

Media Kit



Welcome to CardioSmart, the patient education and empowerment initiative brought to you by the American College of Cardiology.

Our mission is to help individuals prevent, treat and manage cardiovascular disease.



OVERVIEW

CardioSmart is part of the American College of Cardiology's commitment to patient-centered care. The program is based, in part, on the growing body of evidence suggesting that the patient's experience of care along with medical outcomes can be improved when people become more knowledgeable and engaged in their own health management and care. Our goal in this effort is to continually improve both the care experience and health outcomes for people with heart disease. We aspire to achieve this goal through the development of partnerships, programs and tools that draw the patient and family members into the care process through evidence-based, clinician-facilitated patient engagement resources (i.e., information sharing, patient participation, goal-setting and care collaboration). We also seek to enhance the provider-patient relationship and bridge the gap that currently exists between clinician communications and patient/family understandings of their critical roles in managing their heart health.

CardioSmart is overseen by the Patient-Centered Care Committee of the College. This committee provides overall strategic guidance for the broader patient-centered care initiatives conducted by the ACC, including the *CardioSmart* program. The Patient-Centered Care Committee includes members of the College who are active in programs and initiatives representing key and relevant mission areas of the ACC, including education, advocacy, and science and quality, as well as special member interest sections including fellows in training and practice administrators.

Martha Gulati, MD, MS, FACC *CardioSmart.org* Editor-in-Chief



Martha Gulati, MD, MS, FACC, is the *CardioSmart.org* Editor-in-Chief. Her exceptional commitment to and passion for the study of women and cardiac diseases has won her numerous awards and distinctions.

In 2011, she received the first CREDO (Coalition to Reduce Racial and Ethnic Disparities in Cardiovascular Outcomes) Award from the American College of Cardiology, which was given to honor her contributions to improving cardiovascular health care of women patients.

Gulati has published articles in top peer-reviewed publications and her research has been featured in hundreds of newspapers across the world. She is also the author of the best-seller "Saving Women's Hearts."

Gulati received her medical degree from the University of Toronto, Canada. She went on to complete her internship, residency and cardiology fellowship at the University of Chicago, where she also received a Master of Science. Gulati is a Fellow of the American College of Cardiology and the American Heart Association.

In her role as *CardioSmart.org* Editor-in-Chief, Gulati is responsible for the oversight of all *CardioSmart.org* materials.

WHAT IS CARDIOSMART?

CardioSmart is the patient education and empowerment initiative brought to you by the American College of Cardiology. We offer patients and their providers the tools and resources that enable a more effective clinician/patient dialogue.

CLINICIAN RESOURCES



» **CardioSmart TV:** ACC members have the opportunity to bring CardioSmart's patient education information to their practice waiting room. CardioSmart TV comes loaded with video content featuring the latest cardiovascular news, messages on prevention, and information on heart disease and procedures. CardioSmart TV also comes with a complimentary wallboard and brochures.



» **CardioSmart Explorer App:** Utilizes high-resolution cardiac graphics and animations designed to help clinicians review and discuss common heart problems and treatment options at the point of care.



» **CardioSmart Education Materials:**

- Infographic posters – vibrant visual representations on important health topics for display in waiting and exam rooms
- More than 200 factsheets on multiple health topics that can be downloaded as PDFs, printed and distributed to patients.

PATIENT/CAREGIVER RESOURCES:



» **CardioSmart.org:** Patients and caregivers can explore interactive online resources, covering everything from heart disease to diet and exercise.



» **Incentive Programs:** CardioSmart Monthly Challenges help patients and caregivers get on track toward healthy living. Challenge participants earn points for each entry and additional points for every successful completion of a challenge. Points never expire and can be redeemed for revolving prizes in the CardioSmart Store.



» **CardioSmart Med Reminder App:** A free and easy-to-use app that helps patients take their medications as prescribed. It functions as a personal medication record to help patients communicate with health care providers about the medications they take. Patients can add medications, choose to get pill reminders, add personal notes and get easy access to drug data.



» **Community Engagement:** CardioSmart engages with health care institutions across the U.S. to host a series of live educational programs. The programs are led by ACC members and are intended for patients living with a specific condition and their caregivers.



» **CardioSmart OnCall:** For an affordable fee, patients can participate in a comprehensive one-on-one telephonic coaching program or an online self-help program.





“Patient education is key to early recognition and prevention of heart disease, and as physicians, it is our duty to provide our patients with the tools they need to keep their hearts healthy. CardioSmart provides the platform for just that.”

Martha Gulati, MD, MS, FACC
CardioSmart.org Editor-in-Chief



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