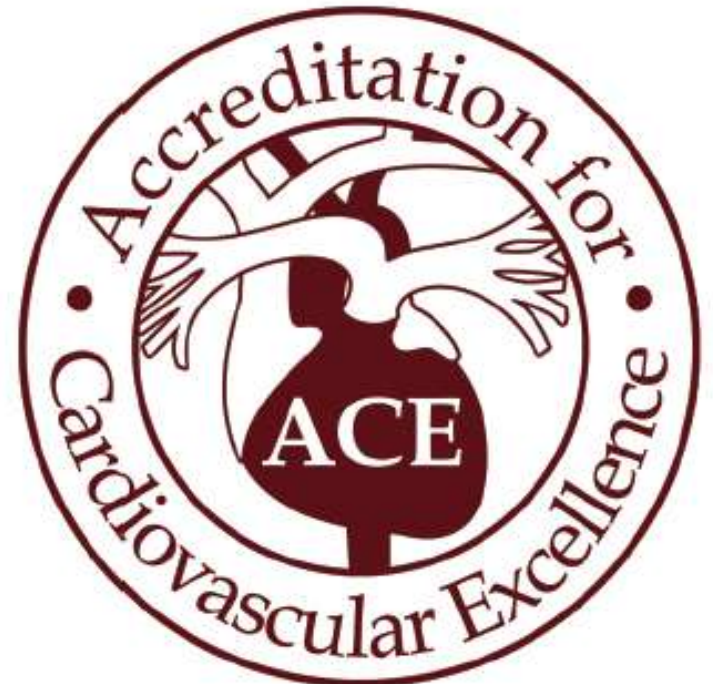
*Hospital to Home*

**Cardiology  
Practice  
Improvement  
Pathway**



AMERICAN COLLEGE *of* CARDIOLOGY

**PINNACLE**  
NETWORK



**ACTION Registry® - GWTG™**

**CARE Registry®**

**CathPCI Registry®**

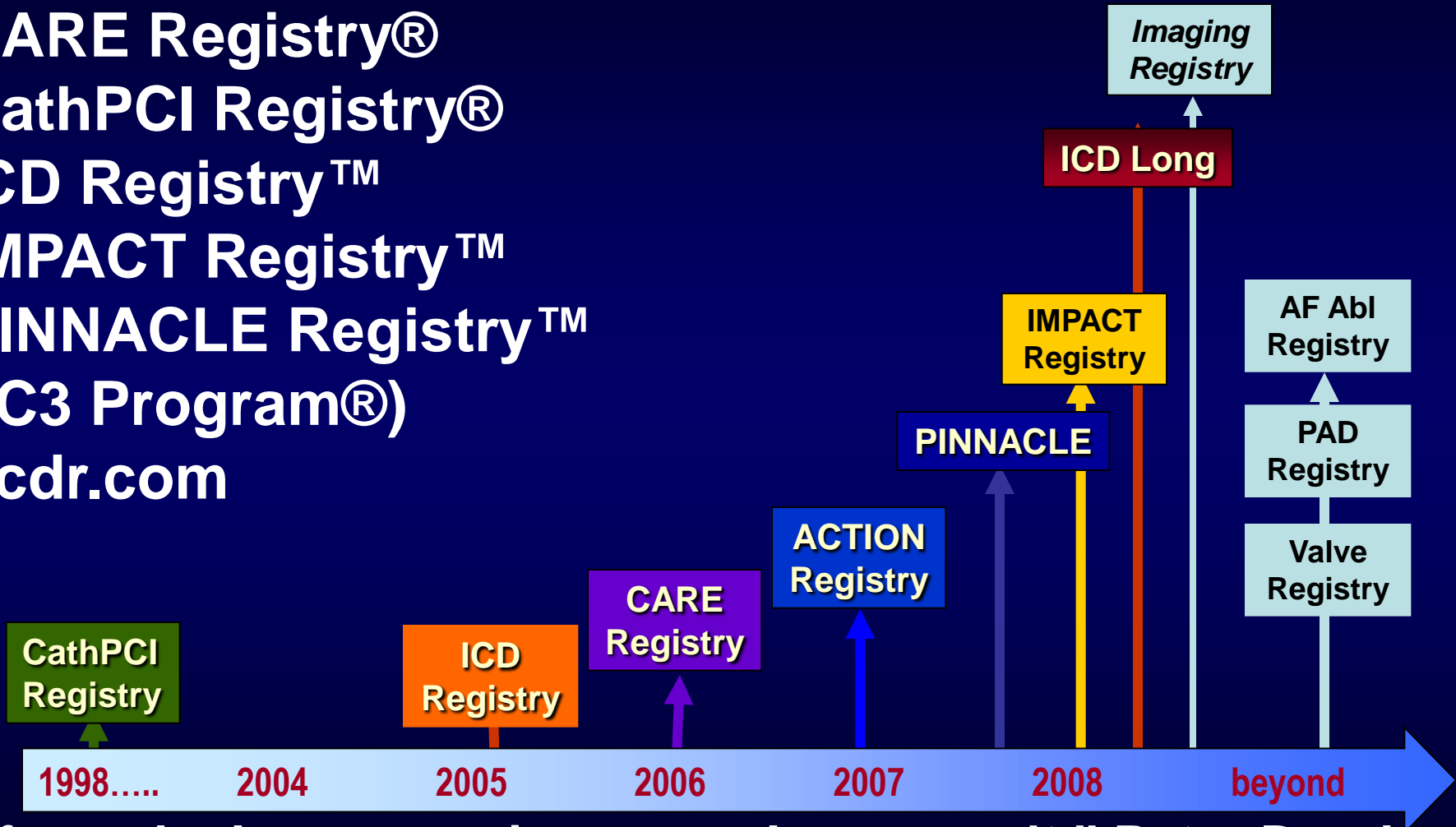
**ICD Registry™**

**IMPACT Registry™**

**PINNACLE Registry™**

**(IC3 Program®)**

**ncdr.com**



**"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.



**European Society of Cardiology - Paris**

# **The ACC @ ESC:** **August 27-31, 2011**



Visit us at stand E200 in Zone C.

# 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



California  
CHAPTER

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

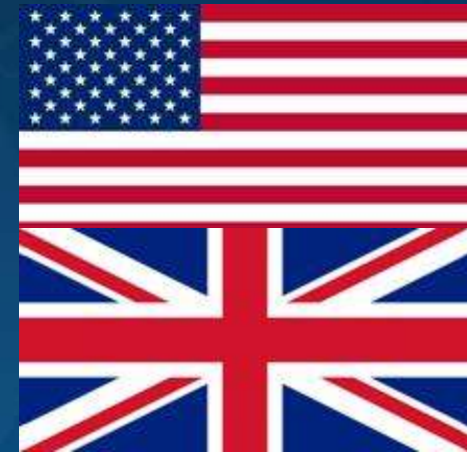
John Gordon Harold, MD, FACC  
ACC Governor Southern California

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

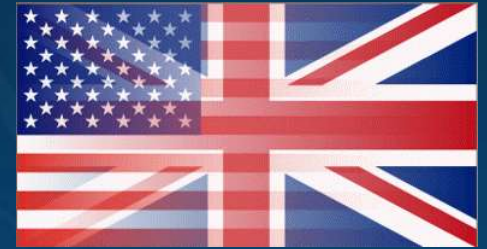


# International Twinning Program ACC/BCS



# Apothecaries' Hall, London

## British Cardiovascular Society



**Fred Bove**  
**Huon Gray**  
**Dipti Itchhaporia**  
**Jack Lewin**  
**John Harold**

# Controversies & Advances

IN THE TREATMENT OF CARDIOVASCULAR DISEASE

**The Eleventh in the Series • October 13 & 14, 2011**

**The Beverly Hills Hotel - Beverly Hills, California**

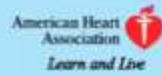
**PROGRAM DIRECTORS:** Gregory P. Fontana, MD, FACC,  
Raj Makkar, MD, FACC, P.K. Shah, MD, FACC, Alfredo Trento, MD,  
John G. Harold, MD, MACC, George L. Smith, MD, FACC



California  
CHAPTER

22<sup>nd</sup> Annual Meeting of the California ACC

**CO-SPONSORED BY** Promedica International CME and Cedars-Sinai Medical Center in cooperation with the California Chapter of the American College of Cardiology, the British Cardiovascular Society, the California Society of Thoracic Surgeons, the American College of Cardiology Foundation, and the American Heart Association



