



Helping
Cardiovascular
Professionals
Learn.
Advance.
Heal.



ACC Cut the Cuts Campaign

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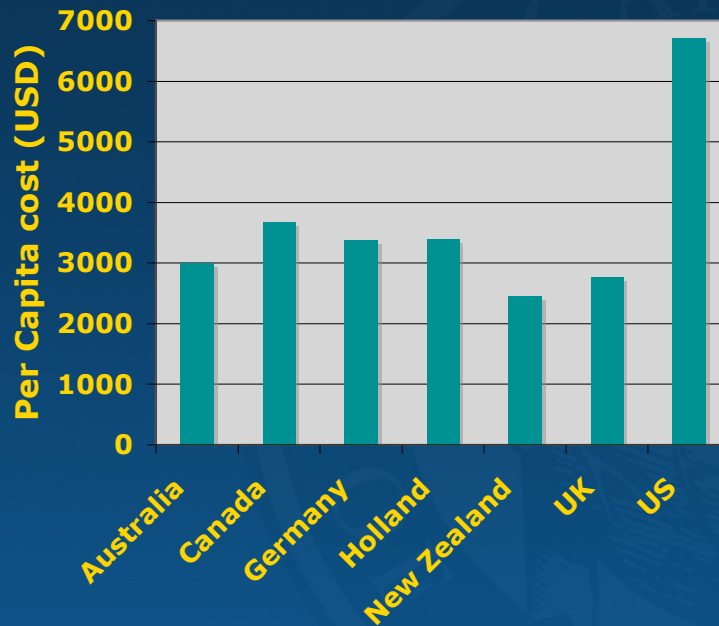
Disclosures

- Consultant Insight Telehealth Systems
- Research Grant Astellas Pharma

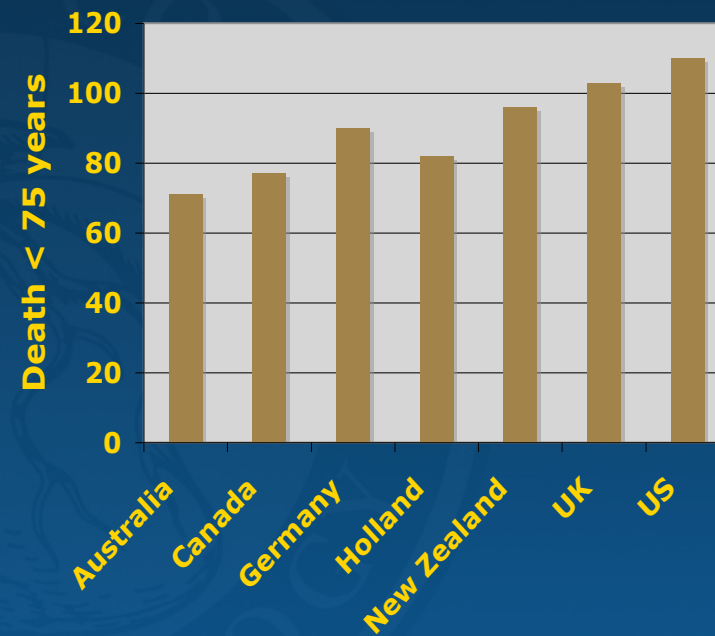
ACC Principles for a Health System

1. Provides **universal coverage**
2. Provides coverage through an expansion of **public** and **private** programs
3. Focuses on **patient value**
4. Emphasizes **professionalism**
5. Ensures **coordination** of care
6. Reward **quality** and ensures **value**

