



This issue's [Profiles in Leadership](#) features **Alan T. Hirsch, M.D.**, Chair of SVMB's Committee on Intersocietal Relations and **Thom W. Rooke, M.D.**, Treasurer of SVMB.

Notes from the President John P. Cooke MD PhD



National P.A.D. week begins Sept 18!

On August 3, the Senate passed a resolution designating Sept 18-22 as National Peripheral Arterial Disease Awareness Week. The successful passage of this resolution represents a major victory for the P.A.D. Coalition led by SVMB Fellow Dr. Alan Hirsch (see "Profiles in Leadership" below).

Senators Byron Dorgan (D-North Dakota) and Mike Crapo (R-Idaho) introduced the successful Senate resolution. Crapo and Dorgan are co-chairs of the Senate Heart and Stroke Coalition, a group dedicated to the awareness, education and legislative advocacy for heart diseases and stroke related issues.

"P.A.D. is an alarming disease with dire implications for so many Americans," Crapo said. "National P.A.D. week will make more Americans aware of the disease in hopes they can improve their cardiovascular health or to seek care."

"A national awareness week for P.A.D. is important," Dorgan said. "Most people with P.A.D. do not have noticeable symptoms, and those who do have symptoms often do not recognize them as such. A National P.A.D. week will help raise awareness about this serious disease, including how it can be detected and treated."

We congratulate Dr. Hirsch and the other members of the P.A.D. Coalition (in particular SVMB Fellows Drs. Emile Mohler, Heather Gornik, Josh Beckman, and Michael Jaff) for their outstanding work in advocating for our field and for patients with vascular disease.

Stay in Circulation: A National Campaign

National P.A.D. Week is designed to educate Americans, raise awareness on the consequences of undiagnosed and untreated P.A.D., and calls on Americans to observe the week with appropriate programs and activities. This week marks the launch of the national campaign Stay in Circulation: Take Steps to Learn about PAD. In addition to the campaign kick-off that will take place on September 19 2006 at the P.A.D. Coalition annual meeting, nationwide media outreach efforts are planned for the entire week. The P.A.D. Coalition has developed materials for the vascular practitioner and professional organizations to reinforce the campaign nationally, including stickers, banners, artwork and media materials.

Stay in Circulation is the first national awareness campaign to increase public and health care provider awareness about P.A.D. The campaign is sponsored by the National Heart, Lung and Blood Institute (NHLBI), together with the P.A.D. Coalition. The three key themes for lay education are that healthy legs are part of healthy aging and continued independence; healthy legs let you enjoy the activities that you want to do; and that slowing down is not inevitable. The core message is that P.A.D. robs people of their independence and mobility, and increases the risk of heart attack, stroke, amputation and death. Prevention, detection and treatment increases the time that individuals are active, healthy and participating with friends and family in activities they enjoy.

For more information about the Stay in Circulation campaign, and for useful patient education tools including a laminated wall chart for your office, go to the P.A.D. Coalition website at <http://www.padcoalition.org>.

Profiles in Leadership



Alan T. Hirsch

Alan T. Hirsch, M.D. is a founding member and Past President of the SVMB, and currently Chair of the Committee on Intersocietal Relations. In this role, he has been exceedingly active, most notably in his organization of the P.A.D. Coalition as described below. He is Professor of Epidemiology and Community Health at the University of Minnesota School of Public Health and Medical School, as well as Director of Abbott Northwestern Hospital's Vascular Center in Minneapolis.

Dr. Hirsch received his undergraduate degree from Harvard College; medical degree at the University of California in San Francisco; and post-graduate internal medicine residency at the University of Chicago Hospitals and the University of California Hospitals in San Francisco.

His research work has focused on community-based peripheral arterial disease detection and treatment. Notable studies initiated by Dr. Hirsch include the PARTNERS database and REACH Registry. Currently he chairs the NHLBI-sponsored CLEVER trial to evaluate exercise vs. endovascular vs. optimal medical therapies for individuals with P.A.D.

He is a member of the American Heart Association Interdisciplinary Working Group on Atherosclerotic Peripheral Vascular Disease, and contributed to the “ACC-AHA Guidelines for the Management of Patients with Peripheral Arterial Disease” and the “P.A.D. Guideline Implementation Task Force”. He spearheaded the organization of the “Peripheral Arterial Disease Coalition” which he now chairs. The P.A.D. Coalition now includes 37 organizations including founding member SVMB. The NHLBI has committed \$3 million toward the national campaign to increase national awareness of P.A.D. This national collaboration represents an unprecedented opportunity to have a positive impact on the health and well-being of millions of Americans with P.A.D.