California  
CHAPTER



British  
Cardiovascular  
Society



# 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**



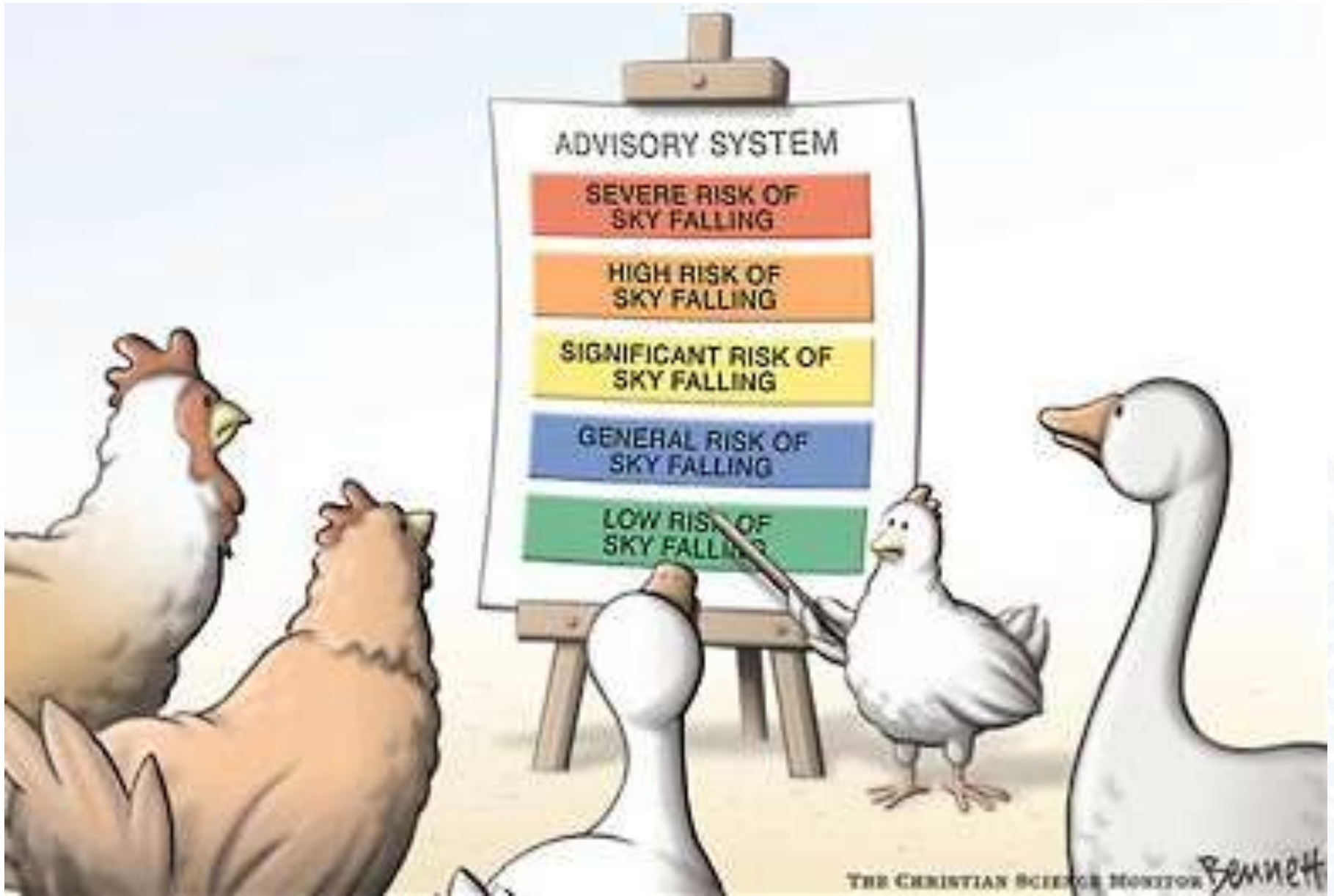
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# Stormy Waters for Cardiology



**The Gulf Stream (1899) Winslow Homer**

# Chicken Little ***“RISK OF SKY FALLING”*** Homeland Security Advisory System



# “It's Tough to Make Predictions, Especially About the Future.”

**Yogi Berra**  
"Yogi-isms"  
On the Future



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**" The future ain't what it used to be "**