Cost



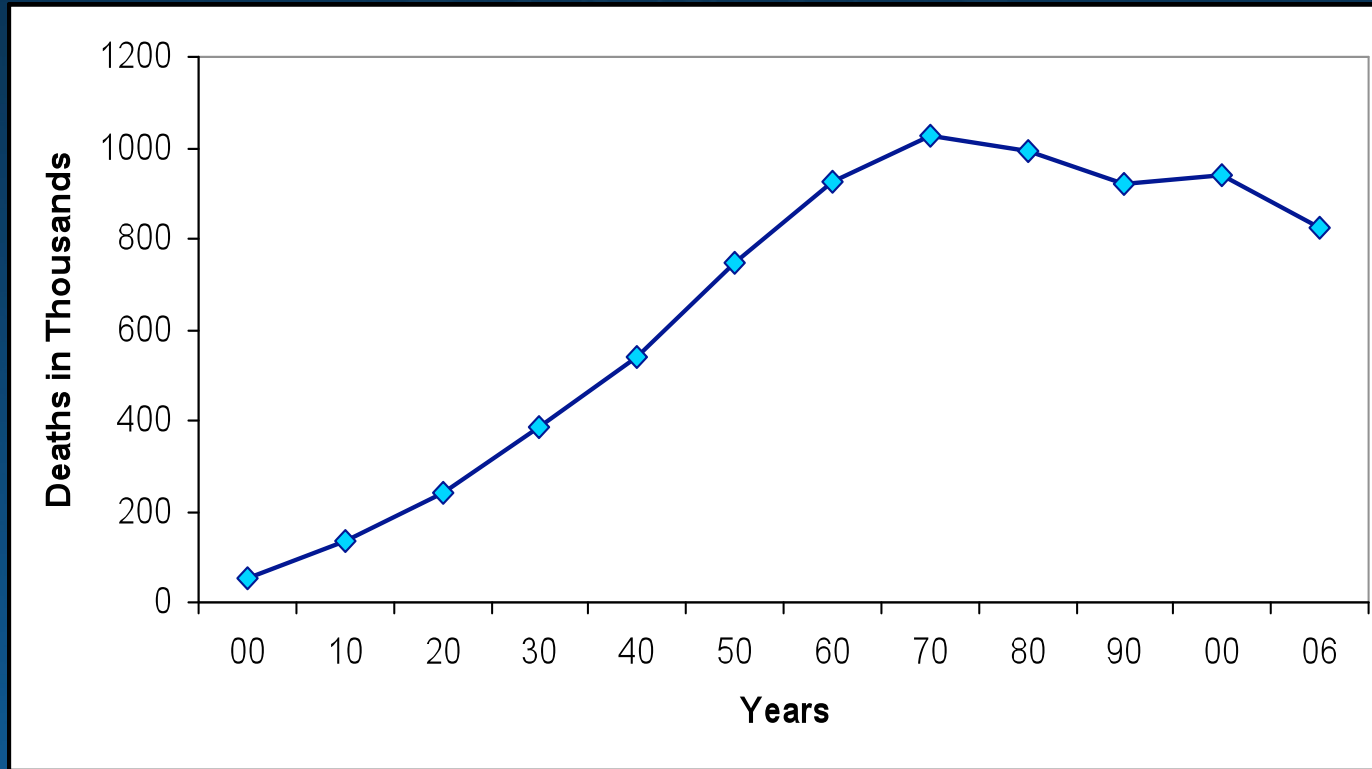
Quality



Medicare and Medicaid spending will double in 10 years

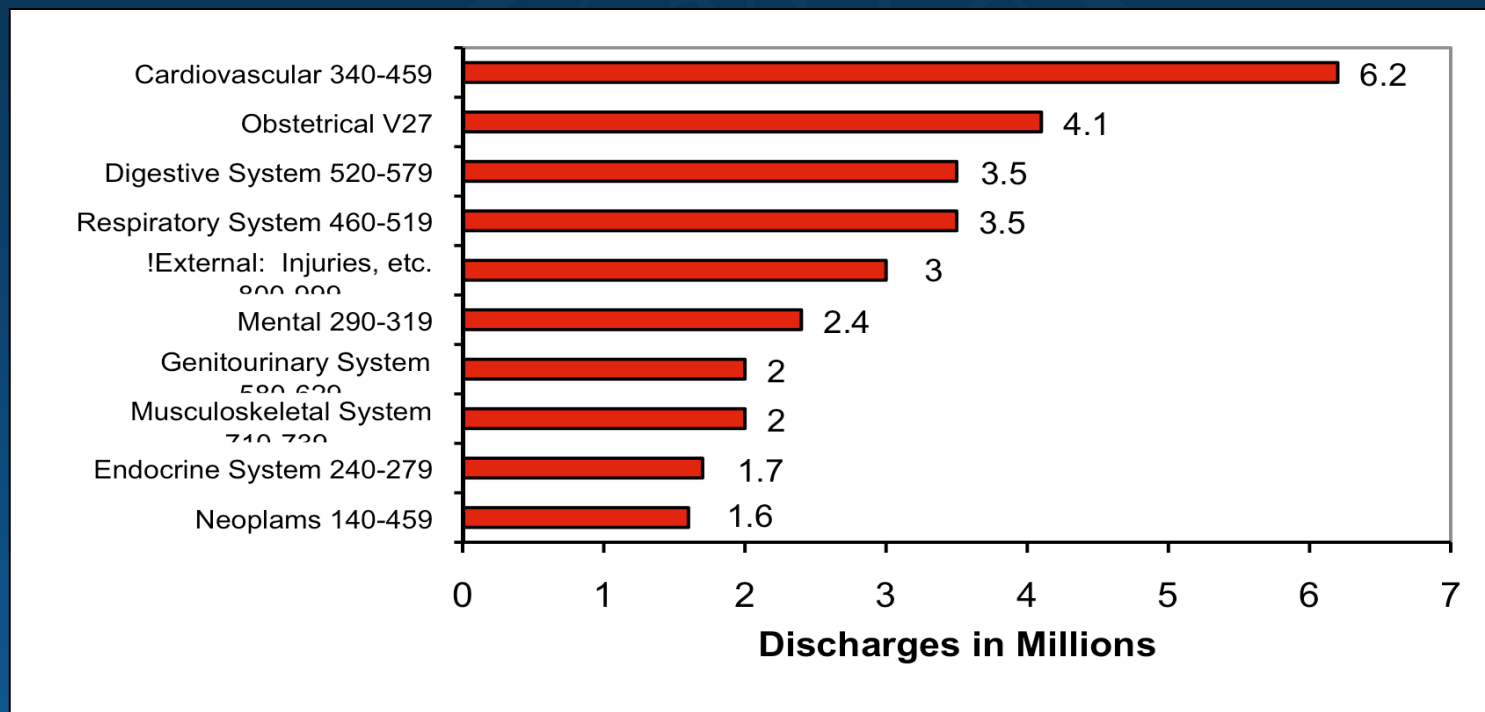
Total Health Cost \$4.4 Trillion by 2018 – 20% of GDP

CVD Mortality is declining



Deaths from cardiovascular disease. Source: NCHS and NHLBI

CVD – highest hospital admissions



Hospital Discharges 2005 Source: NHDS/NCHS and NHLBI.

