PATHS TO ENGAGEMENT

NATIONAL FORUM’S 15TH ANNUAL MEETING

NATIONAL FORUM FOR HEART DISEASE & STROKE PREVENTION
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<tr>
<td>8:00 a.m. – 9:00 a.m.</td>
<td>Continental Breakfast and Networking</td>
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<tr>
<td>9:00 a.m. – 9:10 a.m.</td>
<td>Welcome/Introductions</td>
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<tr>
<td>9:10 a.m. – 10:30 a.m.</td>
<td>Path 1: Engaging Agenda Setters: Making Cardiovascular Disease Prevention a Priority</td>
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<td>10:30 a.m. – 10:45 a.m.</td>
<td>Break</td>
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<tr>
<td>10:45 a.m. – Noon</td>
<td>Path 2: Engaging More of America in Heart Disease and Stroke Prevention</td>
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<tr>
<td>Noon – 12:10 p.m.</td>
<td>Million Hearts® 2022</td>
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<tr>
<td>12:10 p.m. – 12:50 p.m.</td>
<td>Lunch and Networking</td>
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<td>12:50 p.m. – 1:20 p.m.</td>
<td>National Forum Annual Business Meeting, National Forum Awards</td>
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<td>1:25 p.m. – 2:10 p.m.</td>
<td>Path 3: Engaging Stakeholders Across Health Sectors on Value and Access</td>
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<td>2:15 p.m. – 2:55 p.m.</td>
<td>Fireside Chat: VADM Jerome M. Adams, MD, MPH</td>
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<tr>
<td>2:55 p.m. – 3:00 p.m.</td>
<td>Closing</td>
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<tr>
<td>3:00 p.m. – 3:30 p.m.</td>
<td>Networking Reception</td>
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Dear Colleague,

Thank you for joining us at the National Forum for Heart Disease and Stroke Prevention’s 15th Annual Meeting. You and your organization help make the National Forum unique, as the connecting point for the public, private and social sectors to join forces to prevent cardiovascular disease.

“Paths to Engagement” will examine the current state of cardiovascular health in the U.S. and how we can successfully advocate for prevention and population health in the current environment. The meeting will feature a new format with fewer PowerPoint slides and more dialogue with thought and practice leaders.

Today’s meeting will bring together representatives from over 80 organizations, including individuals from national and international organizations, government, industry, research and healthcare institutions, advocacy, faith-based, and community-based organizations.

We gratefully recognize the members of the Planning Committee for all of their focus and hard work, as well as, AstraZeneca, Novartis, Sanofi/Regeneron, Boston Scientific and the American Heart Association for their generous support as sponsors of today’s meeting.

We look forward to working with you during – and after – this dynamic gathering.

Dave Zook, JD     John M. Clymer
Chair                Executive Director

Annual Meeting Planning Committee
Dave Zook, JD, Faegre Baker Daniels (Chair)
Ryne Carne, Alliance for Aging Research
Jill Ceitlin, MPH, American Heart Association
April Wallace, MPH, American Heart Association
Alicia Smith, MPH, Association of State and Territorial Health Officials
Sharon Moffatt, RN, BSN, MSN, Association of State and Territorial Health Officials
Robin Rinker, MPH, Centers for Disease Control and Prevention
Sonita Dodani, MBBS (MD), FCPS, MSc, PhD, FAHA, Eastern Virginia Medical School
Randahl Kirkendall, MPH, ICF
Jay Glasser, PhD, Medicine and the Public Health Initiative
Stanton B. Shanedling, PhD, MPH, Minnesota Department of Health
Miriam Patanian, MPH, National Association of Chronic Disease Directors
Julia Schneider, MPH, National Association of Chronic Disease Directors
Jennifer G. Smith, MSHP, Texas Association of City and County Health Officials
Virginia J. Howard, PhD, University of Alabama at Birmingham

National Forum Team:
Jen Childress, MS, MCHES; John M. Clymer, Mary Jo Garofoli,
Julie Harvill, MPH, MPA; Debbie Martinez, MS
PATHS TO ENGAGEMENT

Opening Remarks
9:00 - 9:05 a.m.

Dave Zook, JD, Faegre Baker Daniels
National Forum Chair

PATH 1

Engaging Agenda Setters: Making Cardiovascular Disease Prevention a Priority
9:10 - 10:30 a.m.

Despite being the leading cause of death, heart disease and stroke get less attention and fewer resources than some less-deadly diseases. How can we raise the priority and resources for preventing cardiovascular disease?

Moderator - Laura Gordon, Edelman
National Forum Signature Report: Wrong Direction: Troubling Trends in Rate of U.S. Cardiovascular Deaths
Stephen Sidney, MD, MPH, FAHA
Director of Research Clinics, Kaiser Permanente Northern California

Panelists
Michael A. Cropp, MD, MBA, President & Chief Executive Officer, Independent Health

Clay B. Marsh, MD, Vice President & Executive Dean for Health Sciences, Administration
West Virginia University

Q&A

Notes:
Engaging More of America in Heart Disease and Stroke Prevention
10:45 a.m. – Noon

Cardiovascular disease prevention is a priority for more than public health and healthcare. Panelists will discuss why prevention is important to the business sector, military readiness, and communities.

Facilitator
Warren A. Jones, MD, FAAFP, Chief Health Officer, Hampton University

Panelists
Dexter Shurney, MD, MBA, MPH, Former Chief Medical Director/Executive Director for Global Benefits, Health and Wellness for Cummins, Inc.

CSM John Wayne Troxell, Senior Enlisted Advisor to the Chairman of the Joint Chiefs of Staff, U.S. Department of Defense

The Honorable Lydia L. Mihalik, Mayor of Findley, Ohio
Chair, U.S. Conference of Mayors Standing Committee on Children, Health and Human Services

Q&A

Notes:
MILLION HEARTS® 2022

Noon – 12:10 p.m.

Janet Wright, MD, FACC, Executive Director, Million Hearts®
Centers for Disease Control and Centers for Medicare and Medicaid Services

Keeping People Healthy

<table>
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<tr>
<th>Goals</th>
<th>Effective Public Health Strategies</th>
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<tr>
<td>Reduce Sodium Intake</td>
<td>• Enhance consumers’ options for lower sodium foods</td>
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<tr>
<td>25% Target</td>
<td>• Institute healthy food procurement and nutrition policies</td>
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<tr>
<td>Decrease Tobacco Use</td>
<td>• Enact smoke-free space policies that include e-cigarettes</td>
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<tr>
<td>25% Target</td>
<td>• Use pricing approaches</td>
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<tr>
<td></td>
<td>• Conduct mass media campaigns</td>
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<tr>
<td>Increase Physical Activity</td>
<td>• Create or enhance access to places for physical activity</td>
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<tr>
<td>25% Target (Reduction of Inactivity)</td>
<td>• Design communities and streets that support physical activity</td>
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<td></td>
<td>• Develop and promote peer support programs</td>
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Optimizing Care

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<th>Goals</th>
<th>Effective Healthcare Strategies</th>
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<tr>
<td>Improve ABCS* 10% Target</td>
<td>• Technology – decision support, patient portals, e- and default referrals, registries, and algorithms to find gaps in care</td>
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<td></td>
<td>• Teams – including pharmacists, nurses, community health workers, cardiac rehabilitation professionals</td>
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<tr>
<td>Increase Use of Cardiac Rehab 10% Target</td>
<td>• Processes – treatment protocols, daily huddles, ABCS scorecards, proactive outreach, finding patients with undiagnosed high BP, high cholesterol, or tobacco use</td>
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<tr>
<td>Engage Patients in Heart-healthy Behaviors Target T2D</td>
<td>• Patient and Family Supports – training in home blood pressure monitoring; problem-solving in medication adherence; counseling on nutrition, physical activity, tobacco use, risks of参与mulate matter, referral to community-based physical activity programs and cardiac rehab</td>
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Improving Outcomes for Priority Populations

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<tr>
<th>Priority Populations</th>
<th>Major Strategies</th>
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<tr>
<td>Blacks/African-Americans</td>
<td>Improving hypertension control</td>
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<tr>
<td>35-64 year olds—because event rates are rising</td>
<td>• Improving hypertension control and statin use</td>
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<tr>
<td></td>
<td>• Increasing physical activity</td>
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<tr>
<td>People who have had a heart attack or stroke</td>
<td>• Increasing cardiac rehab referral &amp; participation</td>
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<tr>
<td></td>
<td>• Avoiding exposure to particulate matter</td>
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<tr>
<td>People with mental illness or substance use disorders</td>
<td>Reducing tobacco use</td>
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*Aspirin, Blood pressure control, Cholesterol management, Smoking cessation
ANNUAL BUSINESS MEETING

12:50 p.m. – 1:20 p.m.

