



**Carolinas & Georgia Chapter
American Society of Hypertension, Inc.**

Licensed by the American Society of Hypertension, Inc. (ASH)

Experts in Hypertension Rural Outreach Series Report for FY 2004-2005

This report focuses on the Rural Outreach series of the Experts in Hypertension Seminars from July 1, 2004 through June 30, 2005.

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Schedule

January 8, 2005 - Lowcountry Area Health Education Center, Varnville South Carolina

January 22, 2005 - Dougherty County Health Department, Albany Georgia

February 12, 2005 - Maria Parham Medical Center, Henderson North Carolina

February 19, 2005 - Chowan Hospital, Edenton North Carolina

March 5, 2005 - The Forum Civic Center, Rome Georgia

March 19, 2005 - Wayne Memorial Hospital, Goldsboro North Carolina

April 9, 2005 - UNC-W Executive Development Center, Wilmington North Carolina

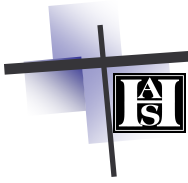
April 16, 2005 - Quality Inn, Boone North Carolina

April 23, 2005 - TBA, Rock Hill South Carolina

Agenda

RURAL
EXPERTS IN HYPERTENSION SEMINAR SERIES:
Application of JNC 7 and Trial Results to Clinical Practice

- 08:00 AM Registration and continental breakfast
- 08:30 AM **Welcome, Review of Objectives**
- 08:40 AM **Clinical Epidemiology: The Southeast Challenge and Opportunity**
- 09:10 AM Discussion
- 09:20 AM **Diagnosing Hypertension**
- 09:50 AM Discussion
- 10:00 AM **BREAK**
- 10:10 AM **Evaluating the Hypertensive Patient for Reversible Hypertension**
- 10:40 AM Discussion
- 10:50 AM **Initial Treatment of Hypertension Based on Clinical Trials**
- 11:50 AM Discussion
- 12:00 PM **Working Lunch**
Patient's whose Hypertension Does not respond to Treatment
Adherence
Uninsured and/or under insured
Interfering substances
Diabetic hypertensive
- 1:00 PM **Hypertension in Special Populations**
- 1:45 PM **Summary, Hypertension Initiative, and ASH Invitation**
- 2:00 PM Adjourn



Accreditation

Experts in Hypertension Seminar Series

“The American Society of Hypertension, Inc. designates this educational activity for a maximum of **5.5 Category I credits toward the Physician’s Recognition Award of the American Medical Association**. Each physician should claim only those credit that s/he actually spent in the activity.

This 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 the American Society of Hypertension, Inc. (ASH) and the Carolinas & Georgia Chapter of ASH. The American Society of Hypertension, Inc. (ASH) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.”

All of the seminars supported through the grant from the NC Heart Disease and Stroke Prevention Program/CDC grant offer 5.5 Category I credits as outlined above.

Attendance

Varnville South Carolina (January 8) - 17

Albany Georgia (January 22) - 13

Henderson North Carolina (February 12) - 13

Edenton North Carolina (February 19) - unknown at this time

Experts in Hypertension Seminar Series
 Varnville SC - January 8, 2005

Evaluation Summary

Total number of evaluation forms submitted: 14

	Strongly Agree	Agree	Disagree	Strongly Disagree
1. This seminar was well organized.	14	0	0	0
2. The emphasis of the seminar content met with my professional needs.	12	2	0	0
3. My overall evaluation of the seminar was excellent.	13	1	0	0

4. What was the greatest success of this seminar?

- Everything
- Very pertinent clinical information
- to stress the importance of staying behind patient compliance
- the greatest success of the seminar make us aware of controlling BP
- clarifying JNC 7 (*illegible*) surgery and emergency
- the MOST current recommendations were presented!
- the simplicity of presentation
- ALL
- going over current guidelines and recommendations
- Information

5. How can this seminar be improved?

- No suggestions
- keep doing it
- it was great
- Its very good now!
- Lectures, environment, food all were great!!
- continued updating of material

6. What aspects of the courts were most effective in helping you learn?

- Lectures - 12
- Discussion Outside of sessions - 5
- Visual Aids - 10
- Discussion Session - 13