# Groundhog Day – Health Care Reform

Truman  
1945



Clinton  
1993



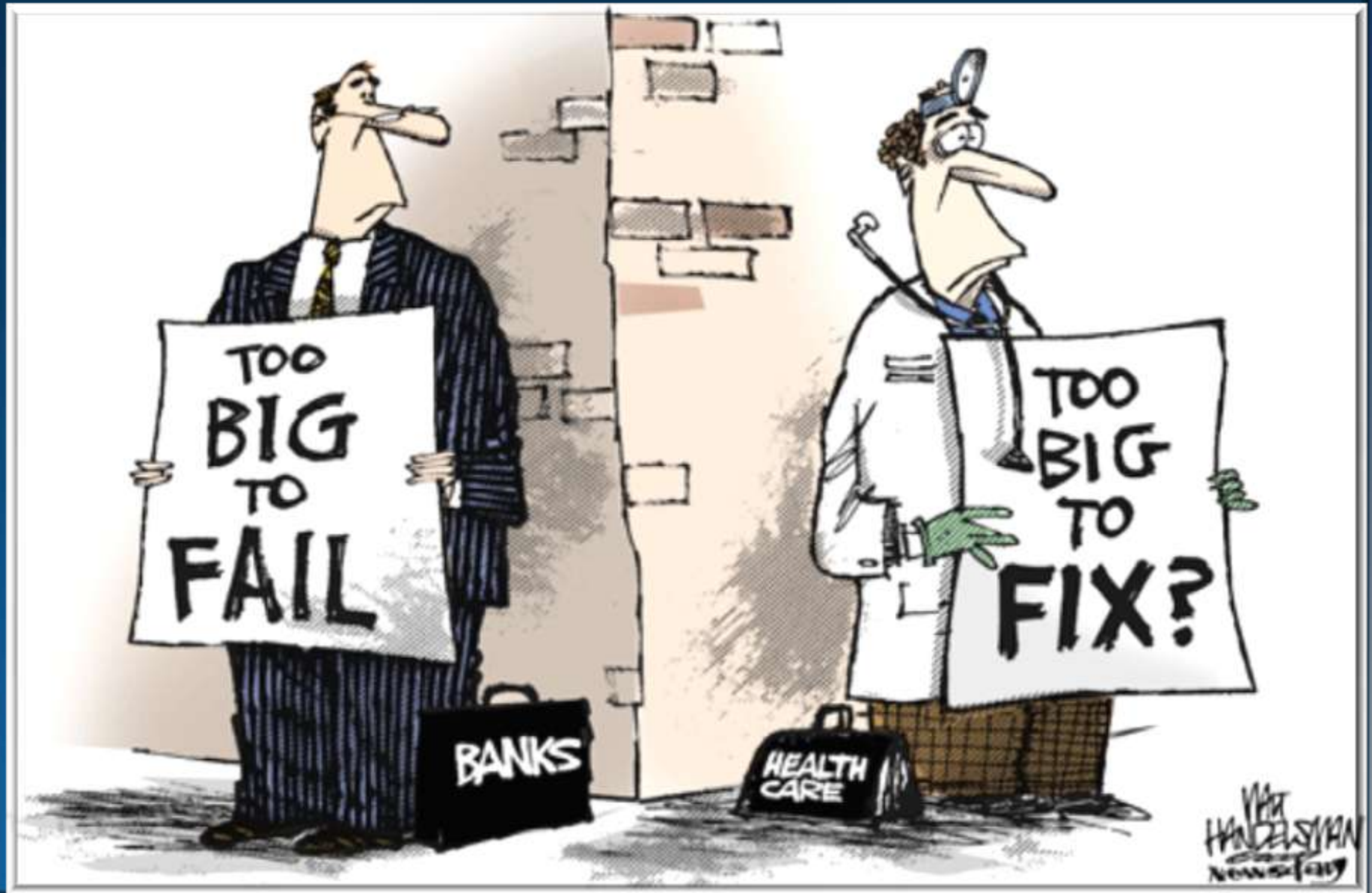
Obama  
2009



# Clinton Healthcare Plan of 1993

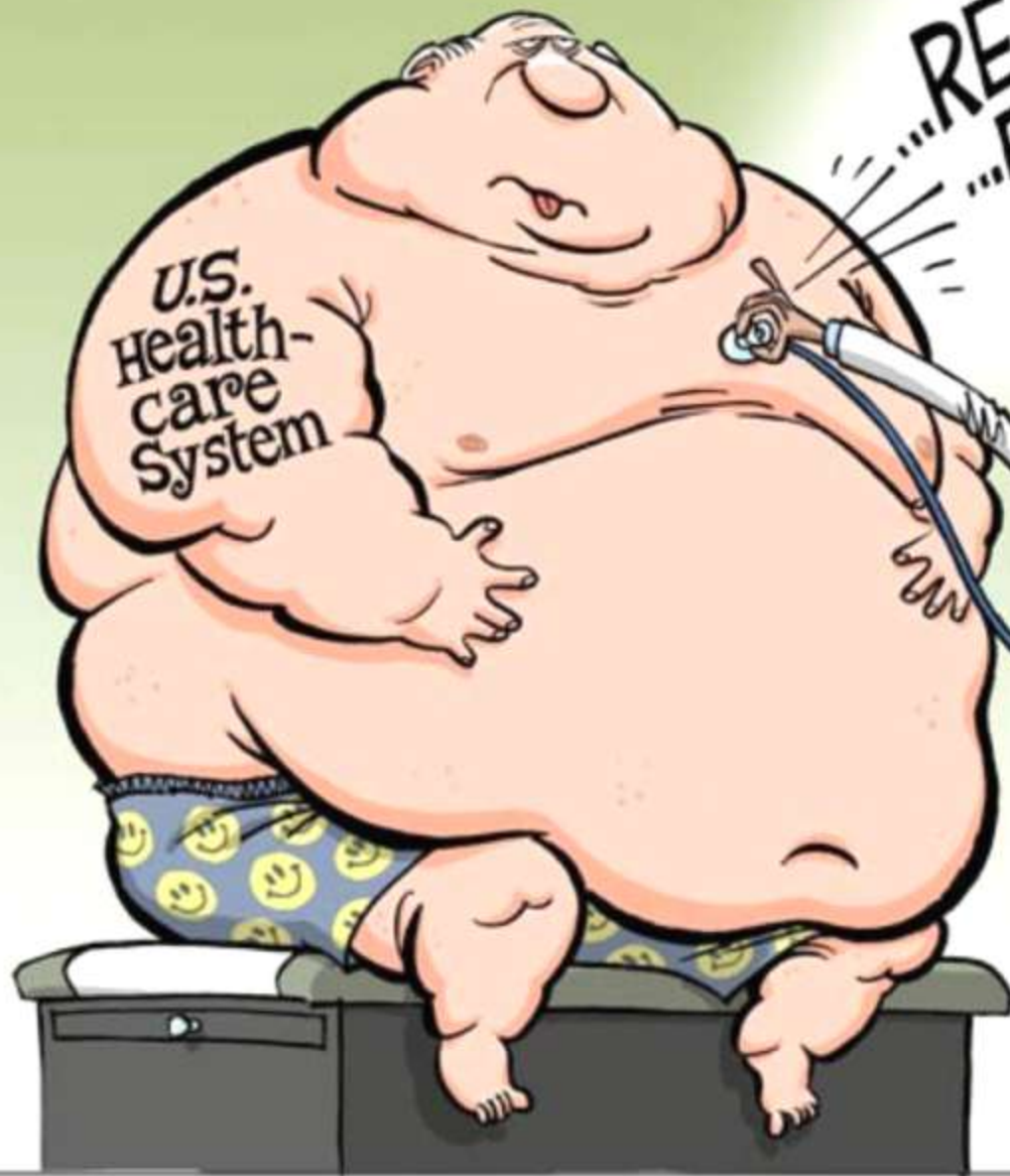


# Healthcare: Too Big To FIX?



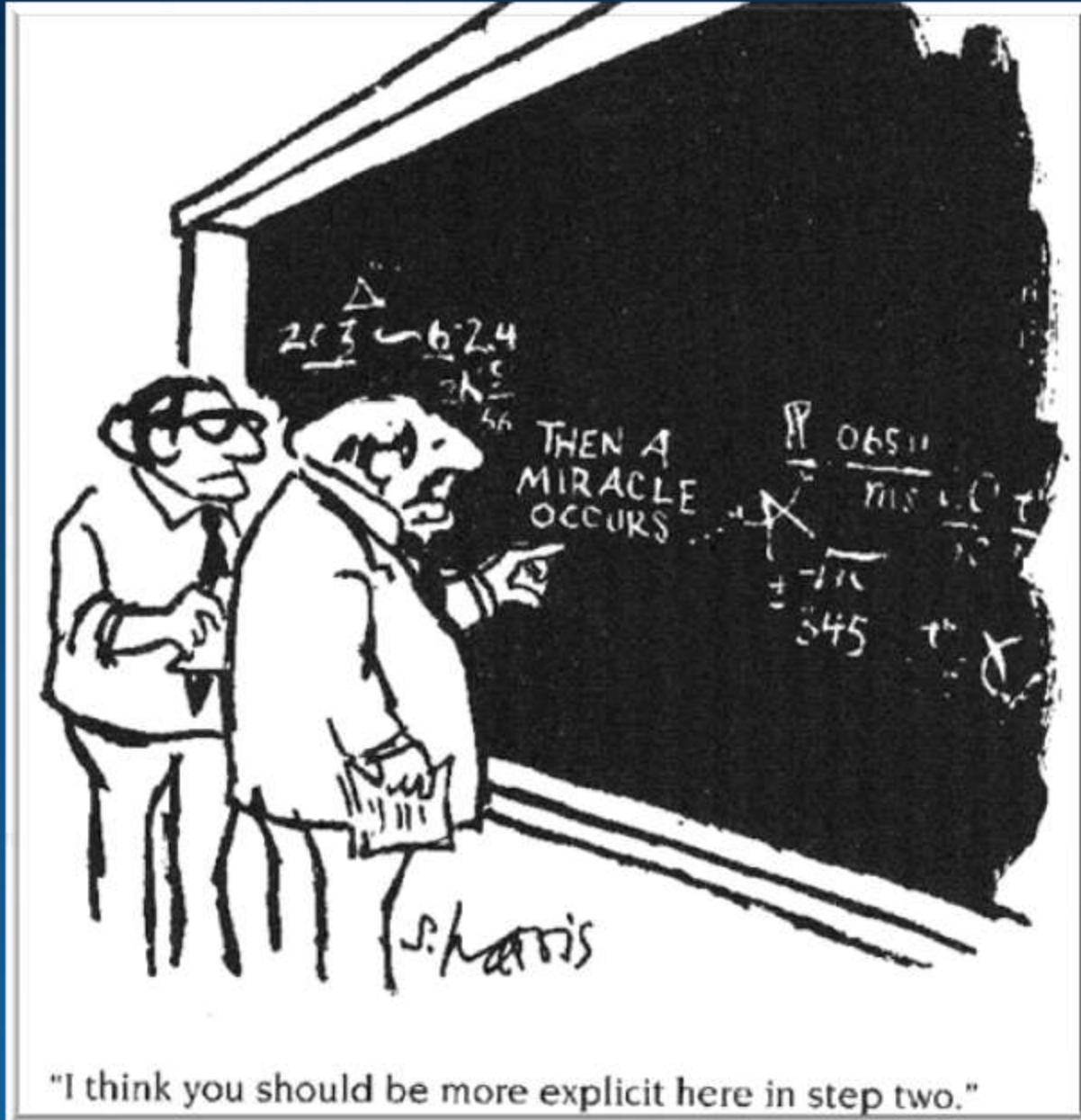
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PARKER

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...RE-FORM...  
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...RE-FORM...  
...RE-FORM...