Decision Items:
2016 Annual Business Meeting Minutes
Corporate Operations and Finance Report
Election of Board Members

Welcome and Introductions
Dave Zook, Chair

Roll Call
Laura Gordon, Secretary-Treasurer

Consent Agenda
Dave Zook, Chair
Action: Approve 2016 Meeting Minutes, 10/19/16

Executive Director’s Report
John M. Clymer, Executive Director

Corporate Operations & Finance Report
Laura Gordon, Secretary-Treasurer
Action: Acceptance of Corporate Operations and Finance Report

Governance Report
Dave Zook, Chair
Action: Election of Board Members

The National Forum Honors
National Forum Awards
Tribute to Outgoing Leadership
Introductions of Incoming Leadership

New Business
Jennifer Robinson, National Forum Chair

Adjourn
NATIONAL FORUM AWARDS

The National Forum annually recognizes individuals and organizations who have made exceptional contributions to heart disease and stroke prevention.

National Forum Heart Healthy Stroke Free Awards
Presented to an individual and a group whose work embodies the recommendations of the national Public Health Action Plan to Prevent Heart Disease and Stroke.

Stephen Sidney, MD, MPH
Director of Research Clinics
Kaiser Permanente Northern California
The FH Foundation

National Forum Public Policy Awards
Recognizes an individual and a group who have been effective in advancing policy change that reduces the heart disease and stroke burden on a national, state, or local level.

David Hoffman, DPS, CCE
New York State Department of Health
National Association of Chronic Disease Directors
Center for Value-Based Insurance Design
University of Michigan

National Forum Commitment Award
Given to an individual who has made outstanding contributions to the National Forum.

Emmeline J. Ochiai, MPH
Department of Health and Human Services
Office of Disease Prevention and Health Promotion

National Forum Chair Recognition Award

Helene D. Clayton-Jeter, OD
Food and Drug Administration
Fortunato "Fred" Senatore MD, PhD, FACC
Food and Drug Administration

Board of Directors Service

Sharon Moffatt, RN, BSN, MSN,
Senior Advisor for Public Health Leadership and Transformation
Association of State and Territorial Health Officials (ASTHO)
Engaging Stakeholders Across Health Sectors on Value and Access
1:25 p.m. – 2:10 p.m.

Patients, providers, payers, public health and pharma/biotech are building consensus on challenging issues through an initiative led by the National Forum.

Moderator
John M. Clymer, National Forum Executive Director

Panelists
Jennifer G. Robinson, MD, MPH
Professor, Departments of Epidemiology and Medicine (Division of Cardiology) & Director, Prevention Intervention Center, University of Iowa

Norm Linksy, Executive Director, Mended Hearts

J. Brendan Mullen, Executive Vice President, American College of Cardiology

Michael A. Cropp, MD, MBA, President & Chief Executive Officer, Independent Health

Q&A

Notes:
FIRESIDE CHAT

With VADM Jerome M. Adams, MD, MPH, Surgeon General of the United States
2:15 – 2:55 p.m.

Introductions
Sharon Moffatt, RN, BSN, MSN
Senior Advisor for Public Health Leadership and Transformation
Association of State and Territorial Health Officials (ASTHO)

Moderator
Celeste Philip, MD, MPH
Surgeon General and Secretary
Florida Department of Health

Q&A

CLOSING CALL TO ACTION

Remarks
2:55 – 3:00 p.m.

John M. Clymer, Executive Director, National Forum for Heart Disease and Stroke Prevention

NETWORKING RECEPTION

3:00 p.m. – 3:30 p.m.
OPENING

David R. Zook, JD
Chair
Faegre Baker Daniels Consulting

Dave Zook is an advisor to the private and public sectors on federal budgetary, legislative and regulatory matters. His practice focuses on public policy and funding initiatives in the health, higher education and research arenas. As Chair of Faegre Baker Daniels Consulting, he leads the development of the firm’s interdisciplinary, sector-focused services. In addition, Dave serves as the office leader of the Washington, DC office of Faegre Baker Daniels LLP. Dave has a two-decade record of client accomplishments with Congress and the Executive Branch. He has directed complex federal relations initiatives for private sector companies, trade and voluntary associations, hospitals, universities and local governments. Several of those projects have involved building and operating nationwide coalitions. Dave’s background includes serving as associate counsel to the U.S. House Appropriations Committee where he focused on research programs across the National Labs. Dave also worked in legislative and communications positions for two members of Congress. Later, he served as a senior executive of a national health organization where he established a public policy group. Dave is Vice Chair for the National Forum’s Board of Directors.
Laura Gordon
General Manager
Edelman

As the leader of Edelman’s health practice in Washington, Laura Gordon is responsible for managing a team of specialists who work with clients to communicate their messages to target audiences, build relationships with advocacy organizations and other health stakeholders, and help shape policies that support access to services and products. Her work on the policy front includes raising awareness of under-recognized medical conditions, advocating for clients in the face of proposed legislative restrictions and enhancing clients’ corporate image inside the Beltway. Laura has worked extensively with advocacy groups and scientific opinion leaders to build awareness of disorders and fight not only for their proper treatment, but also for more research that could lead to new treatments.

Laura also oversees Edelman’s Federal Government Services practice, which includes work for the Substance Abuse and Mental Health Services Administration and the Agency for Healthcare Research and Quality.

An Ohio native who now resides in Bethesda, Md., Laura graduated magna cum laude with a B.A. in journalism from Kent State University in Ohio. In addition to her role as Secretary-Treasurer of the National Forum for Heart Disease & Stroke Prevention, she serves as vice president of the board of the American Pharmacists Association Foundation.

Stephen Sidney, MD, MPH
Director of Research Clinics
Kaiser Permanente Northern California

Stephen Sidney, MD, MPH, is the Director of Research Clinics and a senior research scientist with the Kaiser Permanente Northern California Division of Research. He is board certified in internal medicine and certified as a preventive and rehabilitative exercise program director by the American College of Sports Medicine. Dr. Sidney’s research interests include cardiovascular disease, physical activity and fitness, obesity, acute coronary syndrome, and cerebrovascular disease. Dr. Sidney also serves as a member of the Alameda County Public Health Advisory Board and board member of a support group for parents of students with special education needs. Dr. Sidney has authored or co-authored more than 280 peer-reviewed scientific publications while a researcher at the Division of Research. His research publications cover a diverse range of topics, primarily in the area of cardiovascular epidemiology.
Michael W. Cropp, M.D., MBA
President and Chief Executive Officer

Michael W. Cropp, M.D., is the president and chief executive officer of Independent Health. Under his leadership, the organization delivers products and services that improve the health of almost 375,000 customers – and has been consistently recognized nationally for excellence in quality, service and innovation.

His focus on building leadership capacity for sustainable accountable quality care reaches beyond Western New York as he serves in leadership roles on the boards of national health care organizations, including America’s Health Insurance Plans (AHIP). Dr. Cropp is chairman of the Alliance of Community Health Plans (ACHP). In addition, he has established several community initiatives to improve access, quality and affordability of health care. He is the founding chairman of the P2 Collaborative of Western New York – one of the original grantees in the Robert Wood Johnson Foundation Aligning Forces for Quality (AF4Q) grant. He is also the founding chairman of the Western New York Clinical Information Exchange (HEALTHeLINK), a consortium of multiple community stakeholders working to provide electronic access to health information across our entire community – a recipient of the government’s Beacon Community award.

Dr. Cropp’s approach of engaging physicians as partners, implementing initiatives with community-minded results, and focusing on customer-centric ideals have earned Independent Health both local and national recognition. For three consecutive years, Independent Health is the highest ranked health insurance plan in the New York/New Jersey region by J.D. Power and Associates Member Health Insurance Plan StudySM. The company has also maintained "Excellent" accreditation status with the National Committee for Quality Assurance (NCQA), an independent organization that evaluates health plans throughout the country. In 2009 and 2010, Independent Health was the highest rated health plan in the nation for customer service according to NCQA’s Quality Compass®.

