



Science. Education. Innovation.

The **Cardiometabolic Health Congress** is leading the fight against cardiometabolic disease through dynamic medical education. Lead by the industry's top experts, CMHC brings together evidence-based medicine, education rooted in adult learning principles, and innovative techniques to positively impact the healthcare community.

CMHC: Advancing the Fight Against Cardiometabolic Disease.



Educational Experience



Live, In-Person

Annual conferences, meetings, and symposia.



Innovative Online

Interactive and engaging education for the HCP.



Print & Resources

Journal publications; clinician and patient resources.



Outcomes Measurement

Engaging outcomes reports analyzing the impact of the education.

CMHC Chairs & Senior Planning Committee



Robert H. Eckel, MD



Christie M. Ballantyne, MD



George L. Bakris, MD



Anne L. Peters, MD



Pamela B. Morris, MD



Deepak L. Bhatt, MD, MPH

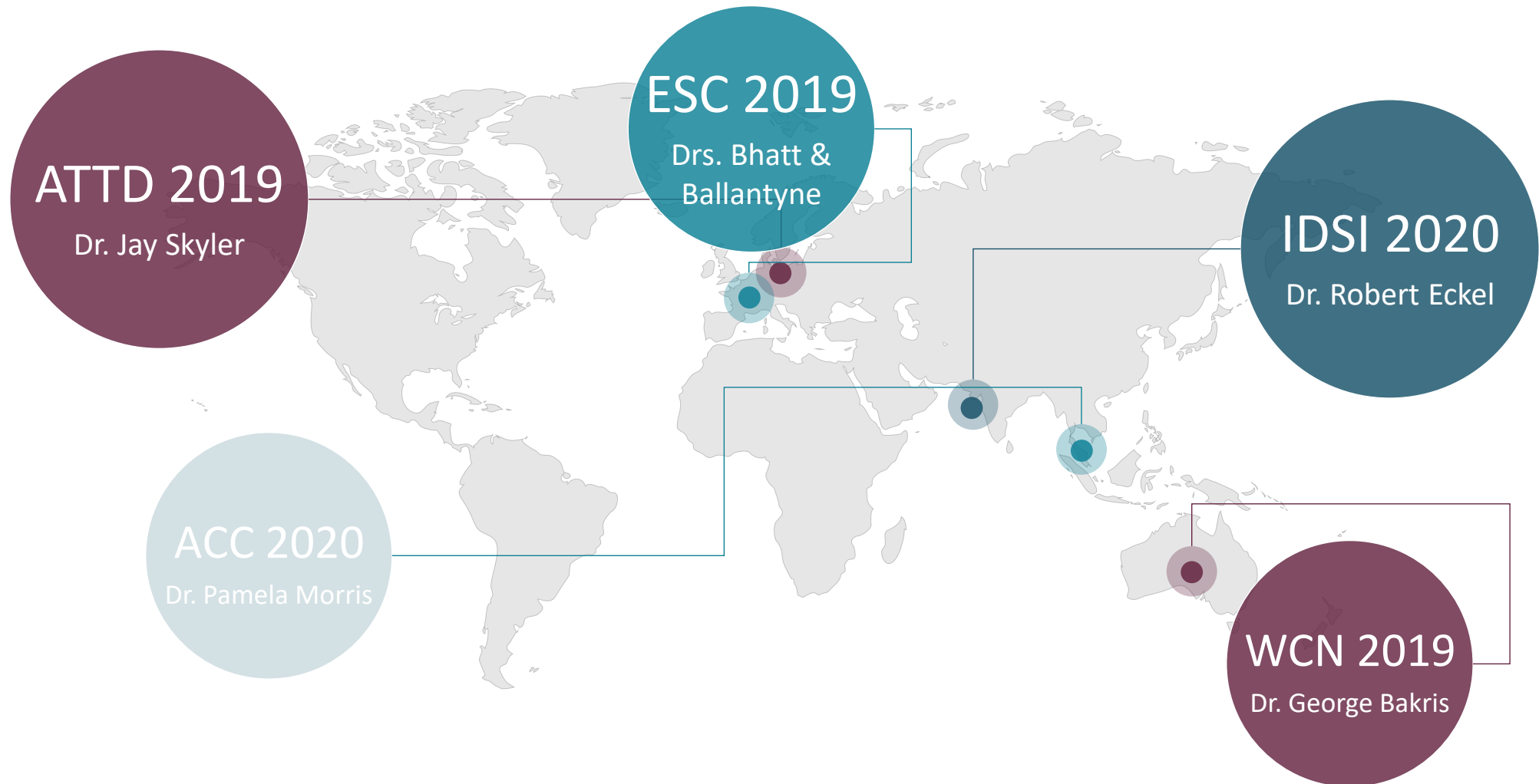


Clyde W. Yancy, MD, MSc, MACP



Keith C. Ferdinand, MD, FACC, FAHA

Global Leaders in Cardiometabolic Health



A large circular graphic on the left side of the slide. The inner circle contains a blurred photograph of a conference stage with two speakers and an audience. The outer ring of the circle is a gradient of maroon and teal colors.

Live Experience

- [Annual Conferences](#)
 - [Satellite Symposia](#)
 - [Live Infographic Activities](#)
 - [Live Case Simulation](#)
 - [Flipped Classroom](#)
 - [Workshops](#)
 - [Live Webinars/Webcasts](#)
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Digital Experience

- [Interactive Infographic](#)
 - [Case Simulation](#)
 - [Digital Highlights](#)
 - [Video Animations](#)
 - [Resources](#)
 - [Social Media Campaigns](#)
 - [Patient Perspectives](#)
-



Global Education



Live Conferences

Multi-day, live conferences held in conjunction with local societies & associations.



Satellite Symposia

Live and enduring satellite symposia held at major medical meetings around the Globe.



Online Education

Innovative online education translated and developed specifically for HCP's around the Globe.



Global Reach

Exclusive partnerships and collaborations provide targeted reach to HCP's around the Globe.

Educational Activity Spotlight



Live and Enduring Webinar