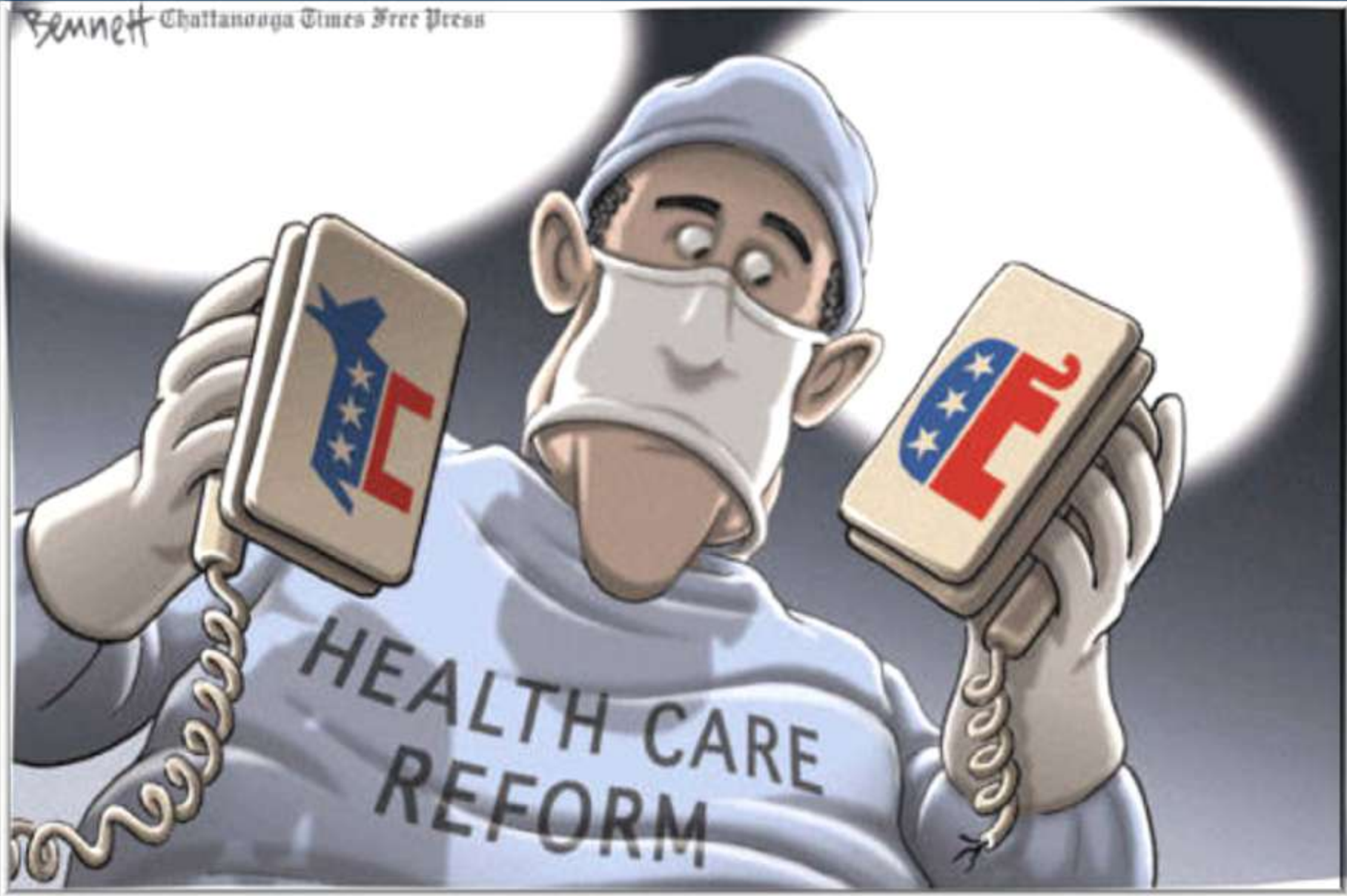
# The Challenges of Health Care Reform



# 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**



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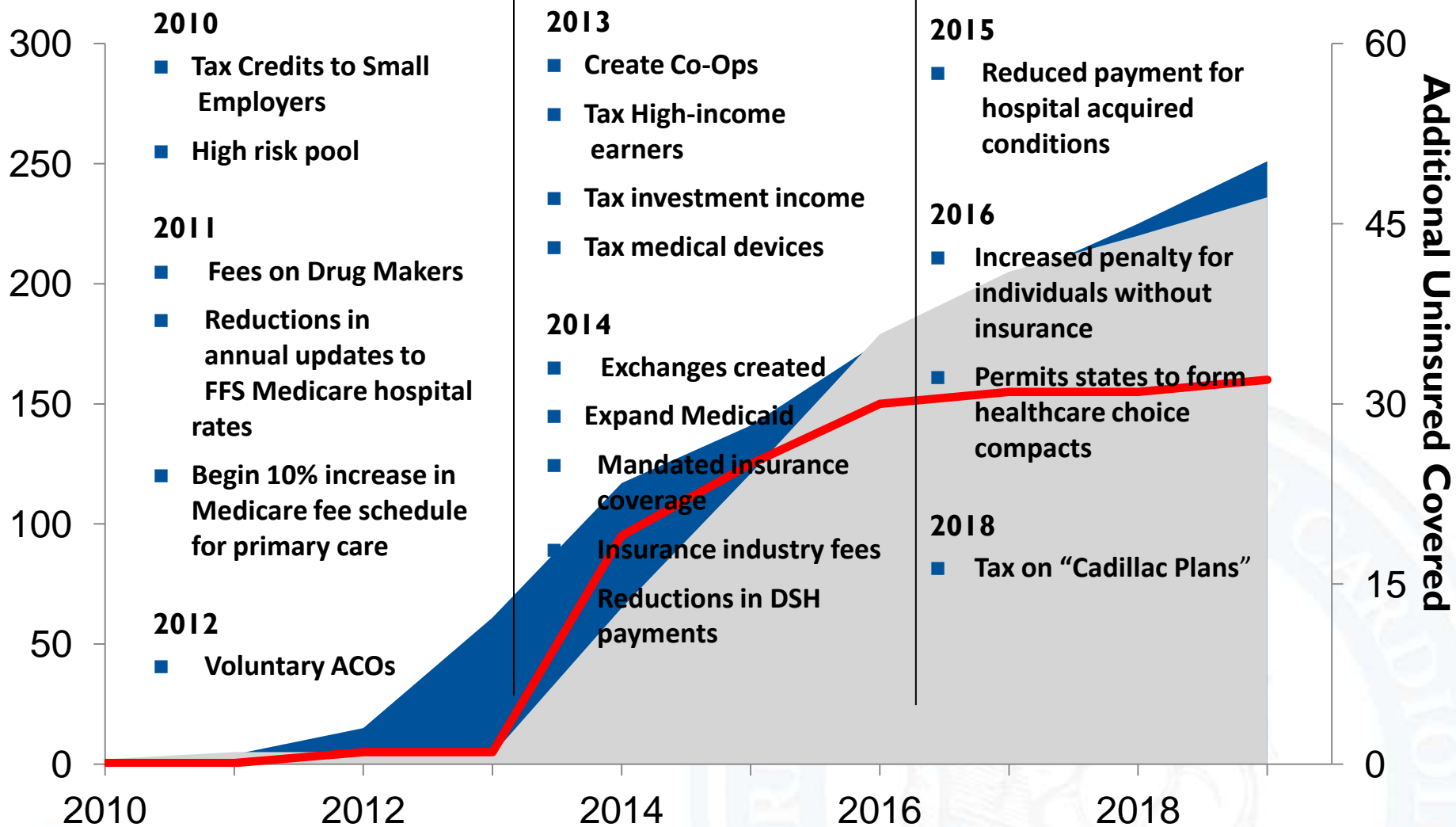
# IT'S ALIVE....IT'S ALIVE - 2011



# “Pulse” of Public Opinion Varied



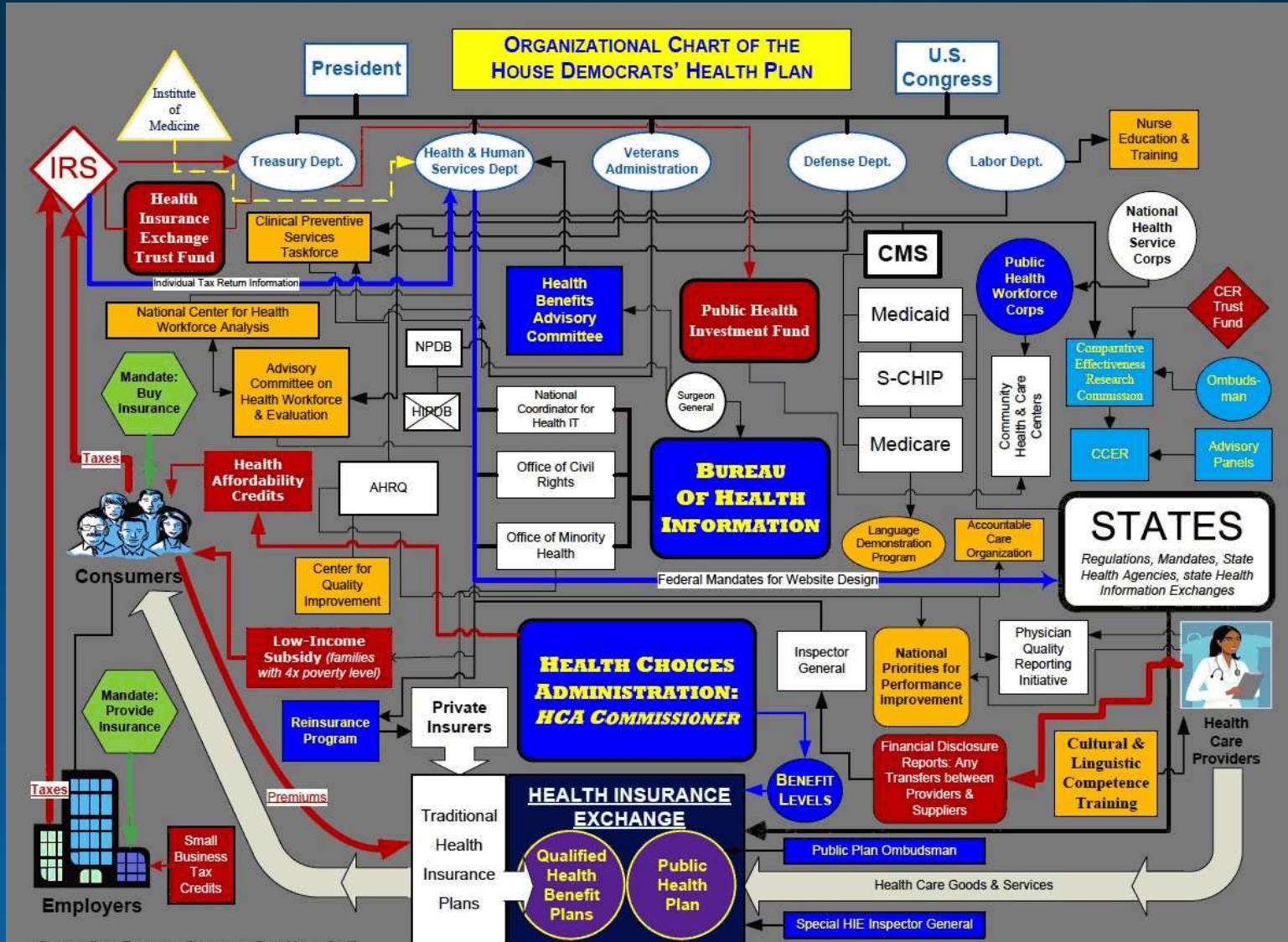
# Patient Protection and Affordable Care Act (PPACA) – Timing and Key Provisions



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■ Spending Cuts and New Taxes/Fees  
 ■ Expanded Coverage and Tax Credits  
 ■ Additional Insured Individuals

# The Complexity of Healthcare Reform



Source: Joint Economic Committee, Republican Staff Congressman Kevin Brady, Ranking House Republican Member



# 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.

No. \_\_\_\_\_

**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**



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(202) 514-2217*

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**

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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...”**