Dr. Cropp received his bachelor’s and medical degrees from Brown University, and completed his residency in family practice at Memorial Hospital in Pawtucket, Rhode Island, which is affiliated with Brown University. In addition to his medical education and training, Dr. Cropp earned an M.B.A. from the State University of New York at Buffalo.
Clay B. Marsh, MD
Vice President & Executive Dean for Health Sciences, Administration
West Virginia University

Clay Marsh, MD, leads the academic health sciences center of West Virginia University – including five schools – dentistry, medicine, nursing, pharmacy and public health – and numerous allied health programs and clinical operations around the state.

A national leader in personalized medicine and in pulmonary and critical care medicine, Marsh has concentrated his efforts in determining how to help individuals stay healthy and how to create ecosystems to make this easy.

Marsh is a two-time graduate of West Virginia University, earning an undergraduate degree in biology in 1981 and a medical degree in 1985.

From 1985 to 2015 he was at The Ohio State University. He served a residency in internal medicine; a research fellowship in pulmonary and critical care, a chief residency in internal medicine; a fellowship in pulmonary and critical care medicine; and an extension research fellowship in pulmonary and critical care. As a faculty member, he held a wide range of teaching, clinical, research, and administrative roles at Ohio State’s Wexner Medical Center, including as vice dean for research and, most recently, vice dean for innovation in the College of Medicine. In this position, he established OSU’s IDEA Studio in Healthcare and Design.

Marsh’s research has focused on defining the underlying mechanisms that determine health and disease. His research interests include the molecular regulation of longevity and epigenetic controls of aging. He holds more than 20 patents or patent disclosures. He has mentored more than 50 MD, MD/PhD and PhD doctoral students, post-doctoral researchers and junior faculty, and won a number of Ohio State teaching awards. He has been responsible for more than $20 million in National Institutes of Health funding as principal investigator, co-PI, co-investigator, and mentor, and has published more than 140 papers in peer-reviewed journals.

He serves on national scientific advisory committees for organizations such as the National Institutes of Health, the American Thoracic Society, the Sarnoff Cardiovascular Research Foundation, GlaxoSmithKline and Caris Life Sciences. He is a Fellow in the American College of Physicians and an elected member of the American Society for Clinical Investigation.
PATH 2: ENGAGING MORE OF AMERICA IN HEART DISEASE AND STROKE PREVENTION

Warren A. Jones, MD, FAAFP
Chief Health Officer
Hampton University

Warren Jones, MD, FAAFP has over thirty years’ experience in health care. Notably, he founded and established the Mississippi Institute for Improvement of Geographic Minority Health and Health Disparities (MIGMH) at the University of Mississippi Medical Center (UMC). Over the course of his tenure there, Jones secured approximately $38 million dollars for MIGMH and its constituent programs.

Jones’ other professional experience includes directing the State of Mississippi’s Medicaid Program. As program director, he was responsible for providing health care for over 768,000 Mississippians. He also developed and implemented the Mississippi Medicaid Medical Home program that allowed for annual physical examinations and health assessments.

Over the course of his career, Jones has been recognized for his pioneering efforts in the field of health as well as a distinguished educator. He was recognized as Outstanding Minority Educator in the State of Mississippi and was elected the first and only African American President of the American Academy of Family Physicians.

He was also the first African American appointed as an associate vice chancellor at the University of Mississippi Medical Center.

Jones is Chair Emeritus of Family Medicine at the University of Mississippi Medical Center (UMC), Chair Emeritus of the National Medical Association’s Family Medicine Section and Immediate Distinguished Professor of Health Policy at UMC. Prior to Hampton, he held the NIH Endowed Chair in Health Disparities Research at Dillard University, his undergraduate alma mater. He is the recipient of many awards and honors including an Honorary Doctorate of Humane Letters from Tougaloo College. A native of New Orleans, Dr. Jones is a 1978 graduate of the Louisiana State University School of Medicine in New Orleans. He is married to the former Gennie Lacy of Pickens, MS and is the father of six children: Aaron, Keith, Winston, Deanna, Cassandra and Madison.
Dexter Shurney, MD, MBA, MPH
Former Chief Medical Director / Executive Director for Global Benefits, Health and Wellness for Cummins, Inc.

Dr. Shurney is the former Chief Medical Director / Executive Director for Global Benefits, Health and Wellness for Cummins, Inc. He has an extensive background in health care management and policy. He has distinguished himself as a recognized leader in his profession in numerous ways, most recently in the area of Lifestyle medicine. In 2007, he was appointed by Tennessee Governor Phil Bredesen to chair The Diabetes Prevention and Health Improvement Board. The same year he was elected to the Board of the American College of Lifestyle.

Other positions that Dr. Shurney has held include Senior Vice President and Chief Medical Officer for Healthways, Health Policy Strategist in the Division of Global Government Affairs for the biotechnology company Amgen Inc., Chief Medical Officer and Vice President of medical affairs for Blue Cross Blue Shield of Michigan, and Editor of the Journal of Managed Care Physicians. Dr. Shurney is co-author of the book “Integrating Wellness into Your Disease Management Programs” which is a “how-to” strategic guide for employers that wish to innovate their disease management programs with accountable wellness and lifestyle approaches to care.

CSM John Wayne Troxell
Senior Enlisted Advisor to the Chairman of the Joint Chiefs of Staff
U.S. Department of Defense

Army Command Sergeant Major John Wayne Troxell is the Senior Enlisted Advisor to the Chairman of the Joint Chiefs of Staff, and the senior noncommissioned officer in the U.S. Armed Forces. In this role, he serves as the principal military advisor to the Chairman and the Secretary of Defense on all matters involving joint and combined total force integration, utilization, health of the force and joint development for enlisted personnel.

CSM Troxell enlisted in the U.S. Army in September 1982 as an armored reconnaissance specialist and graduated One Station Unit Training at Fort Knox, Ky.

CSM Troxell has served in the Army over 30 years in numerous units throughout his career. They include the 3rd Armored Cavalry Regiment in Fort Bliss, Texas; two tours in Germany with the 3rd Armored Division, and the 3rd Infantry Division; two tours in the 82nd Airborne Division, Fort Bragg, N.C. with deployments to Panama, Saudi Arabia, and Iraq; Campbell University ROTC in Buies Creek, N.C.; and the Special Operations Division of Joint Task Force Six (Counter Drug) in El Paso, Texas. He has served as the Command Sergeant Major of the 3rd Squadron, 17th Cavalry Regiment, 10th Mountain Division, Fort Drum, N.Y., and in Iraq; the Regimental Command Sergeant Major
of the 2nd Stryker Cavalry Regiment in both Fort Polk, La., and Fort Lewis, Wash.; the Command Sergeant Major of the 4th Stryker Brigade Combat Team, 2nd Infantry Division, Fort Lewis, WA., and in Iraq; the 21st Command Sergeant Major of the U.S. Army Armor Center and Fort Knox, Ky.; the Command Sergeant Major of the U.S. Army Accessions Command and Human Resource Center of Excellence at Fort Knox, Ky.; the Command Sergeant Major of I Corps at Joint Base Lewis-McChord, Wash.; the Command Sergeant Major of the International Security Assistance Force Joint Command in Afghanistan; and most recently as the Command Senior Enlisted Leader of the United Nations Command, Combined Forces Command and United States Forces Korea.

CSM Troxell’s five combat tours of duty include making the combat parachute jump and service in Operation Just Cause in Panama, Operation Desert Shield/Storm, two tours in Operation Iraqi Freedom, and Operation Enduring Freedom in Afghanistan.

CSM Troxell’s military education includes Ranger, Airborne, Jumpmaster, Pathfinder, the Primary Leadership Development Course, the Basic Noncommissioned Officer Course, the Advanced Noncommissioned Officers Course, and the First Sergeants Course. He is a graduate of Class 51 of the U.S. Army Sergeants Major Academy and the Command Sergeants Major Course. CSM Troxell is also a graduate of the National Defense University Keystone Joint Command Senior Enlisted Leader Course, the U.S. Army War College Strategic Leader Development Course, the Army Strategic Leader Development Program (Intermediate) at the University of North Carolina at Chapel Hill, and the Army Strategic Leader Development Program (Advanced). Additionally, CSM Troxell is a Fellow at the Asia Pacific Center for Strategic Studies in Honolulu, Hawaii. CSM Troxell’s civilian education includes a Master’s Degree in Business Administration with a concentration in Strategic Leadership from Trident University in California.