Thom W. Rooke

Dr. Thom Rooke has a long history of service to the SVMB and is currently Treasurer of the Society. Furthermore, he has successfully organized the 2005 and the 2006 Board Review Course in Vascular Medicine. These courses were over-subscribed and highly lauded by the participants.

Dr. Rooke obtained a BS in Physiology at the University of Michigan and an MD at Johns Hopkins School of Medicine. After completing Internal Medicine and Cardiovascular Medicine residencies at Mayo Clinic, he joined the Vascular Medicine section at Mayo. He is currently Head of the Section and Krehbiel Professor of Vascular Medicine, and he founded the Mayo Clinic Wound Care Center.

Dr. Rooke serves on a number of national boards, committees, and societies. His major area of interest remains non-invasive vascular testing, and toward that end he is President-Elect of the Intersocietal Commission for the Accreditation of Vascular Laboratories (ICAVL).

Dr. Rooke's interests include erythromelaegia, medical writing – fact and fiction, peripheral vascular medicine, sclerotherapy for varicose veins, swollen limbs, and the art of the medical lecture.

Join the SVMB in Baltimore in 2007!

I look forward to seeing you soon at the SVMB Annual Scientific Sessions in Baltimore June 7-10, 2007, at the Baltimore Marriott Waterfront Hotel. The Scientific Organizing Committee, led by Dr. Michael Bacharach, has crafted a superb program which will provide timely reviews of Vascular and Endovascular Medicine. Alternatively, you may want to register for the SVMB Board Review, organized again by Dr. Thom Rooke. If you haven't already taken the Vascular or Endovascular Certification examinations, this course will prepare you well for the ABVM examinations in September of 2007. Nationally recognized experts will provide you with a rich fund of knowledge supplemented by the updated and comprehensive syllabus. This course continues to be oversubscribed, so register early!

*Set on the edge of Baltimore's Inner Harbor, the Marriott Waterfront Hotel is convenient to attractions such as the National Aquarium in Baltimore, Maryland Science Center, and the USS Constellation, and the Convention Center. Soon, on www.svmb.org there will be a hotel registration web site link for convenient online booking for a room at the Society's group rate.

New Committees and Chairs

I am pleased with the way that the SVMB committee system has organized our efforts towards advancing the mission of the society to promote excellence in education, research and clinical care in Vascular Medicine and Biology. This month I have made some changes to the committee structure to further support our work. I have added two new committees, Advocacy and Emerging Leadership.

The Advocacy Committee will be chaired by Dr. Heather Gornik of Cleveland Clinic. This committee is charged with advocacy to improve the national vascular health. This committee is involved in educational efforts toward laymen, legislators and professionals which are meant to enhance awareness of vascular diseases and their

treatment. The committee interacts with organizations and consultants that are working with SVMB to advocate for legislation on 3rd party reimbursement to improve the quality and reimbursement of vascular care (e.g. CQO, CASRG). Within the Advocacy Committee, there is a Lay Education Subcommittee. This sub committee is responsible for developing and promulgating educational materials for the public. It is responsible for promoting the Society and its mission in the media, with the advice and consent of the Board.

The Emerging Leadership Committee will be chaired by Dr. Robert Eberhardt of Boston University School of Medicine. The members of this Committee are emerging leaders in vascular medicine and biology. The task of this committee is to involve and integrate emerging leaders into the committee structure of the Society. In particular, the subcommittee will provide input into educational activities of the SVMB, such as the annual scientific sessions, YIA competition, and the society journal. The committee chair will nominate liaisons to the other committees. The liaisons will participate in the work of the committees, and will provide input to the parent committees which represents the perspective of students, residents, trainees and new members of the SVMB.

Finally, to provide some voice for our global members, I have added an International Subcommittee to the Membership Committee. This subcommittee is concerned with increasing international membership in the SVMB; advocating for international members; and fostering international interactions. Dr. Teresa Abola of the Philippines Heart Institute has agreed to direct this subcommittee.

I thank Drs. Gornik, Eberhardt and Abola for offering their assistance on behalf of the Society. They join a dedicated group of individuals that actively participate in the important work of the Society. If you would like to be involved in the committee work of the Society, please let me know of your interest.

With best regards,

John P Cooke MD PhD, President SVMB