

IN THIS ISSUE

- 12 Arrhythmias & Electrophysiology**
A tailored approach to catheter ablation recognizes that atrial fibrillation varies from patient to patient.
- 20 Epidemiology & Prevention**
Inactivity is as important as obesity in metabolic syndrome, 22
- 24 Acute Coronary Syndromes**
Early administration of lytics after MI remains key despite advances in PCI.
- 26 Cerebrovascular Diseases**
Stroke patients should be monitored for silent arrhythmia in the first 24 hours.
- 32 Interventional Cardiology**
Dr. Stephen F. Stanziale and Dr. Frank J. Criado share their views on stenting in octogenarians.
- 36 Heart Failure**
Stand-alone biventricular pacing for CRT is underused.
- 38 CAD & Atherosclerosis**
Atherogenic lipoproteins are better predictor of CHD than cholesterol.
- 41 Surgery**
Robotic off-pump CABG is safe and effective, 44
- 46 Drugs & Devices**
An inhaled insulin product will help reduce postprandial glucose levels in more type 2 diabetics, 48
- 51 Practice Trends**
Policy & Practice, 53
Guest Editorial: Dr. Joseph S. Eastern on how to slash your accounts receivable, 54
- 55 On the Beat**
Reader Services
Classifieds, 49
Index of Advertisers, 51

EDITORIAL
ADVISORY BOARD

- SIDNEY GOLDSTEIN, M.D., Michigan**
Medical Editor
- JONATHAN ABRAMS, M.D., New Mexico**
Associate Medical Editor
- ERIC R. BATES, M.D., Michigan**
- GEORGE BELLER, M.D., Virginia**
- STEVEN F. BOLLING, M.D., Michigan**
- ROBERT M. CALIFF, M.D., North Carolina**
- PRAKASH C. DEEDWANIA, M.D., California**
- KIM A. EAGLE, M.D., MICHIGAN**
- JAMES J. FERGUSON, III, M.D., Texas**
- JOHN FLACK, M.D., Michigan**
- THOMAS D. GILES, M.D., Louisiana**
- ANTONIO M. GOTTO, Jr., M.D., New York**
- DAVID L. HAYES, M.D., Minnesota**
- DAVID R. HOLMES, Jr., M.D., Minnesota**
- BARRY M. MASSIE, M.D., California**
- CHRISTOPHER M. O'CONNOR, M.D., North Carolina**
- NATESA G. PANDIAN, M.D., Massachusetts**
- ILEANA L. PIÑA, M.D., Ohio**
- OTELIO RANDALL, M.D., Washington, D.C.**
- THOMAS J. RYAN, M.D., Massachusetts**
- HANI N. SABBAH, Ph.D., Michigan**
- LESLIE ANNE SAXON, M.D., California**
- DAVID H. SPODICK, M.D., Massachusetts**
- NEIL J. STONE, M.D., Illinois**
- PAUL D. THOMPSON, M.D., Connecticut**
- ROBERTA WILLIAMS, M.D., California**

HEART OF THE MATTER

CME and Pharma

In the beginning, continuing medical education was the province of medical schools, supported in part by federal funds.

In the 1980s the pharmaceutical industry, later joined by the device industry, developed a series of blockbuster drugs and devices that had the potential to benefit large numbers of patients with cardiovascular diseases. In order to educate physicians about these new advances, CME programs appeared to be a natural vehicle. The federal government had long given up on its support of outreach programs, and academic medical centers saw industry support as a way to expand both postgraduate and house staff educational programs.

The pharmaceutical and device industries saw CME as a method for marketing their products to physicians in the hospital setting, while providing an educational service to the medical profession. There was a clear need to educate physicians in the use of new and effective drugs that were developed to treat hypertension, angina, and postmyocardial infarction patients. Drug and device manufacturers could use academics and

investigators who had participated in clinical trials to carry the message of the trials to the physician. This proved to be a very effective way of translating the results of clinical trials to the bedside, and it led eventually to evidence-based medicine and clinical guidelines.

By wrapping their product information inside a bona fide, disease-centered scientific program, drug and device manufacturers could advance both the principles of good medicine and the use of their products. Using academic medical centers, industry could achieve legitimacy, and by carefully selecting members of "speakers' bureaus," it could make sure that doctors, both familiar and sympathetic to its products, articulated its message.

The pharmaceutical and device industries now support almost the entire spectrum of CME, from house staff lunches to the conventions of our national medical organizations. Without their support, postgraduate medical education would collapse. Medical educators have not been naive to the mixed motives of industry. In the last decade, industry has established a variety of guidelines by which medical education

programs are monitored and conducted. Many of the excesses have been largely corrected.

To some, the intimacy of industry with medical education is still uncomfortable, and to others it is considered unethical. Proposals in editorials (JAMA 2006;295:429) and reported in this newspaper have suggested several changes in the relationship of industry to CME. These include the nonparticipation of academic faculty in speakers' bureaus and the construction of educational pools funded by industry and administered by academic medical centers in which industry input would be barred.