CSM Troxell’s personal awards include the Defense Superior Service Medal (2), Legion of Merit (3), Bronze Star Medal (2), Meritorious Service Medal (5), NATO Meritorious Service Medal, Joint Service Commendation Medal, Army Commendation Medal with Valor Device and 5 OLC, Army Achievement Medal (6), Army Good Conduct Medal (11), National Defense Service Medal (2), Armed Forces Expeditionary Medal with Arrowhead Device, Southwest Asia Service Medal (2), Afghanistan Campaign Medal, Iraq Campaign Medal, Global War on Terrorism Expeditionary Medal, Global War on Terrorism Support Medal, Korean Defense Medal, NATO Medal, Noncommissioned Officer Professional Development Ribbon (5), Army Service Ribbon, Overseas Service Ribbon (5), Saudi Arabia-Kuwait Liberation Medal, Kuwait Liberation Medal, Combat Action Badge, Ranger Tab, Master Parachutist Badge with Bronze Service Star Device (Combat Jump), Pathfinder Badge, Driver’s Badge, and the Meritorious Unit Citation.

CSM Troxell is married to the former Sandra Jimenez, his wife of 32 years from El Paso, Texas. They have three adult sons and two grandchildren.
Lydia L. Mihalik is the 55th Mayor of Findlay. She assumed office as the first female Mayor of Findlay on January 1, 2012.

Since taking office, Mayor Mihalik has given special attention to issues of flood mitigation, job creation, and improving the way that the City of Findlay delivers service to our residents. She has been a strong proponent of the Small Business Development Center (SBDC) and Workforce Development which is now being led by a separate non profit called “Raise the Bar”.

Mayor Mihalik is a 2010 graduate of the Jo Ann Davidson Leadership Institute and a 2010 graduate of the Government Leadership Academy. She currently serves on the Hancock County Red Cross Board of Directors. Mayor Mihalik is a member of the Findlay Noon Rotary Club and an Honorary Member of Zonta.

In 2012, Mayor Mihalik received the Old Main Award from the University of Findlay Alumni Association, 20 Under 40 Leadership Award, and was named a Leader of Promise by Girl Scouts of America, Western Ohio. She was also named an honorary member of the Korean War Veterans Association #172.

During the Spring Semester of 2013, Mayor Mihalik was the Professional in Residence for the Communication Department at the University of Findlay where she taught “Leadership and Change Through Communication”.

Mayor Mihalik is also a board member of the Ohio Mayor’s Alliance, a collaboration of Ohio’s 30 largest cities and a board member of the North West Ohio Mayor’s and Managers Association. She is also a recent selection for the Governing Institute’s Women in Government Leadership Program for the Class of 2017.

In 2017, Mayor Mihalik was named to the Advisory Board of the U.S. Conference of Mayors (USCM) and appointed Chair of the USCM Standing Committee on Children, Health and Human Services. Prior to being elected Mayor, she was the Grant Administrator for the Hancock Regional Planning Commission (HRPC), a position she held since 2004. She was responsible for generating more than $19 Million in grant revenue for local governments including, but not limited, to the City of Findlay and Hancock County.

An all conference member of the Women’s Basketball team, Mayor Mihalik earned a Bachelor of Arts Degree in Political Science from the University of Findlay in 2002.

She and her husband Drew have three children, Joseph, Elizabeth and Delaney.
Janet S. Wright, MD, FACC, is the Executive Director of Million Hearts®, a Department of Health and Human Services national initiative, co-led by CDC and CMS, with the explicit goal to prevent 1 million heart attacks and strokes in the U.S. by 2022.

From 2008 to 2011, Dr. Wright served as Senior Vice President for Science and Quality at the American College of Cardiology. In that role, she provided medical and scientific oversight of clinical guidelines, performance measures, health policy statements, and appropriate use criteria; quality improvement projects; and the National Cardiovascular Data Registry, a suite of databases containing more than 12 million patient records in both inpatient and outpatient care settings.

Dr. Wright practiced cardiology for many years in Chico, California, and during those years, she served on ACC’s Board of Trustees, NCQA’s Physician Program Committee, and the Center for Information Therapy, a non-profit organization committed to the provision of personalized health information during each health encounter. Her primary interests are the design and implementation of systems of care to achieve optimal outcomes for patients and the full deployment of hooks, tricks, and cues that help people get and stay healthy.
John Clymer is executive director of the National Forum for Heart Disease & Stroke Prevention, a Washington, D.C.-based non-profit that brings together the most dynamic and diverse organizations in cardiovascular health prevention, building consensus and sparking public-private collaboration.

In addition to serving as the National Forum’s executive director, Clymer is a Fellow of the Institute for Health Policy and Leadership and adjunct faculty member at Loma Linda University and a guest lecturer at Johns Hopkins Bloomberg School of Public Health. Clymer is also a member of the U.S. Community Preventive Services Task Force.

He is the TEDMED Thought Leader for Making Prevention Popular and Profitable. He served as a subject matter expert at the World Economic Forum’s Annual Meeting in Davos and on the World Economic Forum’s Global Agenda Council on Chronic Disease and Malnutrition.

Jennifer G. Robinson, MD, MPH  
Professor in the Departments of Epidemiology and Medicine (Division of Cardiology), and  
Director of the Prevention Intervention Center at the University of Iowa, Iowa City, Iowa

As an active researcher, Dr. Robinson has performed numerous clinical trials sponsored by the National Institutes of Health and the pharmaceutical industry. She has conducted extensive research on a wide range anti-atherosclerotic and metabolic agents, including lipid-modifying, anti-inflammatory, antihypertensive, weight loss, and diabetic treatments as well as postmenopausal hormone therapy. She is the principal investigator for the Women’s Health Initiative (WHI) at the University of Iowa as well as numerous WHI ancillary studies, including the WHI-Mental Status MRI, WHI Study of Cognitive Aging, and the WHI-Coronary Artery Calcium studies. Dr. Robinson has published over 150 peer-reviewed articles in the area of lipid-modifying drugs, cardiovascular risk stratification, and cardiovascular prevention. She has lectured widely on preventive cardiology and the diagnosis and treatment of disorders of lipid metabolism.

She was Vice-Chair for the 2013 American Heart Association/American College of Cardiology Cholesterol Guidelines (formerly known as the National Cholesterol Education Program Adult Treatment Panel IV) and a member of the 2013 American Heart Association/American College of Cardiology Risk Reduction Guidelines (formerly known as the National Heart, Lung, and Blood Institute Risk Reduction Working Group). She is currently the Chair for the National Forum Cholesterol Initiative.

While at the University of Minnesota in Minneapolis, Dr. Robinson received her medical degree and completed an Internal Medicine residency with the College of Medicine, and received a Master’s of Public Health from the College of Public Health. She is a diplomate of the American Boards of Internal Medicine and Clinical Lipidology, and a Fellow of the American Heart Association.

Norm Linksy  
Executive Director  
The Mended Hearts

Norm joined Mended Hearts in 2016, but his roots go back much further as a chapter officer and national board president. His career has focused on educating the public and health professionals about heart disease prevention/treatment, first with the Federal government, then with the American College of Cardiology, then as executive director of two cardiologist professional societies. Throughout his career he has advocated for patient access to the best possible care and the primacy of the provider-patient relationship. His educational background is in health policy and education. Originally from Gloucester, Massachusetts, Norm has lived in Washington DC since 1977.
Brendan Mullen serves on the executive team and leads the strategy, business development, innovation, international affairs, marketing, and communications teams at the American College of Cardiology. Operating at the intersection of the College’s clinical, scientific, and business interests, he is responsible for shaping the mission and commercial applications of the ACC’s intellectual property and products in both domestic and international markets. Mr. Mullen also shares responsibility for the ACC’s emerging innovation agenda and health system strategy and maintains special expertise in the National Cardiovascular Data Registry, clinical big data, analytics, quality improvement, and clinical pathways. Prior to his current role, Mr. Mullen was the Senior Director for a suite of the ACC’s scientific, quality improvement, and payment recognition programs centered on the nation’s largest ambulatory cardiovascular data registry. Established in 2007, the PINNACLE Registry assesses adherence to evidence-based guidelines for coronary artery disease, heart failure, hypertension, and atrial fibrillation and now contains over 50 million clinical patient records submitted by nearly 10,000 clinicians.
Jerome M. Adams, MD, MPH, the 20th Surgeon General of the United States, was sworn into office by Vice President Mike Pence on September 5, 2017. Dr. Adams, a board-certified anesthesiologist, served as Indiana State Health Commissioner from 2014 to 2017. Dr. Adams, a Maryland native, has bachelor’s degrees in both biochemistry and psychology from the University of Maryland, Baltimore County, a master of public health degree from the University of California at Berkeley, and a medical degree from Indiana University School of Medicine.