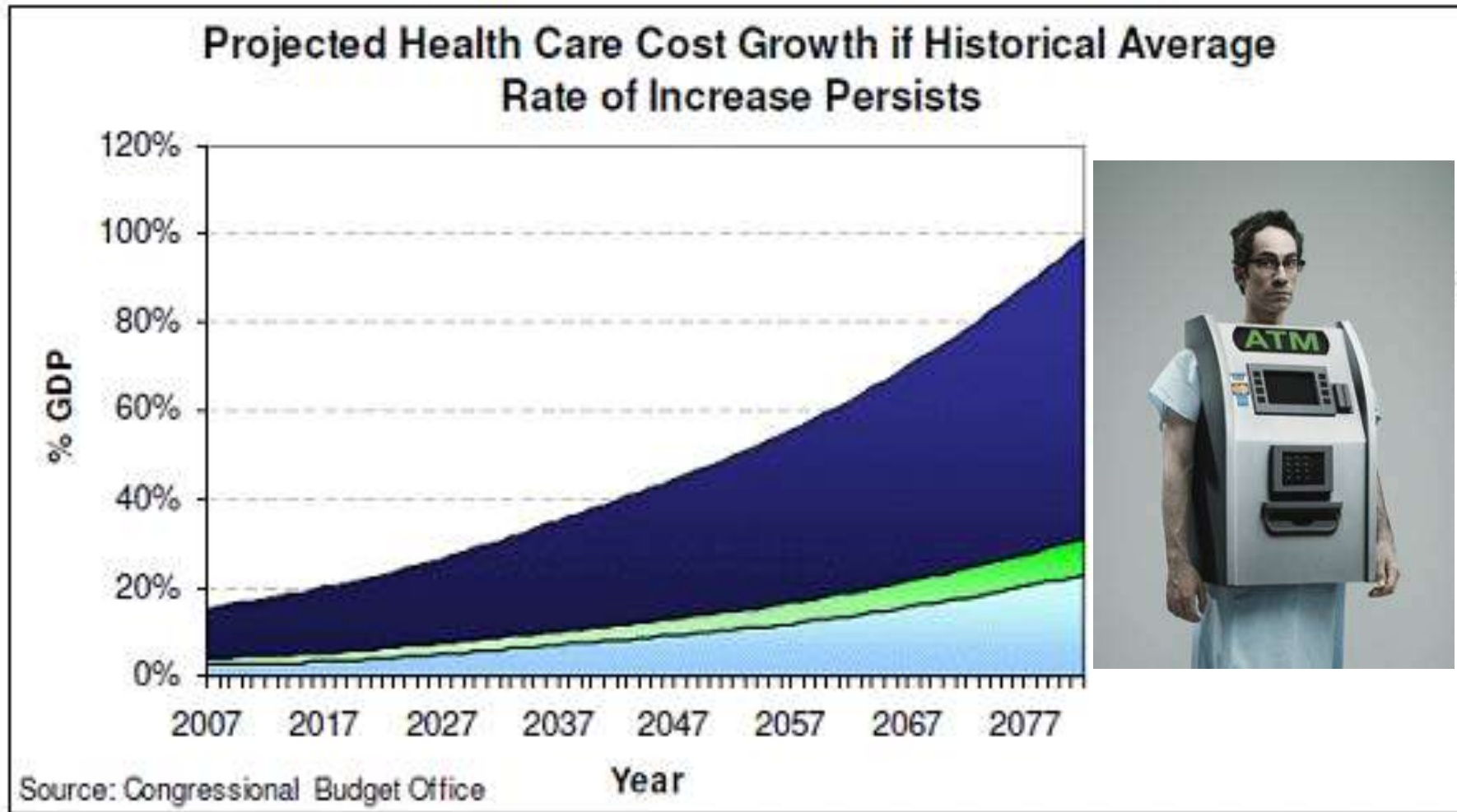
# Overriding Issues in Health Care Reform



- 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**



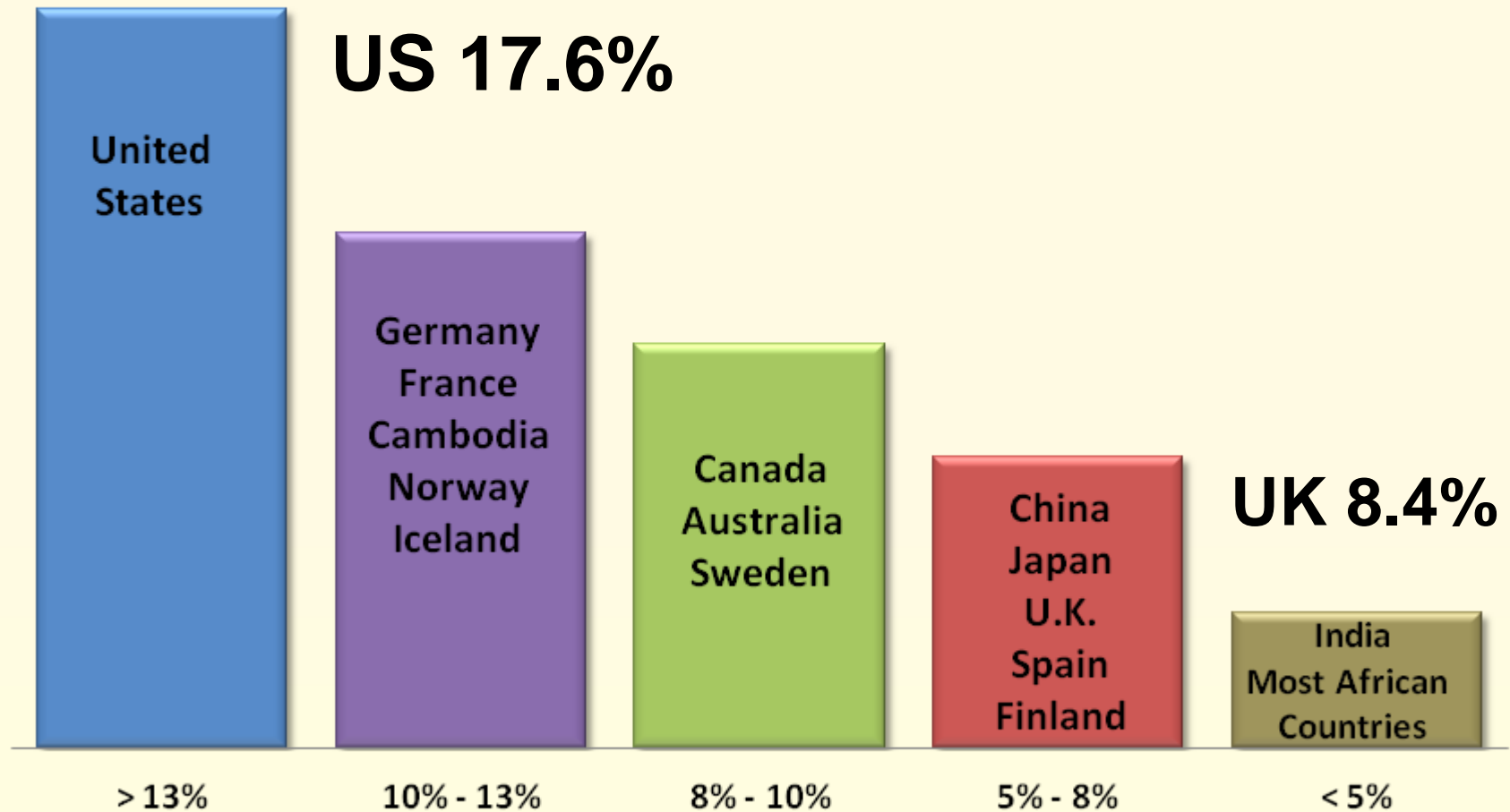
# The Projected Health Care Cost Growth Rate is Unsustainable



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**“The Cost Conundrum”**  
**Atul Gawande**

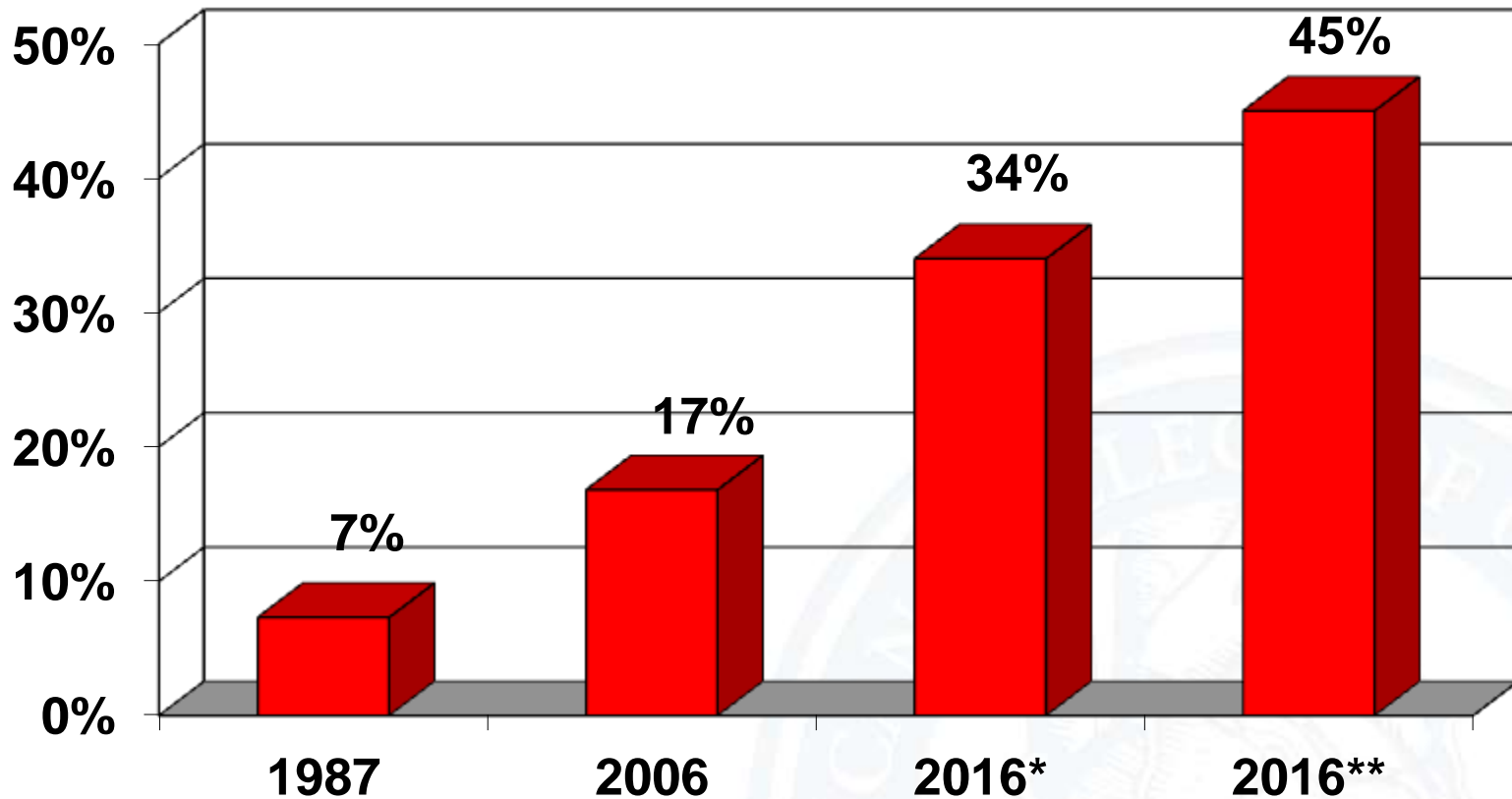
## Healthcare Spending as a Percentage of Gross Domestic Product