The increasing rates of obesity, diabetes, and metabolic syndrome in the United States are leading to more cases of non-alcoholic fatty liver disease (NAFLD) and its most aggressive subtype, non-alcoholic steatohepatitis (NASH), are now being encountered at a greater frequency in clinical practice. NASH can lead to significant morbidity and mortality, including liver fibrosis, cirrhosis, and hepatocellular carcinoma (HCC)—in fact, HCC caused by NASH is now the second leading cause of liver transplants in the US and poised to become the leading cause of liver transplants by 2020.



Thus, clinicians in several therapeutic areas may treat or possibly encounter patients with diagnosed or undiagnosed NASH, and being aware of this disease is crucial for the early recognition, diagnosis and management in order to improve outcomes. NASH, described as the hepatic manifestation of metabolic syndrome, remains challenging to diagnose and treat, but significant advances have been made in the recent years. This activity will discuss the increasing prevalence and clinical significance of NASH, current and emerging diagnostic methods, what can be done now to manage it, and emerging treatment options that are in advanced clinical development.



Educational Activity Spotlight



Virtual Symposium & Case Simulation



In this symposium, faculty gave an overview of the management of hypercholesterolemia to reduce the risk of adverse atherosclerotic cardiovascular disease (ASCVD) events, including how to identify patients with statin intolerance or with residual risk despite maximized statin therapy, as well as current management of elevated cholesterol with statin and non-statin therapies according to the updated guidelines. In addition, the symposium summarized the evidence on the use of proprotein convertase subtilisin/kexin type 9 (PCSK9) inhibitors, and emerging cholesterol-lowering therapies. Challenges with access to newer therapies and appropriate resources to address this issue will also be reviewed.



During the activity, case-based, patient simulation technology was utilized to provide learners with the opportunity to explore different decision paths and get immediate feedback on their treatment decisions, allowing for enhanced competence in the individualization of therapy for patients at-risk for ASCVD.