Dr. Adams was also an associate professor of clinical anesthesia at Indiana University School of Medicine and a staff anesthesiologist at Eskenazi Health, where he was Chair of the Pharmacy and Therapeutics Committee. He has served in leadership positions at a number of professional organizations, including the American Medical Association, the Indiana State Medical Association and the Indiana Society of Anesthesiologists. He is the immediate past Chair of the Professional Diversity Committee for the American Society of Anesthesiologists.

As Health Commissioner, Dr. Adams presided over Indiana’s efforts to deal with the state’s unprecedented HIV outbreak. In this capacity, he worked directly with the Centers for Disease Control and Prevention, as well as with state and local health officials and community leaders, and brought the widest range of resources, policies and care available to stem the epidemic affecting that community.

He also helped with the successful launch of Indiana’s state-based, consumer-driven alternative to Medicaid expansion and worked with the state legislature to secure more than $10 million to combat infant mortality in high-risk areas of the state.

Dr. Adams’ motto as Surgeon General is “better health through better partnerships.” As Surgeon General, Dr. Adams is committed to maintaining strong relationships with the public health community and forging new partnerships with non-traditional partners, including business and law enforcement. He has pledged to lead with science, facilitate locally led solutions to the nation’s most difficult health problems, and deliver higher quality healthcare at lower cost through patient and community engagement and better prevention.

As Surgeon General, Dr. Adams oversees the operations of the U.S. Public Health Service Commissioned Corps, which has approximately 6,500 uniformed health officers who serve in nearly 600 locations around the world to promote, protect and advance the health and safety of our nation and our world.
Working together for a heart-healthy and stroke-free society

The National Forum for Heart Disease and Stroke Prevention (National Forum) is an independent, non-profit 501(c)(3) organization that serves as a catalyst for collaborative efforts to prevent cardiovascular disease.

The National Forum membership includes more than 90 national and international organizations from government, industry, academia, health care, public health and advocacy.

The National Forum was founded in 2002 to lead implementation of the national Public Health Action Plan to Prevent Heart Disease and Stroke. The Action Plan provides a comprehensive public health strategy and a framework to guide health practitioners and policymakers. Dr. Darwin Labarthe is the Emeritus Founder of the National Forum, and his compassion and dedication continue to inspire us.

Current Efforts

The National Forum is leading efforts to help achieve national health goals through 2025 and beyond. Current initiatives and programs include:

- Convening groups representing patients, providers, public health, payers, and pharma/biotech in collaboration to enhance health and well-being by supporting people’s access to evidence-based care that is appropriate for them.

- Engaging mayors across the U.S. in raising awareness that heart disease and stroke can be prevented and promoting healthy environments

- Recruiting Million Hearts® partners and disseminating Million Hearts® messages and strategies

- Developing and piloting new interventions to improve outcomes for people with heart failure

- Convening experts to identify innovative strategies to elevate the priority on cholesterol control

- Organizing an annual conference to share ideas and successful practices in heart disease and stroke prevention
The National Forum for Heart Disease & Stroke Prevention affirmed its strategic priorities in 2016.

   Eliminate cardiovascular health disparities and achieve health equity

   Advance the ABCS of heart disease and stroke prevention
      Appropriate preventive aspirin use
      Blood press control
      Cholesterol management
      Smoking cessation and prevention

This strategic focus enables the National Forum to leverage its strengths as a catalyst for collaboration to displace heart disease and stroke as the leading cause of death for all Americans by 2025.

**NATIONAL FORUM CONTACT INFORMATION**

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Human Services
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2016-2017  
Dave Zook, JD, Chair  
Faegre Baker Daniels Consulting

2014-2016  
Sharon Moffatt, RN, BSN, MSN  
Association of State and Territorial Health Officials

2012-2014  
Keith C. Ferdinand, MD, FACC, FAHA  
Tulane University School of Medicine

2010-2012  
Thomas A. Pearson, MD, MPH, PhD  
University of Rochester Medical Center

2008-2010  
Mark Schoeberl, MPA  
American Heart Association

2006-2008  
Darwin R. Labarthe, MD, MPH, PhD  
Centers for Disease Control and Prevention
JOIN THE NATIONAL FORUM

The National Forum for Heart Disease & Stroke Prevention brings together the most dynamic and diverse organizations in cardiovascular health, providing a forum and outlet for organizations to amplify their voices. Our members currently represent more than 80 national and international organizations. They range from major national health advocacy organizations to government health agencies to private companies invested in cardiovascular health.

National Forum membership offers many benefits including:

**Collaboration Opportunities**
Opportunities to engage in collective action to improve population health through National Forum-led initiatives, such as the Stronger Hearts Partnership™, Million Hearts® Collaborative, and World Heart Day.

**Alliance Development**
Opportunities to partner with other National Forum members in collective action to improve patient care

**Relationship Building**
Exclusive opportunities to have meaningful interaction with high-level decision makers from government, non-profit academic, clinical, patient organizations and industry stakeholders

**Networking and Visibility**
Exposure for your organization and its executives to a broad cross-section of the health community

**Policy Development**
Tap into the collective power of the cardiovascular community to solve systemic health care issues that affect all patients

**Advocacy**
Be part of a united effort to advance health equity through the ABCS (appropriate Aspirin use, Blood pressure control, Cholesterol management, Smoking cessation) of heart disease and stroke prevention
Regular Membership
Membership is free and open to all organizations and individuals committed to improving cardiovascular health in the U.S. Individuals and organizations may also become contributing members.

Contributing Membership
The National Forum offers a range of membership tiers for those who wish to provide financial support to implement the mission and strategic priorities. Additional benefits are added for each tier.

Platinum – $75,000 Annual Contribution
Additional benefits include:
- Opportunity to host a NF Board of Directors Dinner and bring up to 3 colleagues
- Opportunity for one day strategy session with NF Executive Director at sponsor’s site
- National Forum may recommend experts for Sponsor Advisory Board
- National Forum may convene experts for Sponsor Advisory Board (for additional fee)
- National Forum may serve as Public Health Advisor to Sponsor
- Recognition of Membership Contributor on NF website and at Annual Meeting

Gold – $50,000 Annual Contribution
Additional benefits include:
- Access to National Forum-recommended speaker bureau
- National Forum may recommend experts for Sponsor Advisory Board
- National Forum may serve as Public Health Advisor to Sponsor
- Recognition of Membership Contributor on National Forum website and at Annual Meeting

Silver – $25,000 Annual Contribution
Additional benefits include:
- Up to 2 representatives at the National Forum Annual meeting
- Recognition on National Forum website and at Annual Meeting

Bronze – $10,000 Annual Contribution
Additional benefits include:
- Recognition on National Forum website and at Annual Meeting

If you are interested in learning more about National Forum membership, please email John Clymer, Executive Director, at john.clymer@nationalforum.org.
We gratefully acknowledge the generous support of our 2017 Contributing Members:

**Platinum Contributing Members**

![Amgen Logo](image1)

![Sanofi Logo](image2)

![Regeneron Logo](image3)

**Gold Contributing Members**

![AstraZeneca Logo](image4)