Experts in Hypertension Seminar Series Varnville SC - January 8, 2005

7. The information presented:

- Will alter/improve my practice performance. – 7
Examples:
 - Modify choice and use of drugs
 - I have patients right now I will change their therapy
 - I will stay behind patients about complying with therapy
 - will now consider initiating therapy with 2 agents in diabetic hypertensive patient
 - am retired!
 - more frequently start with dual therapy
- Won't alter, but convinced me I am doing the right things. - 2
- Will be relevant to my practice. - 5
- Will not be relevant to my practice. - 0

Evaluation question 8 parts A through E surveyed responses to each individual lecture

9. To help us in planning, please list topics you feel need to be included in future Hypertension CME programs.

- Diabetes

10. Would you attend future sessions in the "Experts in Hypertension Seminar Series?"

- Yes - 12
- No - 0
- Don't Know/Maybe - 2

General Comments Concerning Program:

- I enjoyed this program tremendously! I live locally and have a new baby so this was extremely convenient. Thank you!
- job well done!
- Excellent
- Extremely helpful in my job (*illegible* With *illegible* Hypertension)
- enjoyed the seminar

Experts in Hypertension Seminar Series
 Albany Georgia - January 22, 2005

Evaluation Summary

Total number of evaluation forms submitted: 12

	Strongly Agree	Agree	Disagree	Strongly Disagree
1. This seminar was well organized.	8	4	0	0
2. The emphasis of the seminar content met with my professional needs.	8	4	0	0
3. My overall evaluation of the seminar was excellent.	8	4	0	0

4. What was the greatest success of this seminar?

- New information
- Discussion about ACE I
- Recommendations re choice/combinations of drug tx
- Teachers took time to explain all questions.
- The very knowledgeable presenters
- The level of participation, the knowledge and conversational skills of the presenters
- Content itself
- Presenters were well-prepared

5. How can this seminar be improved?

- Reach more attendees
- Repeat visit
- None needed
- Increase information on drug combinations/choices.
- Make room warmer
- Stand up breaks
- No changes
- More advertising earlier

6. What aspects of the courses were most effective in helping you learn?

- Lectures - 11
- Discussion Outside of sessions - 5
- Visual Aids - 8
- Discussion Session - 8

Experts in Hypertension Seminar Series Albany Georgia - January 22, 2005

7. The information presented:

- Will alter/improve my practice performance. – 6
Examples:
 - quicker to add CCB
 - BP measurement considerations
 - will follow JNC 7 guidelines
- Won't alter, but convinced me I am doing the right things. - 2
- Will be relevant to my practice. - 6
- Will not be relevant to my practice. - 0

Evaluation question 8 parts A through E surveyed responses to each individual lecture

9. To help us in planning, please list topics you feel need to be included in future Hypertension CME programs.

- 2° HTN
- Different measurement instruments
- Hypertension in Women
- Pharmaceutical information
- More on side-effects of anti-hypertensives
- More on when to choose certain [anti-hypertensives] in lieu of side-effects
- No change
- Can't think of any - you did a great job of doing a whole body system check as it should be

10. Would you attend future sessions in the "Experts in Hypertension Seminar Series?"

- Yes - 12
- No - 0

General Comments Concerning Program:

- Thank you for being thorough & approachable.
- Great!
- Well done! Moved along well
- Great Breaks
- Excellent speakers, very informed
- Please thank speakers for their time
- Food was great - excellent.
- I would like to see the implementation of JNC 7 guidelines by the NIH illegible media blitz change mind set of primary care physicians concerning the guidelines. Inform the consumer via TV about guidelines to increase awareness about the significance of controlling BP and why this is important.
- Let us know at least one month ahead - we could have "spread the word" it was very informative.
- Well done.

The CME committee will meet again on April 11th to review the evaluations from our programs and to revise and/or change the agendas accordingly.

After reviewing the comments compiled in last years' evaluations, the committee agreed to place more emphasis on group discussions and to provide more case studies within the lectures as well as during lunch.

Due to lower attendance figures in the early part of last year, the marketing strategy was changed to include NPs, Physicians' Assistants, RNs and Pharmacists when appropriate. This has led to an increase in numbers although other strategies including a broader mailing list, use of local hospitals and organizations in encouraging attendance as well as using both email and fax numbers to market each event are also being tried.