A **Patient Testimonial Video** was shown to provide perspective on access to medications.

LINK: <https://www.youtube.com/watch?v=-RnWTVnJytA&t=3s>

A downloadable **RAPID REVIEW POCKET GUIDE: Guidance on Cholesterol Management** was created and provided to attendees to access and refer to on their own.

LINK: https://issuu.com/tarsusmedical/docs/cmhc_-_pocket-guide_0127820_issuu

WHY DOES IT MATTER

THE BIG PICTURE



Cardiovascular Disease is the Leading Cause of Mortality in Patients with T2DM



60% chance of dying from heart disease



Diabetes Patients have 2-4X increased risk for heart disease morbidity and mortality



280,000 heart attacks annually

GAP



Limited strategies to address cardiovascular risk—strict glycemic control not sufficient

CVOTS: A SURPRISING SOLUTION?



A Paradigm Shift in T2DM Management: From Glucose To Cardiovascular Outcomes:

BUT ANOTHER GAP...



More than 20 trials and counting... What do they mean? How can we 'translate' them and get over the co

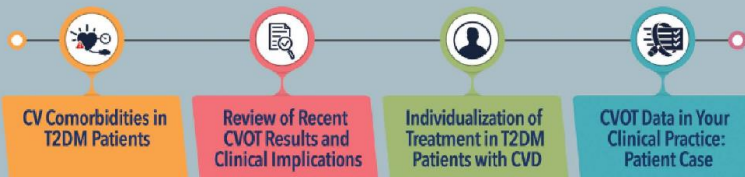
WHAT CLINICIANS NEED TO KNOW

3 THE INTERVENTION

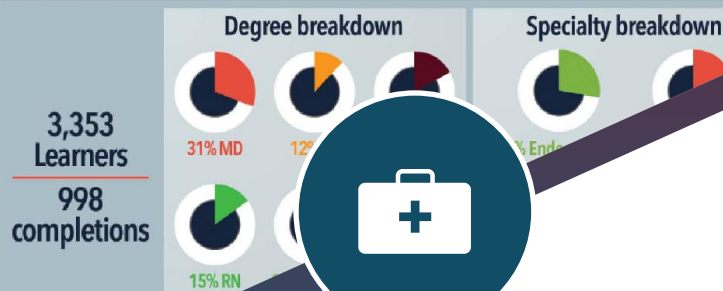
MULTI-MODAL INFOGRAPHIC ACTIVITIES: DIDACTIC LECTURES, CASE-BASED PRESENTATIONS

Live Satellite Symposium -
CMHC Annual October 2018

Enduring Online Activity -
Launched January 19, 2019



4 THE EDUCATION ENGAGED THE APPROPRIATE AUDIENCE



OUTCOMES

Reports

Engaging educational outcomes measurement reports analyzing the impact of the education.

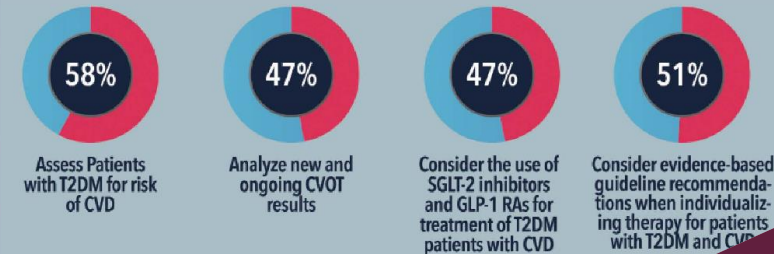
Posters

Succinct educational outcomes posters developed to present the impact summary of the education.

Presentations

In-depth, detailed outcomes presentations provided to entire medical affairs teams to discuss the impact of the education.

6 PRACTICE CHANGES



7 WHAT IT M

Educational Activity Outcomes Spotlight*



Launched 11/30/2019

Live webinar occurred 11/4/2019.

Enduring webinar launched 11/30/19 and is live on the CMHC and myCME websites for one year.



Learners To-Date**

Activity is trending ahead with **2,728 learners** and **1,368 CME completions**.