![Novartis Logo](image5)
NATIONAL FORUM MEMBERS

*denotes Million Hearts® Partner

1. Academy of Nutrition and Dietetics*
2. Adventist Health Policy Association
3. Alliance for Aging Research*
4. American Association of Cardiovascular and Pulmonary Rehabilitation*
5. American College of Cardiology*
6. American College of Occupational and Environmental Medicine
7. American College of Preventive Medicine*
8. American Heart Association*
9. American Medical Group Association Foundation*
10. American Medical Women’s Association
11. American Public Health Association*
12. American Sleep Apnea Association
13. American Society for Preventive Cardiology*
14. American Society of Hypertension*
15. American Stroke Association*
16. Amgen
17. Association of Black Cardiologists*
18. Association of State and Territorial Health Officials*
19. AstraZeneca
20. Bayer HealthCare
22. Cardiovascular Health Network, National Association of Chronic Disease Directors
23. Centers for Disease Control and Prevention*
24. CDC Foundation
25. ChangeLab Solutions
26. Chicago Department of Public Health
27. City of Green Bay
28. Consortium for Southeastern Hypertension Control*
29. Council of State and Territorial Epidemiologists
30. CVH Collaboration
31. Daiichi-Sankyo, Inc.
32. Delmarva Foundation
33. Delta Health Alliance
34. Directors of Health Promotion and Education
35. Faegre Baker Daniels Consulting
36. FH Foundation*
37. Florida Department of Health
38. Health Power for Minorities
39. Health Resources and Services Administration (HHS) *
40. Healthy Caribbean Coalition
41. Heart File
42. Heart Rhythm Society
43. ICF
44. Independent Health
45. Indian Health Service (HHS) *
46. Indiana University Health
47. Indiana University Richard M. Fairbanks School of Public Health
48. InterAmerican Heart Foundation
49. Janssen Pharmaceuticals
50. Medicine and Public Health Initiative
51. Mended Hearts*
52. National Association of Chronic Disease Directors*
53. National Association of County & City Health Officials*
54. National Business Group on Health
55. National Center for Health Statistics (HHS/CDC)
56. National Conference of State Legislators
57. National Council on Aging
58. National Governors Association
59. National Heart, Lung and Blood Institute (HHS/NIH) *
60. National Hispanic Council on Aging
61. National Human Genome Research Institute (HHS/NIH)
62. National Institute for Medical Research (Francis Crick Institute, UK)
63. National Institute of Neurological Disorders & Stroke*
64. National Lipid Association*
65. National Stroke Association*
66. New York City Department of Health*
67. Novartis
68. Pan American Health Organization
69. Penrose-St. Francis Health Services
70. Preventive Cardiovascular Nurses Association*
71. Public Health Agency of Canada
72. Public Health Law Center
73. Regeneron Pharmaceuticals
74. Relevate Health Group (formerly known as Spirit Health Group)
75. RTI International
76. San Bernardino County Department of Public Health
77. Sanofi
78. Seafood Nutrition Partnership
79. Society for Cardiovascular Angiography and Interventions*
80. StopAfib.org
81. Sudden Cardiac Arrest Association
82. U.S. Department of Health and Human Services*
83. U.S. Department of Veterans Affairs, Ischemic Heart Disease Research Initiative*
84. U.S. Food and Drug Administration*
85. U.S. Public Health Service, Region V
86. University of Michigan, Value-Based Insurance Design Center
87. WomenHeart—The National Coalition for Women with Heart Disease*
88. Women in Government
89. World Hypertension League
90. World Stroke Organization
91. YMCA*
92. Young Stroke
2017: Paths to Engagement

- The Robert Wood Johnson Foundation is currently funding an 18-month evaluation of the National Forum's Stronger Hearts™ Helpline in San Bernardino County. Claremont Graduate University’s Evaluation Center has partnered with the National Forum to lead the evaluative efforts. The evaluation is focused on assessing the extent to which the Helpline is facilitating patients’ heart failure self-management, building the program’s evaluation capacity, and understanding the Helpline’s potential effects on its users and the local community.

- The article, *Improving Medication Adherence in Cardiometabolic Disease: Practical and Regulatory Implications* was published in Journal of the American College of Cardiology in January and stems from the U.S. Food and Drug Administration’s Enhanced Medication Adherence Strategies Initiative (EASI), which supports the Million Hearts® initiative to prevent one million heart attacks and strokes in five years. The FDA signed a first-of-its-kind memorandum of understanding with the National Forum for Heart Disease & Stroke Prevention to engage public-private collaborators in EASI. People not taking prescribed medications is a major reason that heart disease and stroke persist as the leading cause of death, according to a new report. The authors found that no single intervention has substantially altered medication adherence rates in the United States, and called for collaborative research to improve medication adherence among cardiovascular disease patients.

- National Forum’s Value & Access Initiative Steering Committee developed a consensus goal, to Enhance health and well-being by supporting people’s access to evidence-based care that is appropriate for them. The consensus strategies are: identify evidence-based strategies for determining appropriateness of care, and support the implementation of evidence-based care that aligns incentives for patients, providers, payers, and other stakeholders. Throughout the year, the committee and partners have met monthly to share information and collaborate on topics related to value & access. The National Forum has created an online clearinghouse to share this information. In September, the Steering Committee met in-person to develop action agenda items and work groups related to carrying out the consensus goal.

- The National Forum has facilitated meetings of the Value & Access Steering Committee to identify feedback and recommendations to ICER on their New Evidence Update (NEU) on PCSK9 inhibitors. While some of these recommendations go beyond the stated scope of the NEU, the National Forum believes they will help ICER strengthen its findings and resolve weaknesses in the original PCSK9 inhibitor report.

- During the American College of Cardiology, the National Forum’s Stronger Hearts™ Inaugural Best Practices Awards recognized two programs: Ambulatory Heart Failure Care Management Team from Mercy Clinic East, St. Louis, Missouri and the ENABLE CHF-PC (Educate, Nurture, Advise, Before Life Ends: Comprehensive Heartcare for Patients and Caregivers) from the University of Alabama at Birmingham.

- A webinar on Improving Outcomes in Heart Failure was presented on April 11 that addressed heart failure prevention and the importance of enrolling in clinical trials, case studies from recent award recipients on community-based programs that are positively impacting heart failure patients and strategies on how these best practices can be replicated within communities.
The Executive Director and Counter Cholesterol™ Program Manager served on a panel during the American Heart Association’s Target: Cholesterol Summit on April 11 in Dallas, Texas showcasing the National Forum’s Counter Cholesterol program.

Presented a "Successful Strategies to Diagnose, Treat, and/or Control Hypertension" mid-year member meeting on World Hypertension Day, May 17. The theme was Know Your Numbers with a goal of increasing high blood pressure awareness in all populations around the world.

World Hypertension Day Thunderclap on May 17: 107 supporters (107% of goal) with a Social Reach of 1,116,671.

World Heart Day, Move with the Mayor™ events were held in seven communities throughout September: Columbia, SC; Green Bay, WI; Indianapolis, IN; Oakland, CA; Wichita, KS; Toledo, OH and West Chicago, IL. American College of Cardiology’s CardioSmart and Heka Health partnered with the National Forum to carry out the first Move with the Mayor™ head-to-head challenge. West Chicago lead the way with residents taking over 7.6 million steps during the month September.

World Heart Day Thunderclap on September 29, 166 supporters (166% of goal) with a Social Reach of 1,619,801.

FDA and the National Forum continued our partnership to increase medication adherence among patients at risk for heart attacks, transient ischemic attacks and other cardiac events. Their 2nd article, Disparities in hypertension and cardiovascular disease in blacks: The critical role of medication adherence was published in the Journal of Clinical Hypertension in September.

Welcomed new National Forum member Independent Health Group.

Released, Wrong Direction: Troubling Trends in the Rate of U.S. Cardiovascular Disease Death, a Report from the National Forum for Heart Disease and Stroke Prevention by Stephen Sidney, MD, MPH, Director of Research Clinics, Kaiser Permanente Northern California, Division of Research

2016: Bridging Population and Clinical Health

- New members welcomed into the National Forum include the Seafood Nutrition Partnership and Spirit Health Group.

- The mayors of five cities led World Heart Day-Move with the Mayor™ events throughout September: Columbia, SC; Green Bay, WI; Lorain, OH; Oklahoma City, OK; West Chicago, IL. Media coverage reached 6.4 million people plus 800,000 more through social media.

- Counter Cholesterol awareness initiative was launched in Austin, Texas during July 2016. The initiative focuses on raising awareness among women and their families about cholesterol and talking to health care providers about risks, screening and testing.

- The Stronger Hearts™ Helpline, launched in February 2015, continued as a free, bilingual heart failure support service to residents in San Bernardino County, CA via a 211 call line.

- FDA and the National Forum developed two manuscripts on improving medication adherence and eliminating disparities in therapeutic adherence and cardiovascular health outcomes.

- Million Hearts® initiative was promoted through collaborations with the American Heart Association, Association of State and Territorial Health Officials and National Association of County and City Health Officials. Webinars and podcasts on blood pressure and cholesterol control were taped with clinicians discussing how to improve the blood pressure control via environmental and clinical systems change in the community and health care settings using evidenced based interventions.

