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**INTERVENT Medical Director and CEO among Authors of Publication in Prestigious
*Journal of the American College of Cardiology***

SAVANNAH, GA (February 3, 2015) – Dr. Neil Gordon, medical director and chief executive officer of INTERVENT International, joined experts from Emory School of Medicine, the Mayo Clinic and William Beaumont Hospital in a recent publication in the prestigious *Journal of the American College of Cardiology* that questioned the viability and sustainability of the current, conventional cardiac rehabilitation model.

Atherosclerotic cardiovascular disease (ASCVD) continues to increase annually in the United States along with its associated enormous costs. Costs related to ASCVD and stroke exceeded \$315 billion in 2010 and are projected to triple over the next 20 years. A multidisciplinary cardiac rehabilitation and risk reduction program is an essential component of ASCVD prevention and management. Despite the strong evidence for cardiac rehabilitation in the secondary prevention of ASCVD, it remains vastly underutilized due to significant barriers. The current model of cardiac rehabilitation delivery is unsustainable and needs significant improvement to provide cost-effective, patient-centered, comprehensive secondary ASCVD prevention.

Up to 80 percent of patients eligible for cardiac rehabilitation do not participate. Less than 50 percent of heart attack patients who receive referrals to cardiac rehabilitation enroll within six months following their event.

Barriers to patient participation in conventional cardiac rehabilitation programs include:

- Accessibility (transportation, number and geographic distribution of cardiac rehabilitation programs)
- Affordability (lack of insurance, high co-pays, use of costly models)
- Lack of knowledge of benefits and motivation to participate

Convenient and cost-effective strategies that were suggested as alternatives to in-person and center-based cardiac rehabilitation programs include telemedicine and Internet-based programs and home-based programs using nonphysician health professionals to supervise and monitor patients.

The article concludes: “It is time to rebrand and reinvigorate. Cardiac rehabilitation of the future must be a patient-centered, comprehensive secondary prevention program delivered through a variety of easily accessible care models that emphasize the value of cardiac rehabilitation outcomes and cost effectiveness.”

Dr. Gordon says, “We’re not suggesting that conventional cardiac rehabilitation programs should be replaced. Rather, in addition to conventional cardiac rehabilitation programs, we’re recommending new delivery models to help better meet the various needs of individual

patients, to engage the many patients who currently do not participate and to provide ongoing monitoring and treatment after completion of a conventional cardiac rehabilitation program. As stated in the article, we believe it is critical when deploying new delivery models (such as telephone lifestyle health coaching) to utilize only those programs that have specifically been shown to be both clinically effective and cost effective in peer-reviewed published clinical trials.”

For more information, go to: www.cardiosmart.org/News-and-Events/2015/01/Experts-Emphasize-the-Importance-of-Cardiac-Rehabilitation

Source: Sandesara PB, Lambert CT, Gordon NF, Fletcher GF, Franklin BA, Wenger NK, Sperling L. Cardiac Rehabilitation and Risk Reduction: Time to “Rebrand and Reinvigorate,” *Journal of the American College of Cardiology* 2015;65(4):389-395.

About INTERVENT

INTERVENT International is a global company that develops, licenses and provides evidence-based programs for the prevention and management of cardiovascular and other chronic diseases. The primary purpose of INTERVENT’s programs is to improve individual and population-based measures of health while simultaneously reducing healthcare costs and enhancing productivity. The programs provide unique solutions for employers, health insurers, healthcare systems, physicians, individual consumers and others. INTERVENT’s programs have been successfully used to serve numerous clients on multiple continents and in a variety of languages via telephone call centers and the Internet. For more information, visit www.myintervent.com and www.intervent.ca or email info@myintervent.com.
