

Reviews in Cardiovascular Medicine and the CA ACC

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I would like to take this opportunity to discuss the inception of the partnership between the California Chapter of the American College of Cardiology (CA ACC) and *Reviews in Cardiovascular Medicine*. Several months ago, the CA ACC Government Relations Committee and our lobbyists were neck-deep in consulting, advising, and providing testimony to our state legislators and their numerous committees in Sacramento, California. The issues were directly relevant to cardiovascular health and the practice of cardiology in California. With the formation of our Media Relations Committee and our Communications Committee, we were able to keep the membership informed of the latest developments, and that created an excite-

ment and buzz in the cardiologic community that has continued to swell. One of our members, who had been previously inactive, began to take the work of the CA ACC much more seriously when he started learning about our activities in e-mail blasts. This interest prompted him to attend our newly formed Second Annual CA Legislative Day and semi-annual meeting in Sacramento to witness firsthand all of the great things we've been working on to advance the cardiovascular health of Californians. He also was able to meet with his legislators to educate them on the key issues that were being actively voted on. He went on to participate in the national ACC Legislative Conference in Washington, DC.

After that very exciting day, this member soon realized that the CA ACC is one of the most significant organizations affecting his cardiology practice in California. The reality is that how we practice medicine in our clinics and hospitals is affected as much by what happens in each of our state's capitals as in Washington, DC. California is often the incubator for innovative and, sometimes, controversial "solutions" that have national implications. With this new reality, it became clear that keeping cardiologists aware of the issues they face in different legislative bodies is key to motivating their own involvement in the political process. We have recently seen how, by working as a group, we have been able to impact major decisions, such as

physician reimbursement and how medical care is provided and by whom, both in Washington, DC, and in Sacramento and other state capitals.

This CA ACC member became so excited that he sought out innovative ways to increase involvement of the membership and to increase the national exposure of state medical organizations, such as the CA ACC. He met with our CA ACC Governor from Southern California, Dr. John G. Harold, and discussed many different ways to increase involvement of the members and keep them informed of our expanding medical education activities and opportunities for political outreach. With fewer physicians traveling to the national meetings, educational activities at the state and local level play a more prominent role in exposing cardiologists to innovations in our field. It is also thought that a more politically

aware and astute physician membership will lead to more frequent and effective interactions with our legislators.

That member is Norman E. Lepor, MD, FACC, FAHA, FSCAI, Medical Editor of *Reviews in Cardiovascular Medicine*. Once the idea of a partnership surfaced, we immediately thought of many innovative ways we could collaborate. A steering committee was formed to work out the details, and we signed an agreement of collaboration in October. The goals of this collaboration are mutually beneficial:

- To advance the missions of both organizations in offering the highest quality, most current cardiovascular literature and improving the cardiovascular health of our communities.
- To work with the CA ACC membership to enhance educational initiatives through focused surveys assessing needs and to devise ways

to more effectively meet those needs.

- To publish select reviews from courses that have CA ACC sponsorship to increase the exposure of these high-level educational opportunities.
- To showcase the activities of state organizations like the CA ACC in a national and international forum.

The leadership of both organizations is truly excited about the possibilities and potential offered by only this type of collaboration between a state society and a reputable medical education developer. I hope that you will find this addition to *Reviews in Cardiovascular Medicine* meaningful and helpful, regardless of which state you practice in. If you have any comments or suggestions for improvement, we hope you will feel free to contact *Reviews in Cardiovascular Medicine*, at jmatos@medreviews.com, or the CA ACC chapter office, at administrator@CAACC.org. ■