- Held the 14th National Forum, with the theme “Bridging Clinical and Population Health” on October 19, 2016, in Washington, DC.
2015: Advancing the ABCs of Prevention

- New members were welcomed into the National Forum include American Medical Women’s Association, Florida Department of Health, National Council on Aging, City of Green Bay.
- Million Hearts® initiative was promoted through collaborations with the American Heart Association, Association of State and Territorial Health Officials and National Association of County and City Health Officials. Webinars with national researchers and consultants and podcasts with Million Heart® Hypertension Challenge Control Champions on blood pressure and cholesterol control were taped with clinicians discussing how to improve the ABCS via environmental and clinical systems change in the community and health care settings using evidenced based interventions.
- World Heart Day events were launched in the US for the second year during September 2015. Events were held in Indianapolis with the “Just One Thing” campaign, Green Bay with a “Move with the Mayor” event and New Orleans with a “Managing Cholesterol Dinner and Learn”.
- Cholesterol Awareness Initiative is in planning stages to be launched in several local communities during 2016. The initiative will focus on creating awareness among women and their children about cholesterol and talking with health care providers regarding risks, screening and testing. The Stronger Hearts Helpline launched in February 2015 as a free, bilingual heart failure support service to residents in San Bernardino County, CA via a 211 call line.
- FDA formally announced its partnership with the National Forum to increase medication adherence among patients at risk for heart attacks, transient ischemic attacks and other cardiac events in the FDA Voice.
- Held the 13th National Forum, with the theme “Advancing the ABCs of Prevention” on October 21, 2015, in Washington, DC.

2014: Collaborating for Impact

- Welcomed the following new members: Academy of Nutrition and Dietetics, FH Foundation, Healthy Caribbean Coalition, Indian University of Health
- Released the Public Health Action Plan to Prevent Heart Disease and Stroke: Ten-Year Update in March 2014.
- During June and July 2014, worked with the American Heart Association and Association of State and Territorial Health Officials to host several webinars on the Million Hearts® initiative, focusing on blood pressure control and taped 4 podcasts with clinicians, discussing how to improve the ABCS via environmental and clinical systems change in the community and health care settings.
- National Forum Executive Director John Clymer was the keynote speaker at the National Innovative Communities Conference in August 2014.
- Launched the first World Heart Day in the US during September 2014, working in Indianapolis and Chicago. Community leaders launched the World Health Day Walk with Winnie in Indianapolis to walk 2,000 steps with Indianapolis First Lady Winnie Ballard, and the Healthy Chicago, Healthy Hearts plan to prevent heart disease in Chicagoans.
- The Stronger Hearts Helpline is created to launch in February 2015 as a free, bilingual heart failure support service to residents in San Bernardino County, CA via a 211 call line.
- Held the 12th National Forum, with the theme “Collaborating for Impact” on October 22, 2014, in Washington, DC.
2013: **Sharing Success: Ideas, Insights and Innovations**
- National Forum joins the Healthy Caribbean Coalition and World Health Federation
- The Policy Depot was featured in a Stanford Social Innovation Review article called the “Ten Technology Trends to Watch.”
- An editorial in the Journal 2013 edition of the Circulation written by National Forum Surveillance Team members called for a national surveillance system that monitors heart disease and stroke incidence in the U.S.
- The National Forum for Heart Disease and Stroke Prevention collaborated with the Global Smokefree Partnership to bring more than 150 smokefree resources onto the Policy Depot.
- The National Forum for Heart Disease and Stroke Prevention was mentioned in a Robert Wood Johnson Foundation’s article on the Community Preventive Services Task Force’s recent report to Congress.
- On behalf of the National Forum, Randy Kirkendall, of ICF International, participated in the Cardiovascular Biomarker Standardization Symposium in Atlanta, GA on May 15th. The symposium focused on delivering cost-effective, high-quality patient care through accurate and reliable laboratory testing.
- In an ongoing effort to expand its scope, health equity related policies have been added to the Policy Depot. The current health equity policies on the Policy Depot include: awareness about health disparities, community engagement and capacity building, access to healthcare, cultural competency, and sharing health equity research.
- The National Forum and the American Heart Association hosted a webinar on the Million Hearts® initiative as well as recent developments to address sodium in the United States.
- The 11th National Forum, with the theme Sharing Success: Ideas, Insights and Innovations, was held October 9, 2013, in Washington, DC.

2012: **Working Together: Policies, Partners and Action**
- Translating Clinical Preventive Services into Coverage for Essential Health Benefit and Exchanges” meeting in Washington, DC, on January 18 which included presentations by representatives from the American Heart Association, Employee Benefit Research Institute, and Partnership for Prevention.
- Health Equity Advisory Meeting held in Washington, DC, with representatives from 25 for-profit non-profit and governmental agencies present.
- Participated in the White House Community Leaders Brief in in Cardiovascular Health in Washington DC on February 24.
- The Sodium Reduction Advisory Meeting met for the first time on February 17 in Washington, DC with 12 participants representing 9 national organizations to kick-off the planning process for the strategic priority.
- National Forum Logic Model created
- Presented on the Policy Depot at the World College of Cardiology meeting.
- Added two new board members (representing for-profit companies) and one federal liaison representing the Indian Health Service.
- Became a Million Hearts Partner
- The National Forum launched a new website where members can better interact with one another.
- Keith C. Ferdinand, MD, FACC, FAHA, FASH, FNLA (Professor of Clinical Medicine, Tulane University/ Association of Black Cardiologists) becomes the fourth National Forum Chair
- John M. Clymer becomes the new Executive Director for the National Forum
- The National Forum establishes its office in Washington, DC
- The 10th National Forum, with the theme Working Together: Policies, Partners and Action, was held October 16 – 18, 2012, in Washington, DC.

2011: TRANSFORMING LEADERSHIP, POLICY AND PRACTICE: A PARTNERSHIP OF LEADERS
- A restructuring plan was implemented in January 2011 to increase efficiencies and achieve greater effectiveness.
- 15 new member organizations join, including the National Forum’s first private-sector companies, first non-cardio focused organization, and several other nonprofits which include: Sanofi C-Change, the American Public Health Association (APHA), the American College of Cardiology
- National Forum presented its first policy education webinar with a focus on protection of the National Prevention Fund
- National Forum presented a webinar in September on the impact of the IOM surveillance recommendations on population health.
- Transforming Leadership, Policy and Practice: A Partnership of Leaders was the theme of this year’s annual meeting which was successful in educating and providing networking and collaboration opportunities to the more than 130 participants from more than 50 organizations.
- 2011 National Forum Leadership Roundtable at the American Heart Association (AHA) Scientific Sessions created a “space and place” for a multi-sector input session addressing sodium reduction
- National Forum joined several groups, including the National Salt Reduction Initiative (NSRI), the National Quality Forum (NQF), and the NCD Alliance
- National Forum added its first for-profit members to the Board of Directors
- National Forum launched its 2020 Goal and Strategic Priorities
- Development Committee established

2010: CREATING THE WILL FOR A HEART HEALTHY AND STROKE FREE SOCIETY
- Articles of Incorporation filed establishing National Forum as a non-profit organization on February 15, 2010
- Op-Ed: National Forum Calls for Collective Will and More Funding to Fight Hypertension
- Unveiled new format for the Forum’s website
- Response issued to the Institute of Medicine report on hypertension, calling for increased funding for national surveillance system and stakeholder collaborations
- Coordinating Board becomes the Board of Directors
- Dr. Thomas Pearson (University of Rochester) becomes the third National Forum Chair
- National Forum Bylaws updated to strengthen the organization’s governance model
- Mission Committee established
- National Forum attained tax exempt status and is officially designated a 501(c)(3) organization by the IRS in July
- Inaugural Leadership Roundtable occurred at the American Heart Association (AHA) Scientific Session and created a “space and place” for a multi-sector input session focused on the National Health Promotion and Prevention Strategy
- 8 new member organizations joined

**2009: Seizing Opportunities**
- Established Philip Poole-Wilson Digital Library
- Policy statement issued on biomarkers
- Op-ed released outlining unacceptable global capacity to prevent CVD
- 7th National Forum steps into the policy arena by focusing its plenary sessions on three of the biggest health policy issues of the day: health reform and the importance of prevention, cardiovascular disease surveillance and sodium in food
- National Forum conducted first Business Meeting
- National Forum initiated awards program to recognize national leaders in public health prevention for heart disease and stroke
- National Forum received first educational grant from Sanofi to serve as public health advisor for AF Stat (atrial fibrillation)
- National Forum transitioned from the National Association of Chronic Disease Directors to Danya International Inc.
- National Forum convened a Global Summit on Education and Training in Heart Disease and Stroke Prevention, October 15-16, 2009
- National Forum developed a Membership Marketing Strategy
- National Forum Webinar on Applied Epidemiology Competencies, October 20, 2009
- The National Forum participated in a National Public Health Stakeholders meeting on Sodium Reduction
- National Forum invited to participate on the Health Resources and Services Administration’s Office of Women’s Health Heart Attack Campaign Expert Panel
- National Forum hires first Executive Director, Keith Mason