Source: World Health Organization (2006)

Blue Cross Blue Shield Association, 2007 Medical Cost Reference Guide

# Percent of Median Family Income Required to Purchase Family Health Insurance

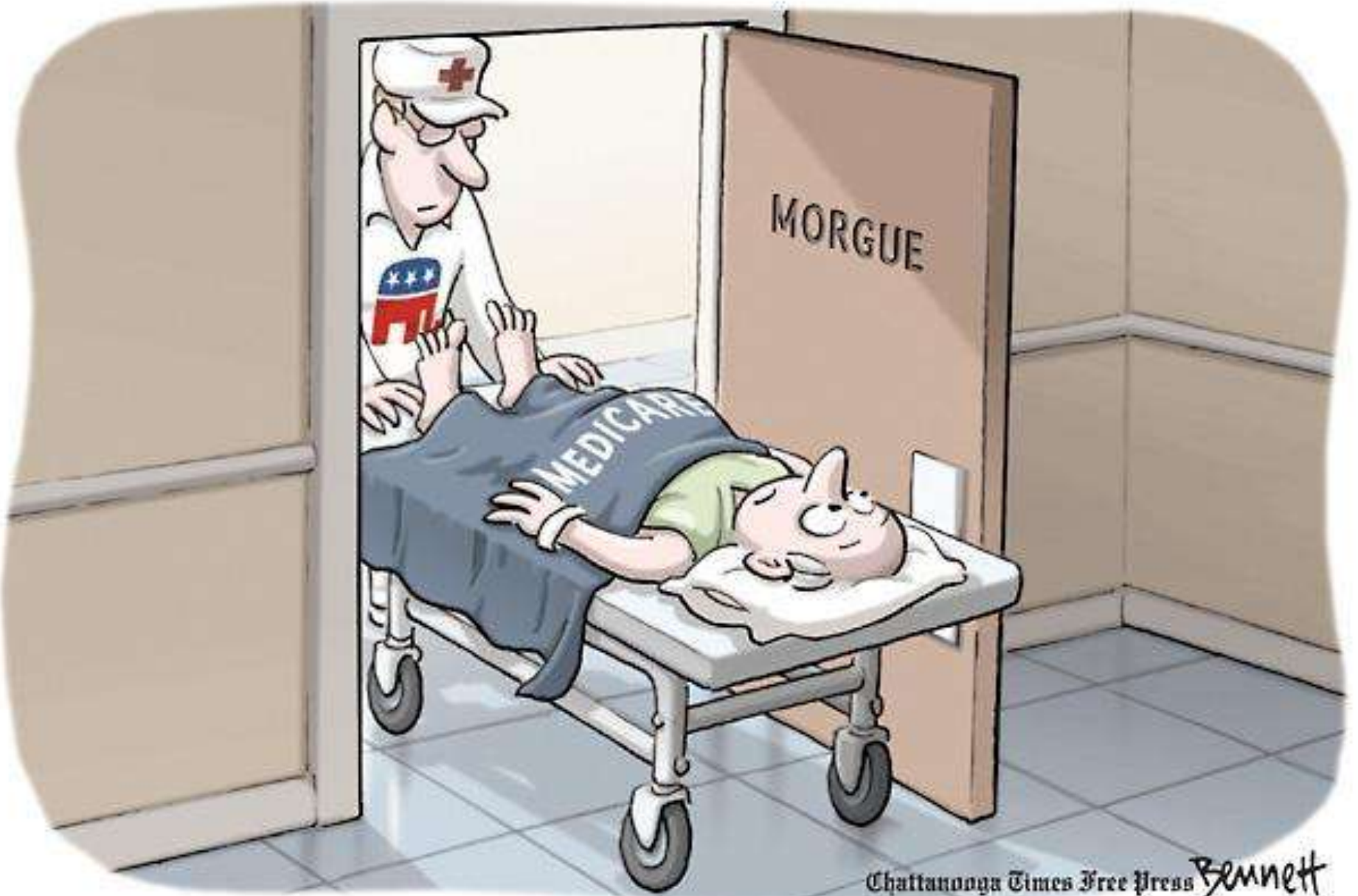


\* Optimistic  
\*\* Pessimistic

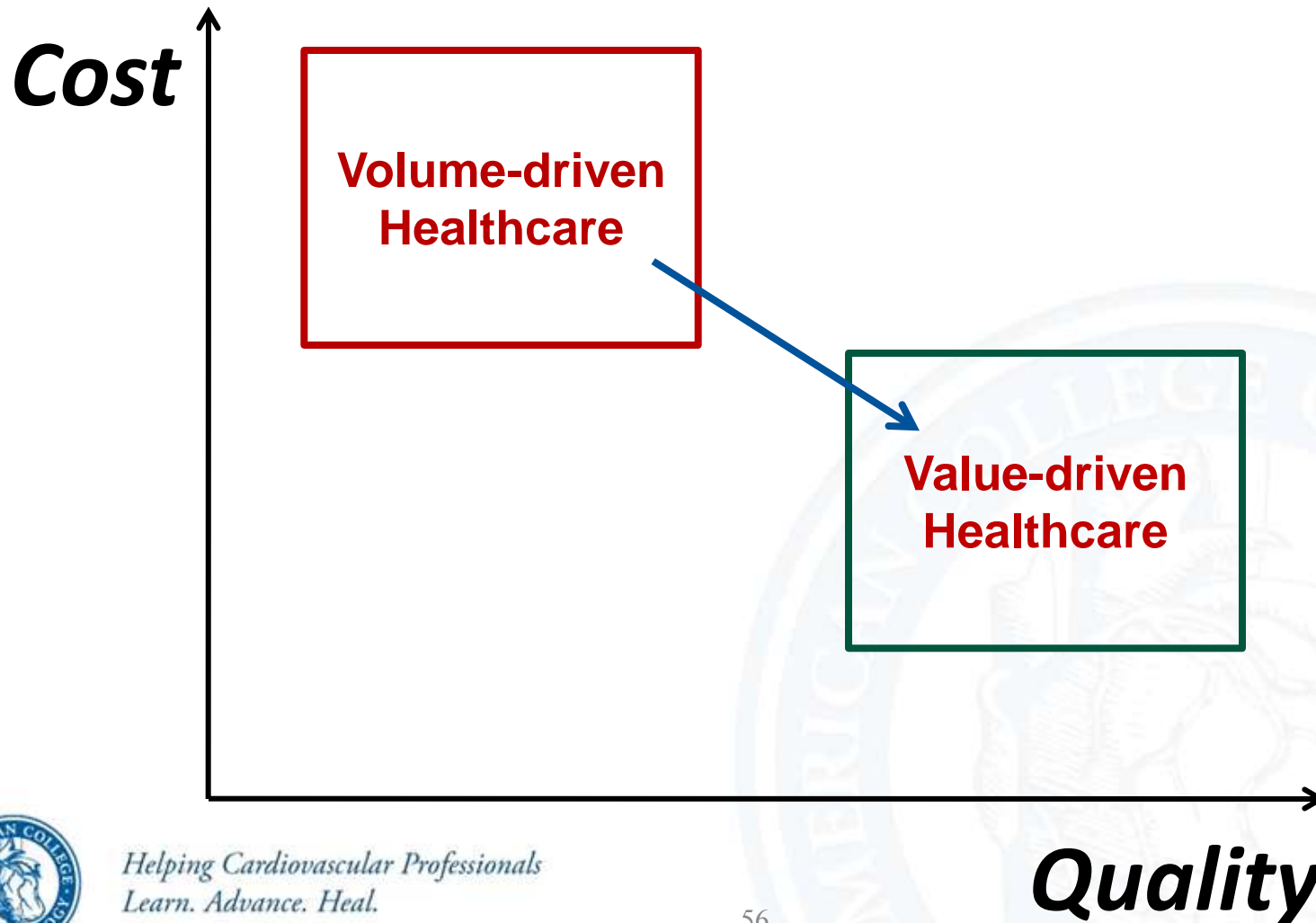


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# In the Absence of Healthcare Reform...