Health System Reform

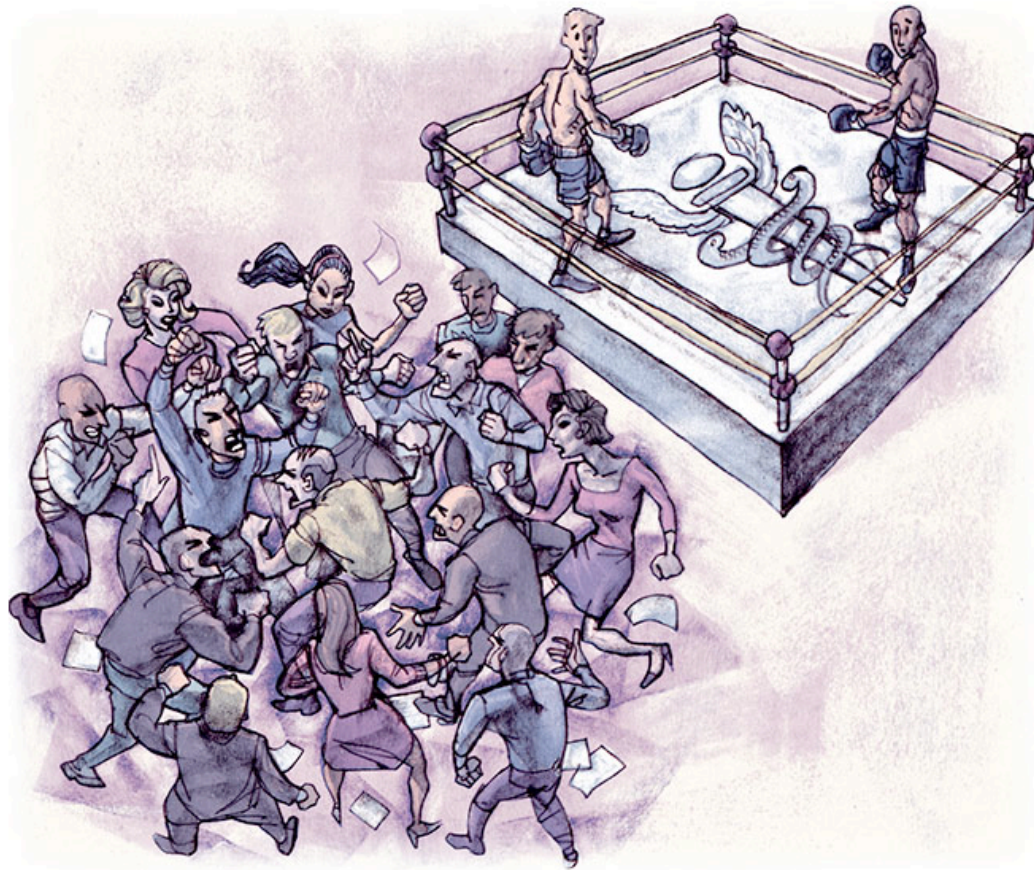
- CMS payment rule
- HR 3200 (House), HELP (Senate)
- Weiner Braley in office imaging