**2008: At the Nexus of Heart Disease and Stroke Prevention**
- Partnership with the National Association of County and City Health Officials to host a town hall featuring the documentary “Unnatural Causes: Is Inequality Making Us Sick?”
- Ratification of A Policy Framework Statement for Regional and Global Partnerships
- Release of white paper entitled Capacity Building, Professional Competencies, and Voluntary Accreditation as Related to Heart Disease and Stroke Prevention
- Issued policy statements on the importance of CVD prevention as essential component of health care reform, the importance of heart disease and stroke prevention as essential elements of health care reform, and the establishment of a national surveillance unit for prevention and management of heart disease and stroke
2008 A Public Health Action Plan to Prevention Heart Disease and Stroke Supplement and Update published
Mark Schoeberl (AHA) becomes the second National Forum Chair
Operating Principles and Four Year Business Goals and Strategies established
National Forum files public comment on Issue of Salt in Food with the US FDA
Release of an Abbreviated State Planning Index for Heart Disease and Stroke Prevention for use by state-based programs and their partners

2007: MAKING THE CONNECTIONS: SCIENCE, POLICY, AND ACTION
- Essential Features of a Surveillance System to Support Prevention and Management of Heart Disease and Stroke is published in January 2, 2007 issue of Circulation
- Action Update bi-monthly newsletter begins
- Annual plans for Implementation Group work established
- National Forum key messages established
- Publication of the National Forum Reader on Economics
- Development of Operating Principles and Four Year Business Goals and Strategies
- Website launched
- Work begins on supplement and update to the Action Plan
- A State of the Science: Evaluation of Policy and Environmental Change for Heart Disease and Stroke Prevention meeting was held August 27-28, 2007

2006: BUILDING MOMENTUM
- Video and archive project are launched to document organization’s activities; first National Forum DVD is produced and distributed
- Official signing ceremony of the Memorandum of Understanding for the Healthy People 2010 Partnership
- First meeting of National Forum Coordinating Board on January 30-31, 2006
- Dr. Darwin R. Labarthe (CDC) is the first National Forum Chair
- Operating Polices are adopted, April 3, 2006
- The National Association of Chronic Disease Directors was awarded a cooperative agreement in July to provide staffing administrative support and an organization home for the National Forum
- The National Forum is made up of a coordinating board, executive committee, resource committee, membership committee and seven implementation groups.

2005: TAKING ACTION
- Focus groups are conducted to gauge knowledge and create concept mapping for the Action Plan

2004: SETTING PRIORITIES
- Second National Forum is held; meetings are held annually from this year forward
2003: Launching the Plan
- CDC publishes the Action Plan; U.S. Department of Health and Human Services Secretary Tommy Thompson releases the Action Plan
- 25,000 copies of the Action Plan are distributed

2002: Coming Together for a Common Cause
- Ten panels finalize content of the Action Plan
- First meeting of the group which becomes the National Forum

1998 - 2001: Laying the Groundwork
- (1998) Congress awards appropriation to CDC, establishing a state heart disease and stroke prevention program
- Establishment of Healthy People 2010 Partnership for Heart Disease and Stroke Prevention
- First work group meets to plan A Public Health Action Plan to Prevent Heart Disease and Stroke (Action Plan)
The following awards were given during 2009 – 2016 National Forum Annual Meetings:

**National Forum Heart Healthy Stroke Free Award (Organization and Individual)**

2016  
**Individual:** Keith C. Ferdinand, MD, FACC, FAHA, Tulane University School of Medicine  
**Organization:** Minnesota Department of Health

2015  
**Individual:** Sue Koob, CEO, Preventive Cardiovascular Nurses Association  
**Organization:** WomenHeart: The National Coalition for Women with Heart Disease

2014  
**Individual:** Joshua M. Sharfstein, MD  
**Organization:** City of Chicago Department of Public Health

2013  
**Individual:** George A. Mensah, MD, FACC  
**Organization:** American Medical Group Foundation - Measure Up/ Pressure Down

2012  
**Individual:** Thomas A. Pearson, MD, MPH, PhD  
**Organization:** New York City Department of Health and Mental Hygiene

2011  
**Individual:** Darwin R. Labarthe, MD, MPH, PhD  
**Organization:** National Prevention, Health Promotion, and Public Health Council

2010  
**Individual:** Libby Puckett, PT  
**Organization:** National Association of Chronic Disease Directors

2009  
**Organization:** Great Lakes Regional Stroke Free Network, Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin

**National Forum Public Policy Award (Organization & Individual)**

2016  
**Individual:** Crystal Echo Hawk, Fertile Ground  
**Organization:** Public Health Law Center

2015  
**Individual:** Claudia Louis  
**Organization:** Campaign for Tobacco-Free Kids

2014  
**Individual:** Ashley G. Bell  
**Organization:** National League of Cities

2013  
**Individual:** Senator Tom Harkin  
**Organization:** ChangeLab Solutions

2012  
**Individual:** Thomas R. Frieden, MD, MPH  
**Individual:** Donald M. Berwick, MD, MPP, FRCP  
**Organization:** American Public Health Association

2011  
**Individual:** Anne C. Goldberg, MD  
**Organization:** Partnership for Prevention

2010  
**Individual:** David Goff, MD, PhD, FACP, FAHA  
**Organization:** Trust for America’s Health

2009  
**Individual:** William Caplan, MD
**National Forum Commitment Award**

2016  Laura Gordon  
2015  Virginia Howard  
2014  Margaret O. Casey, RN, MPH  
2013  Mark Schoeberl, MPA  
2012  Sharon Moffatt, RN, BSN, MS  
2011  Jill Birnbaum, JD  
2010  Jay H. Glasser, PhD, MS, FRIPH, FFPH  
2009  Tim Hutchinson, MSW, MPA

**National Forum Chair Recognition Award**

2016  Ursula Bauer, PhD, MPH  
2015  Paul Underwood, MD  
2014  Winnie Ballard  
2013  Alexander White, JD, MPH  
       Stephen Sydney, MD, MPH, FAHA  
2012  Franz Fanuka  
2011  Peg O’Connell, JD  
       Mike Greenwell  
2010  Janelle Peralez Gunn  
       Julie Harvill, MPA, MPH  
2009  Phillip Poole-Wilson, MD
MOVE WITH THE MAYOR™ - WORLD HEART DAY

MOVE WITH THE MAYOR

World Heart Day

790,000
Average number of people in the USA who suffer heart attacks each year.

MORE THAN 200 STORIES

MORE THAN 10 MILLION REACHED
The National Forum for Heart Disease & Stroke Prevention has convened patient, provider, payer, public health, and pharma/biotech leaders to jointly pursue this consensus goal:

Enhance health and well-being by supporting people’s access to evidence-based care that is appropriate for them

• Identify evidence-based strategies for determining appropriateness of care
• Support the implementation of evidence-based care that aligns incentives for patients, providers, payers and other stakeholders

Steering Committee Action Agenda

• Understanding Best Practices on Payer/Purchaser Coverage Decisions
• Patient Engagement Strategies: Shared-Decision Making Tools & Models
• Framework for Identifying Low and High-Value Care That Meets the Needs of Stakeholders
• Patient Engagement Strategies: Patient Adherence

For background information, check out What do Value & Access Really Mean? A Landscape Report available on our website.

To join or support this uniquely diverse collaboration, contact John Clymer, Executive Director at 202-903-7303 or John.Clymer@NationalForum.org
www.nationalforum.org
Heart disease and stroke will no longer be the leading cause of death for all Americans by 2020.

The Public Health Action Plan to Prevent Heart Disease and Stroke: Ten-Year Update

Seven Action Priorities

- Effective communication
  Focus: Prevention and public health

- Strategic leadership
  Focus: Public health – healthcare collaboration and integration

- Taking action
  Focus: Cardiovascular health and health equity

- Building capacity
  Focus: Prevention workforce

- Evaluating Impact
  Focus: Monitoring cardiovascular health

- Advancing policy
  Focus: Research on critical questions to advance policy and practice

- Engaging in regional and global collaboration
  Focus: Initiatives linking CVD and NCD prevention

Initiatives and Activities
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an educational initiative sponsored by Boston Scientific

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