# Payment is Transitioning from Volume-driven to Value-driven



# Payment Reform Issues

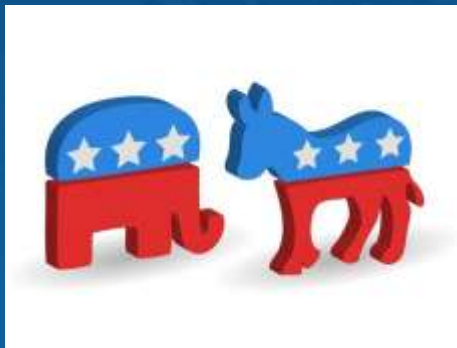
- ACC supports **testing** new innovative payment models that reward quality versus volume
  - **Fee for service with gain-sharing**
  - **Bundling and episode of care payment demonstration**
  - **Global budgeting and capitation models**
- Payment reform that incentivizes quality, appropriateness, and 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.





# United States Congress Joint Select Committee on Deficit Reduction

- 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



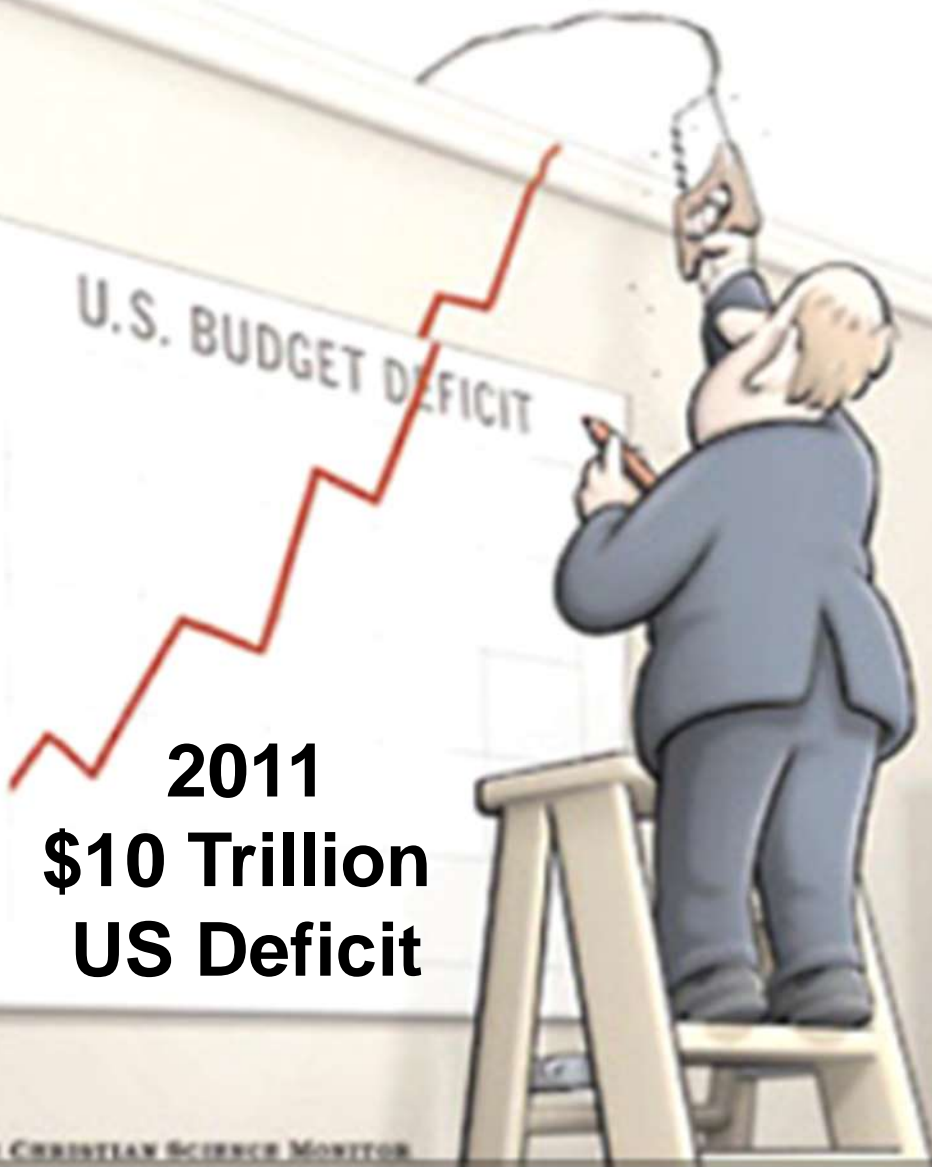
John Kyl



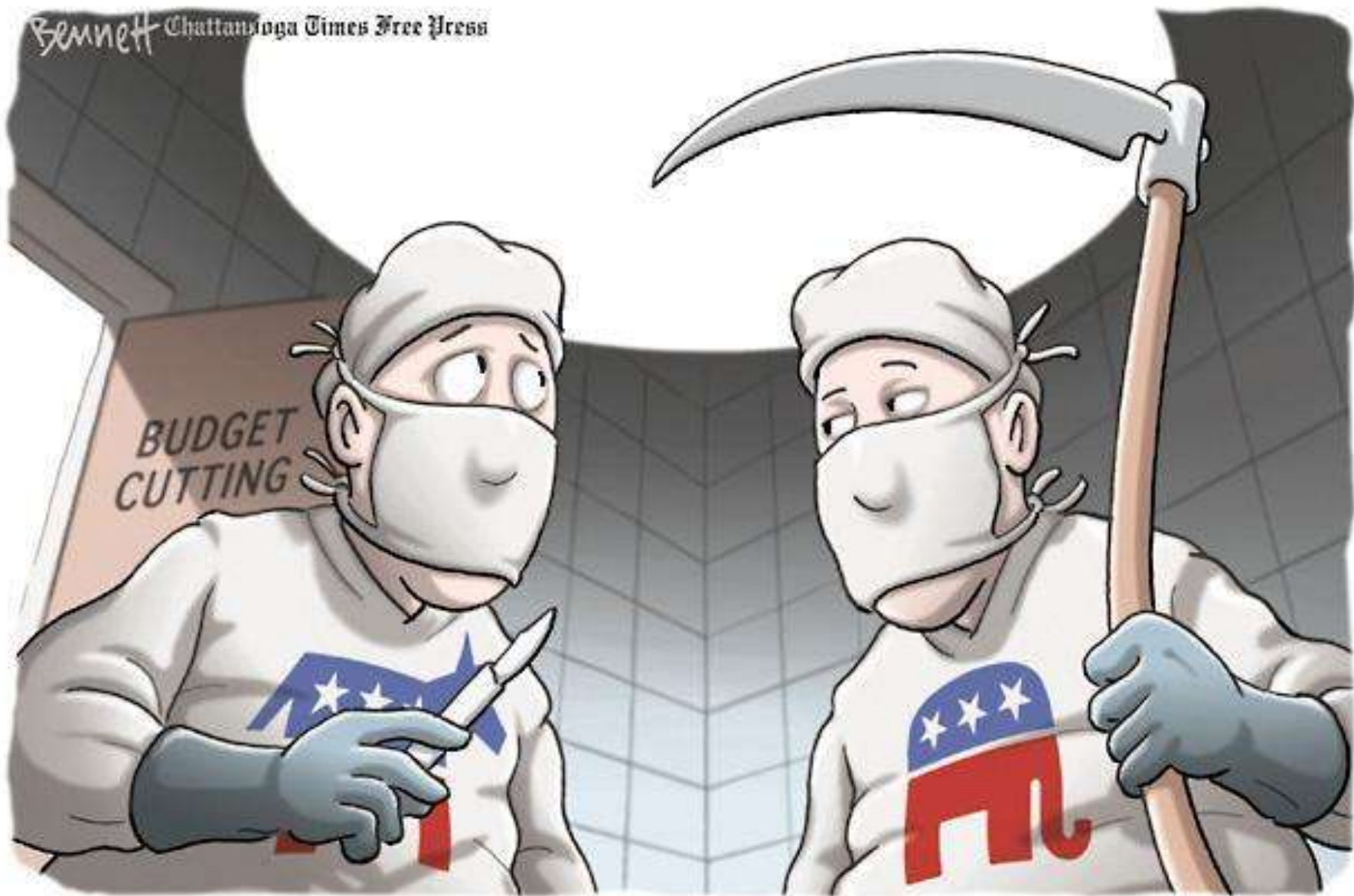
Pat Toomey



Rob Portman



**2011**  
**\$10 Trillion**  
**US Deficit**



# 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



# Food and Drug Administration

- 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?**

**1-888-DR-LEGAL**

COLKITT LAW FIRM, PC

Colkitt Law Firm, P.C. Indiana, PA., 15701  
with offices in Pittsburgh and Johnstown

2530



# Managing in Uncertainty



*Helping Cardiovascular Professionals  
Learn. Advance. Heal.*



# 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

A photograph of a dinosaur head, possibly a T-Rex, displayed in a mirror. The mirror is framed in red. The dinosaur's mouth is open, showing its teeth. The background is dark and textured.

