Sea Changes in Cardiology Practice Predicted

The 'outpatient coronary

manage arrhythmic

and have access to

care unit' will allow us 'to

conditions and comorbidities

continuous monitoring data.'

With technological advances, primary caregivers will manage increasingly complex cardiology patients.

> BY BRUCE JANCIN Denver Bureau

NEW ORLEANS — In coming years, technologic advances will allow primary care physicians to function more and more like cardiologists—and to take over some aspects of traditional cardiology practice, Douglas P. Zipes, M.D., predicted at the annual meeting of the Heart Rhythm Society.

This turf reconfiguration will likely come about due to looming technologic advances, including genomic screening for susceptibility to sudden cardiac death, noninvasive mapping of the heart to pinpoint the site of ventricular tachycardia or accessory pathways, noninvasive autonomic imaging of sympathetic enervation of the heart, and vagal imaging of the ventricle.

The primary care physician caring for a patient with, say, chest pain, will be able to order these noninvasive tests much like ordering a chest x-ray. Armed with the results and with detailed practice guidelines, this physician will probably be able to manage an increasing number of patients without need for cardiology referral, according to Dr. Zipes, former president of the Heart Rhythm Society and the American College of Cardiology.

"In the future, this may well affect the

whole paradigm of how we take care of patients. We've seen some of this already in cardiovascular surgery, as we the interventional cardiologists or electrophysiol-

ogists have usurped the cardiothoracic surgeons by our use of catheters for electrophysiologic studies and stenting," said Dr. Zipes, distinguished professor emeritus of medicine, Indiana University, Indianapolis.

Cardiologists needn't worry, though; they have job security well into the indefinite future. That's because with the aging of the American population, the prevalence of three major forms of cardiovascular disease-atrial fibrillation, heart failure, and sudden cardiac arrest—is expected to at least double in the next 25 years. There will be plenty of work for all, he continued.

Among his other provocative predictions for arrhythmia management over the next 5-10 years, and in some cases bevond. were:

► A fork in the road for implantable cardioverter defibrillators. For years, ICDs have been growing more complex. That will continue. Some will soon be capable of monitoring comorbid conditions such as heart failure, diabetes, and atrial fibrillation. But payer pressures will force device manufacturers to also offer very simple bare-bones ICDs.

We're at a branch point with implantable devices. In the future, one size

will no longer fit all." Dr. Zipes said.

▶ More remote patient management. All of the major implantable device manufacturers have developed their own proprietary systems for remote patient monitoring and de-

vice reprogramming. "I call this the outpatient coronary care unit, where we'll be able to manage arrhythmic conditions and comorbidities and have access to continuous monitoring data."

- Noninvasive arrhythmia ablation. Gynecologists have blazed the trail here. The Food and Drug Administration-approved Exablate 2000 employs MRI together with focused ultrasound for noninvasive surgical ablation of uterine fibroids. Something similar will surely be developed for ablation of arrhythmogenic foci in patients at risk for sudden cardiac death.
- ▶ The biologic pacemaker. This sort of cell-based therapy faces numerous hur-

dles, both political and scientific, but it's coming eventually for survivors of sudden cardiac arrest.

▶ Novel neurostimulation-based antiarrhythmic therapies. Dr. Zipes and his associates recently documented a major reduction in ischemic ventricular arrhythmias with thoracic spinal cord stimulation in dogs with healed MI and superimposed heart failure.

Thoracic spinal cord stimulation applied by a device implanted next to the spinal column is already FDA approved for treatment of chronic refractory back pain. It's also under active investigation for refractory angina, an application where it shows considerable promise. The Indiana investigators reasoned that modulation of spinal cord activity could also curb ventricular arrhythmias.

And indeed it did. They showed in the dog model that this kind of spinal cord stimulation increased vagal and reduced sympathetic activity to the heart.

Similarly, Dr. Zipes and his associates recently analyzed the cardiac electrophysiologic effects of intrathecal clonidine, another novel therapy for chronic pain. Clonidine is an α_2 -agonist that works centrally and at the spinal cord level to reduce sympathetic activity. The investigators showed intrathecal clonidine also decreased sympathetic activity to the myocardium, significantly reducing in ischemia-related ventricular arrhythmias in dogs.

CLASSIFIEDS

Also Available at www.ecardiologynews.com

PROFESSIONAL OPPORTUNITIES

Baton Rouge Area

Hospital sponsored or join existing private Cardiology practice in desirable fastgrowing community 15 minutes from Baton Rouge associated with modern 137 bed hospital facility. \$500K salary/guarantee. Donohue and Associates 800-831-5475 Fax 314-984-8246

E/m: donohueandassoc@aol.com

Hayman Daugherty Associates **Baltimore Area**

- Over \$300,000 in bonuses
- Call of 1:7
- Partnership with NO buy-in
- · Close to several major cities

800-765-0432 kim@haymandaugherty.com www.haymandaugherty.com

NEW 2005! CLASSIFIEDS

Cardiology News Rates 4 Column Classified Ads From 1" to 12" Sizes from 1/48th of a page to a full page

For Deadlines and More Information Contact:

Robin Cryan 360 Park Avenue New York, NY 10010 Tel: 1-800-379-8785 or fax your ad to: 212-633-3820 Email ad to: r.cryan@elsevier.com

Physician placement firm seeking doctors interested in relocating or making a practice change. Fax CV to 770-908-2203, CV received in complete confidence. NAPR member.

Look to Classified Notices for practices available in your area.

Taking off this afternoon?

You chose the medical field for lots of reasons. One of them was probably the quality of your free time. Is it all you hoped it would be?

cardio Vorking.com A job board just for cardiology. | 877.723.7823

Disclaimer

CARDIOLOGY NEWS assumes the statements made in classified advertisements are accurate, but cannot investigate the statements and assumes no responsibility or liability concerning their content. The Publisher reserves the right to decline, withdraw, or edit advertisements. Every effort will be made to avoid mistakes, but responsibility cannot be accepted for clerical or printer errors.

WriteMD suite **Integrated Medical Office**

PRODUCTS

Appointments- AppTrek \$199 Billing-Click'nClaim \$999 Charting with unique Graphic Palettes

Intuitive Screen based (basic) EMR \$1,499

Works just the way the Doctor does! EM Coder, Copy note, make letter Rounds, Electronic Superbill and more... Optl modules – Fax, Scanning/Attachments, Preventive Care, EDI www.WriteMD.com Tel - 866 277 8735

PRACTICE FOR SALE

Cardiology Medical **Practice for Sale**

Great So. California Beach Area. Wonderful opportunity. Excellent Hospital Support. Great place to live. Twenty-Eight years established. Annual Collections \$750,000. Excellent net to Doctor.

Visit www.ppsmedical.com or call Professional Practice Sales 949.583.0893