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

Thomas Jefferson, 1787

The New York Times

August 14, 2009



David G. Klein

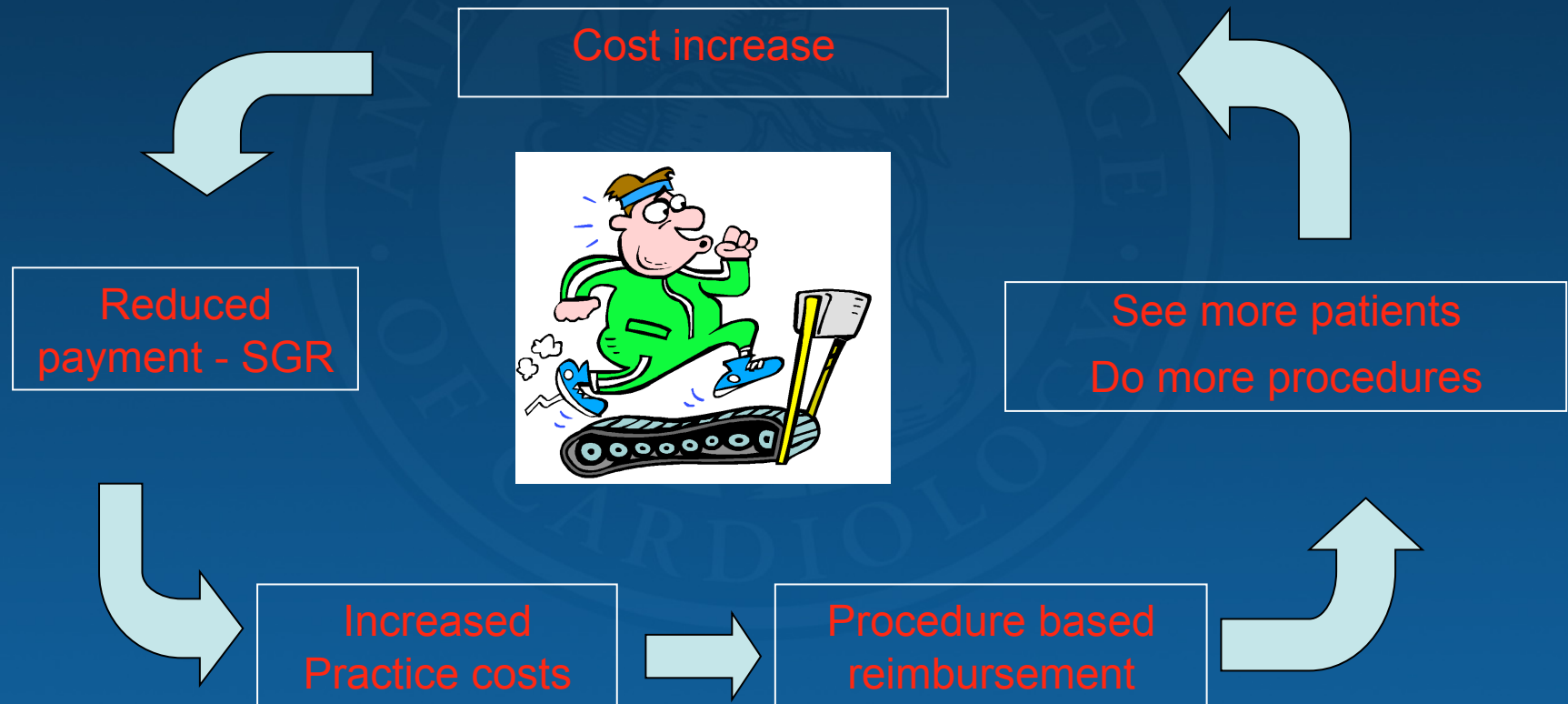
CMS Proposed Cuts

- Overall 11% decrease in Medicare payments for cardiology services.
 - Reimbursement for almost all cardiovascular services would see cuts ranging from 10% - 40%.
- * The CMS cuts are separate from Health Reform efforts!

The Current System



- The reimbursement Circle



Troubling Data

- Practice expense survey data used by CMS to determine cuts were not reviewed or validated.
- CMS used responses from only 55 practices
- Other survey data suggests practice expense has increased
- ACC survey suggests 95% of members in private practice will be affected by cuts, with staff layoffs and service limitations the leading impacts.

ACC Message to Congress

- Stop proposed CMS cuts!
- Replace flawed SGR formula with more sustainable system that reflects increases in practice costs and accounts for appropriate growth in services
- Test models that seek to reduce variations in spending and ensure patients receive evidence-based care

Now is the Time to Fight!



ACC Advocacy Efforts

- Preparing detailed comments for CMS by August 31 deadline
- Continue to meet w/key Congressional leaders, CMS staff and Obama Administration officials (more than 100 to date)
- Working w/oncology and other CV societies to generate support for “Dear Colleague” letter on Hill

ACC Advocacy Efforts

- More than 2,000 comments sent to members of Congress by ACC members
- Chapters have mobilized
- Working w/oncology and other CV societies to generate support for “Dear Colleague” letter on Hill

ACC Member Communications (To Date)

- All-member alert and media advisory distributed (7/1)
- Special email message to ACC Leaders from Jack Lewin and Dr. Bove (7/2)
- Special edition of ACC Advocate sent via email/fax (7/8)
- Special BOG letter with additional ways to get involved (7/9)
- Special BOG and CCO Leader calls (All July)
- Op-ed campaign (Ongoing)
- Special letter from Dr. Bove sent via mail, email and fax (7/8)
- Special slide presentation and DVD presentation w/ACC presidential team (7/13)
- Patient materials (sample letter to Congress, flier and office posters) posted to Chapter Affairs Extranet and at www.acc.org/can (7/13)