OBJECTS IN MIRROR ARE  
CLOSER THAN THEY APPEAR



# Who will save us?



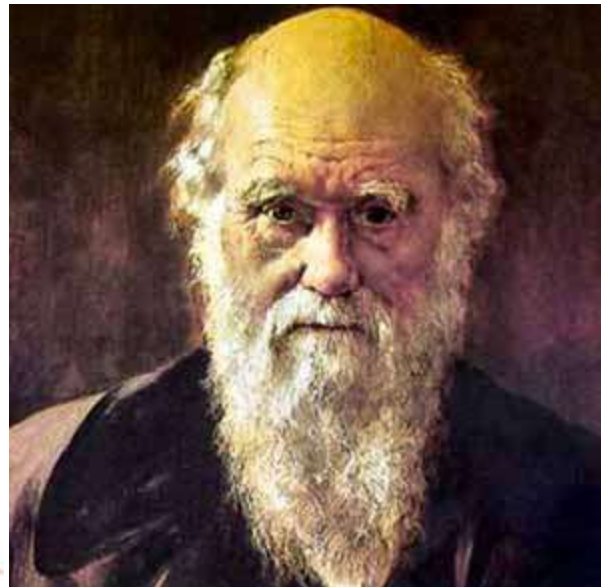
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Learn. Advance. Heal.*



**“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*



How Successful People Become  
Even More Successful!

**What Got  
You Here  
Won't Get  
You There**



**MARSHALL GOLDSMITH**

*"...Marshall's proven improvement process ROCKS!"*

*—Alex Halesky, CEO, First Base Company*

**WITH MARK REITER**



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# 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.”



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**Peter Drucker**

# Thinking of the Future

## A Lesson from Wayne Gretzky



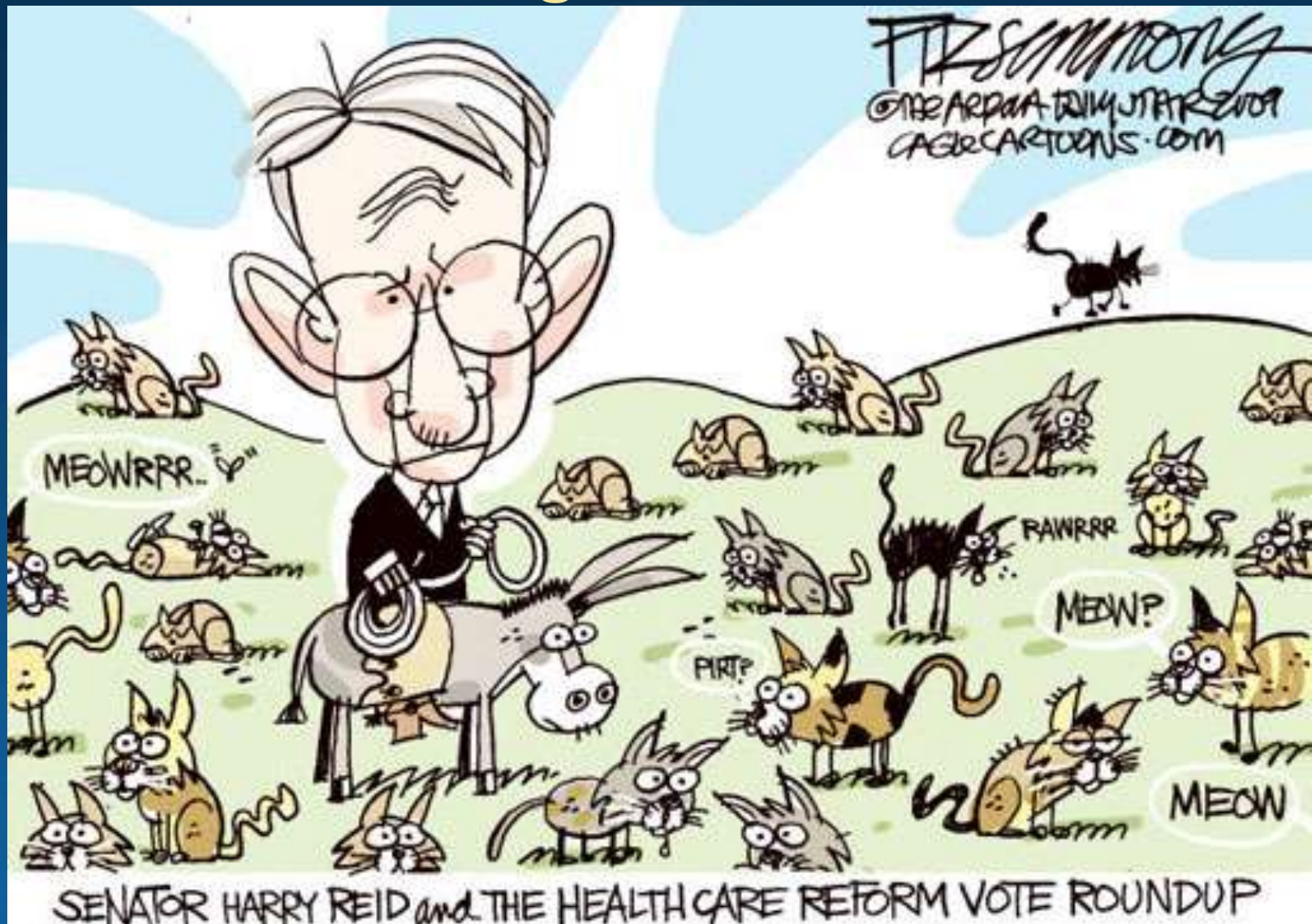
**“A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be”**



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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



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# 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



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# ACC Political Action Committee ACCPAC

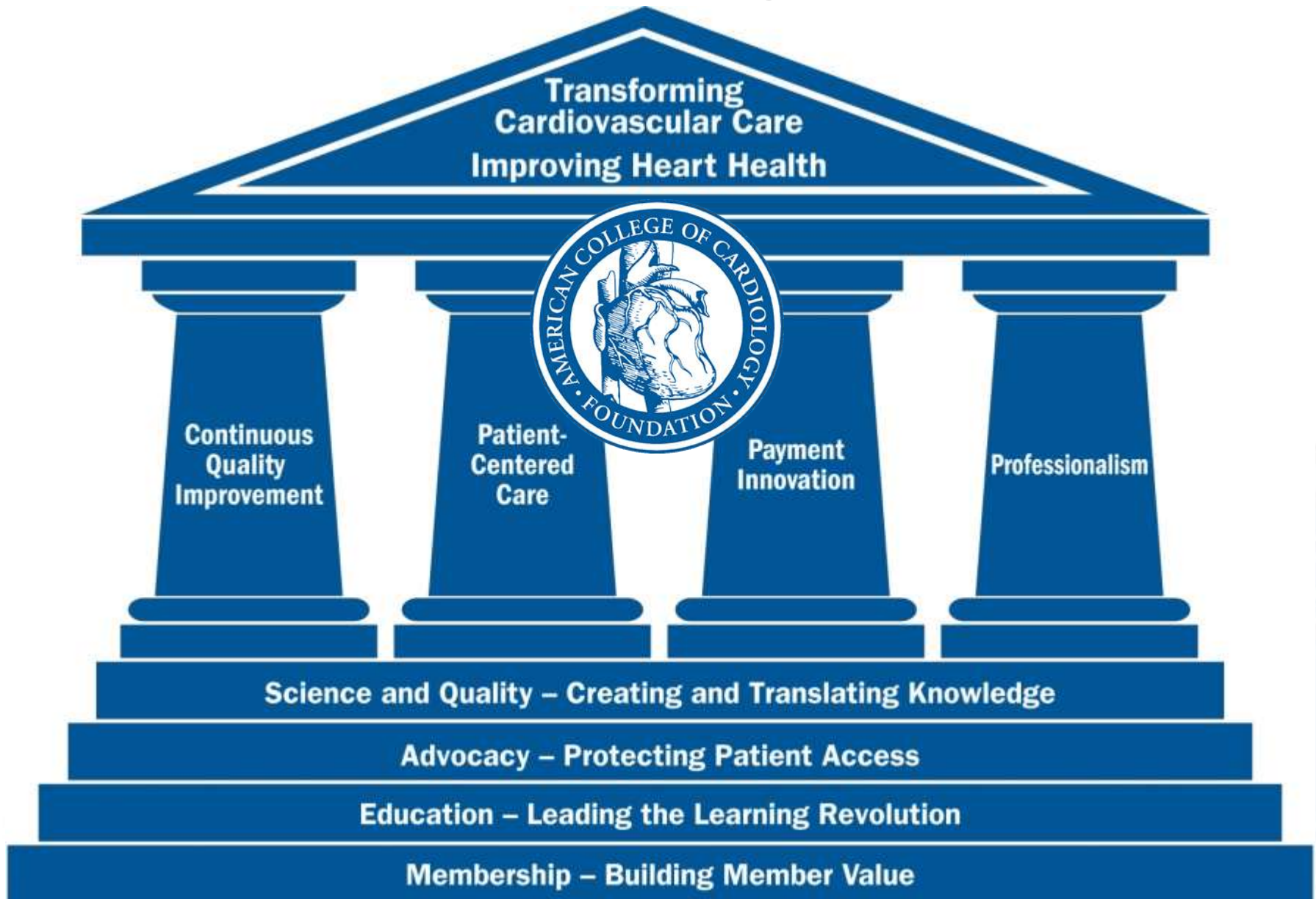


**Record \$1 million in voluntary contributions to  
ACCPAC in last Political Cycle**



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Learn. Advance. Heal.*

# ACC is Transforming Cardiovascular Care and Improving Heart Health



# The INDIANA-ACC 15th ANNUAL MEETING



**Dr. John S. Strobel**



**Gwen Goldfarb**