It remains to be seen how far academia and industry will be willing to participate in these changes. There is little question of the tremendous need for CME in our rapidly changing medical world. There is clearly a lack of funds from any other source. It is also apparent that industry depends on an educated medical profession to sell its products. Everyone can benefit by creating an educational environment focused on science and free of marketing bias. ■

DR. GOLDSTEIN, *medical editor of CARDIOLOGY NEWS, is professor of medicine at Wayne State University and division head, emeritus, of cardiovascular medicine at Henry Ford Hospital, Detroit.*

Cardiology News

President, IMNG Alan J. Imhoff

Executive Director, Editorial Mary Jo M. Dales

Executive Editor, IMNG Denise Fulton

Executive Editor, EGMN Kathy Scarbeck

Publication Editor Catherine Hackett

Publication Associate Editor Renée Matthews

Senior Editors Kathryn DeMott, Gwendolyn B. Hall, Gina L. Henderson, Sally Koch Kubetin, Teresa Lassman, Mark S. Lesney, Catherine Cooper Nellist, Calvin Pierce, Terry Rudd, Robin Turner, Elizabeth Wood

Associate Editors Alicia Ault, Christina Chase, Jay C. Cherniak, Richard Franki, Deeanna Franklin, Randall Frey, Joyce Frieden, Jennifer Lubell, Amy Pfeiffer

Bureaus Betsy Bates (Los Angeles), Sherry Boschert (San Francisco), Doug Brunk (San Diego), Bruce K. Dixon (Chicago), Robert Finn (San Francisco), Bruce Jancin (Denver), Kate Johnson (Montreal), Timothy F. Kirn (Sacramento), Jane Salodof MacNeil (Southwest), Diana Mahoney (New England), Damian McNamara (Miami), Michele G. Sullivan (Mid-Atlantic), Nancy Walsh (New York), Patrice Wendling (Chicago), Sharon Worcester (Southeast), Mitchel L. Zoler (Philadelphia)

Senior Writers Jeff Evans, Elizabeth Mechatie, Mary Ellen Schneider, Heidi Splete, Miriam E. Tucker, Kerri Wachter

Contributing Writers Nellie Bristol, Christine Kilgore, Mary Ann Moon

Copy Chief Felicia R. Black

Assistant Copy Chief Carol Nicotera-Ward

Copy Editors John R. Bell, Therese Borden, Julia Duncan, Virginia Ingram-Wells, Jane Locastro, Jeannie Massie, Leanne Sullivan

Editorial Offices 12230 Wilkins Ave., Rockville, MD 20852, 800-445-6975, cardiologynews@elsevier.com

Executive Director, Operations Jim Chicca

Director, Production/Manufacturing

Yvonne Evans

Production Manager Judi Sheffer

Production Specialists Anthony Draper, Thomas Humphrey, Rebecca Slebodnik, Mary D. Templin

Information Technology Manager Doug Sullivan

Senior Systems Administrator Lee J. Unger

Systems Administrator Drew Mintz

Operations Assistant Melissa Kasimatis

Art Director Louise A. Koenig

Assistant Design Supervisor

Elizabeth B. Lobdell

Design Staff Sarah L. Gallant, Forhad S.

Hossain, Julie Keller, Yenling Liu, Angie Ries

Photo Editors Vivian E. Lee, Sheryllyn M. Mattes, James E. Reinaker

Project Manager Susan D. Hite

Assignments Coordinator Megan Evans

Departmental Coordinator Vicki Long

Editorial Coordinator Daniela Silva

H.R. Manager Philip Cooksey

Regional Manager of Facilities Chris Horne

Receptionist YoLanda L. Mitchell

Address Changes Fax change of address (with old mailing label) to 301-816-8736 or e-mail change to subs@elsevier.com

CARDIOLOGY NEWS is an independent newspaper that provides the practicing specialist with timely and relevant news and commentary about clinical developments in the field and about the impact of health care policy on the specialty and the physician's practice.

The ideas and opinions expressed in CARDIOLOGY NEWS do not necessarily reflect those of the Publisher. Elsevier Inc. will not assume responsibility for damages, loss, or claims of any kind arising from or related to the information contained in this publication, including any claims related to the products, drugs, or services mentioned herein.

V.P., Med. Ed./Bus. Development

Sylvia H. Reitman

Program Managers, Med. Ed. Sara M. Hagan,

Malika Wicks

Senior Director, Marketing/Research

Janice Theobald

Marketing Associate Jennifer Savo

Sales Director Mark E. Altier

Executive Director, Business Operations

Bari Edwards

Bus. Manager Brian O'Connor

Adv. Services Manager Joan Friedman

Credit Supervisor Patricia H. Ramsey

Manager, Administration/Conventions

Lynne Kalish

Sales Assistant Kathy Craine

Receptionist Linda Wilson

National Account Managers Sue Fagan,

973-290-8226, s.fagan@elsevier.com;

Barbara Napoli, 973-290-8224, b.napoli@elsevier.com;

Christy Tetterton, 973-290-

8231, c.tetterton@elsevier.com

Advertising Offices 60 Columbia Rd., Bldg. B,

Morristown, NJ 07960, 973-290-8200,

fax 973-290-8250

Classified Sales Manager Robin Cryan, 212-

633-3160, r.cryan@elsevier.com

Classified Advertising Offices 360 Park Ave.

South, 9th Floor, New York, NY 10010,

800-379-8785, fax 212-633-3820

Reprints Call 301-816-8726

POSTMASTER Send changes of address (with old mailing label) to Circulation, CARDIOLOGY NEWS, 12230 Wilkins Ave., Rockville, MD 20852.

CARDIOLOGY NEWS (ISSN 1544-8800) is published monthly by Elsevier Inc., 60 Columbia Rd., Building B, Morristown, NJ 07960, 973-290-8200, fax 973-290-8250. Subscription price is \$80.00 a year. Periodicals postage paid at Morristown, NJ, and additional offices. ©Copyright 2006, by Elsevier Inc.



INTERNATIONAL
MEDICAL NEWS
GROUP



BPA
REGISTERED