ACC Member Communications (To Date)

- Media statement re: House Tri-Committee health reform proposal (7/14)
- Special “ACC Advocate” from Dr. Bove mailed and faxed (7/21)
- Special *Lewin Report* guest blog from Vincent Buffalino (7/22)
- August Cardiology cover story (7/27)
- CBS News feature on primary vs. specialty care payment (7/28)
- Publicizing August 6 Medaxiom/CAA Webcast on specific administrative issues related to potential cuts
- Legislative Conference promotional materials leverage cuts
- National Media Tour (8/12-14)

Upcoming Communication Opportunities

- Working with ASCO on communications around cut impacts
- CVN video of Culpepper, VA, cardiologist
- Chapter Campaign aimed at educating members about ACC efforts and getting member feedback (via email, video, etc.)
- Cardiology Advocacy Alliance public campaign
- Ongoing communications via ACC channels
- September Legislative Conference

Why Emphasize Quality?

- Improve outcomes
- Improve efficiency
- Improve public data
- Improve uniformity of care
- Avoid legislative burdens


ACC Education

- Maintenance of Certification
 - ABIM requires 10 year recertification
 - ACC modules accepted for maintenance of certification
 - “grandfathers” asked to recertify
- Learning Portfolio
 - Lifelong record of CME, training, certification
- MOC programs at ACC 10

Measuring Performance

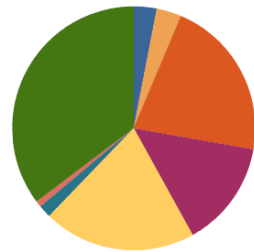
- Public Reporting
 - Increasing Demand from Government and public
 - Reporting of claims data only
 - ACC registries moving toward a public information component
 - ACC goal is to establish quality criteria based on clinical data, not claims data
 - BOT Aug 2010 directive to provide performance information to physicians using registries

Patient Centered Care

- Patient Centered Care
 - Communication
 - Partnership
 - Focus on Health
- Year of the Patient 
 - YOP task force
 - Chapter based patient programs
 - Enhancements to Cardiosmart.org
 - Patient oriented quality tools

Industry Relationships

- Industry Relations
 - Personal disclosures
 - BOT, BOG
 - Committee Chairs
 - College disclosures
 - <http://www.acc.org/about/overview/overview.htm>



Advertising	\$1,062,714	3.0%
Awards	\$1,230,641	3.4%
Bulk Sales	\$30,188	0.1%
Charitable Contributions	\$7,603,640	21.2%
Educational Grants	\$5,084,600	14.2%
Exhibits	\$7,318,807	20.4%
Mailing List Rental	\$550,505	1.5%
Pocket Guidelines	\$336,350	0.9%
Promotional/Quality Program Support	\$12,664,650	35.3%
Total:	\$35,882,095	100.0%

Industry Support Revenue Sources 1/1/2003-2/11/2008
Source: American College of Cardiology Foundation as of 2/11/2008

Ways to Get Involved With Congress

- Grassroots: www.acc.org/can
(Includes ACC's toll-free grassroots hotline, patient materials, sample letters, and more)
- ACC PAC: www.accpacweb.org
- ACC 2009 Legislative Conference:
Sept. 13-15, Washington, DC

Member Resources

- Patient Materials:
www.acc.org/Chapters
- Health IT Resources:
www.acc.org/healthit
- Lewin Report Online Forum
lewinreport.acc.org



59th Annual Scientific Session

The Future of Cardiology Awaits **You** in *Atlanta*
SCIENCEINNOVATIONEDUCATIONNETWORKINGINTERVENTION

March 14 – 16, 2010



innovation in intervention
ACC in partnership with CRF

- Late Breaking Trials
- International Symposia
- I2 with Pediatrics/Adult CHD
- Symposium on Health Care Reform
- MOC programs
- Health Fair for Patients