84% US-based | 16% non-US-based.



Increase in Knowledge

Of participants indicated that the activity increased their knowledge surrounding the management of patients with NAFLD and NASH.



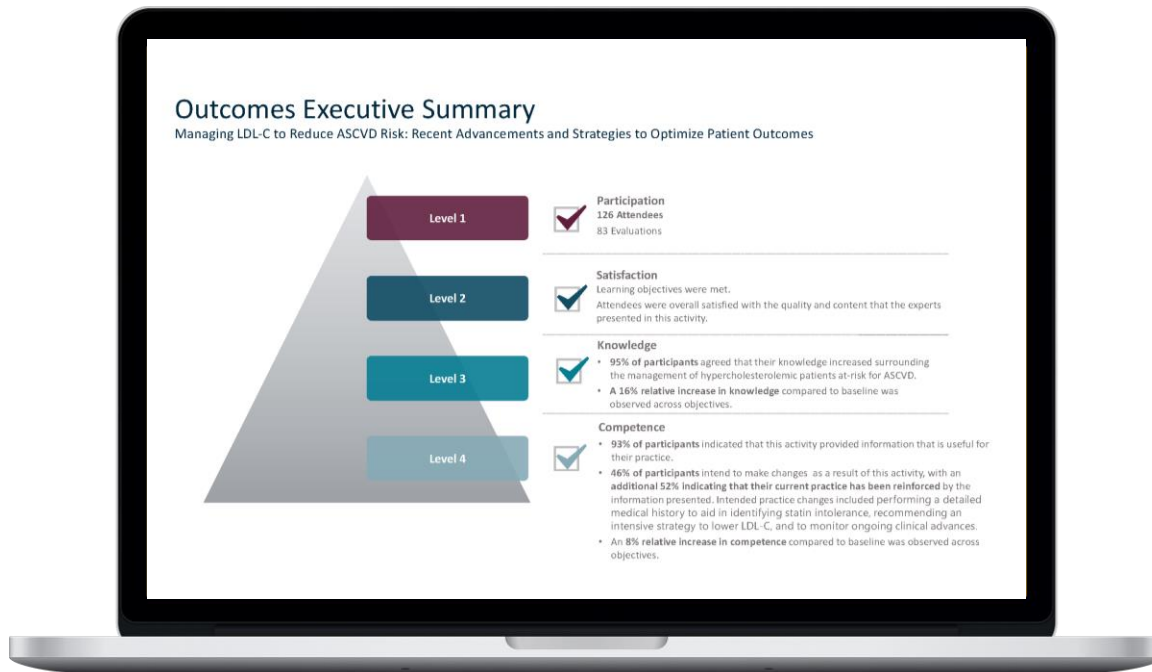
Potential Patient Impact

29,271 Patients per week will potentially be affected by this educational activity.

*Preliminary outcomes report from myCME can be found [HERE](#).

**Data listed is current as of 8/31/2020.

Educational Activity Outcomes Spotlight



95%

Increase in Knowledge

Of participants agreed that their knowledge increased surrounding the management of hypercholesterolemic patients at risk for ASCVD.

46%

Intent to Change

Of participants intend to make changes as a result of this activity.

52%

Practice Reinforcement

Of participants indicated that their current practice has been reinforced by the information presented.



Potential Patient Impact

2,268 Patients per week will potentially be affected by this educational activity.



Passionate

Full-service, in-house team dedicated to producing high-quality medical education to bridge professional practice gaps of healthcare professionals with the goal of improving patient outcomes.



Leaders

CMHC has spent over a decade developing and nurturing KOL and faculty relationships with the top thought leaders in their fields of expertise, allowing CMHC to create and execute the best education possible.



Innovating

Technology is a significant driver behind change; CMHC puts creativity and innovation at the core of the curriculum when it comes to educational design, delivery, and reporting.



Collaboration

Collaboration is key to CMHC, which is why we partner with other organizations, accredited providers, and patient advocacy groups to offer added expertise and assist in expanding access.

