



Q&A

WITH MICHAEL BLOCH, MD

Cardiovascular Disease Course Director, Pri-Med Access

Michael J. Bloch, MD, is associate professor in the Department of Internal Medicine at the University of Nevada School of Medicine and the designer of the Risk Reduction Center and co-director of the Vascular Institute at Saint Mary's. Board certified in internal medicine, Dr. Bloch has been designated a Clinical Hypertension Specialist by the American Society of Hypertension and a Clinical Lipid Specialist by the American Board of Clinical Lipidology. His research has focused on renovascular disease and on overcoming barriers to hypertension and dyslipidemia control. A Fellow in the Society of Vascular Medicine and Biology and a sub investigator for the landmark Women's Health Initiative, he writes a monthly column for the *Journal of Clinical Hypertension* and has been published in multiple journals and textbooks.

Pri-Med Access with ACP is a new, local, 2-day education program cosponsored by the American College of Physicians and Pri-Med Institute. Michael Bloch, MD, is the Course Director for the Cardiovascular Disease session.

Q. Why did you decide to serve as Course Director for Pri-Med Access?

A. As an internist and primary care physician myself, I appreciate the continued recognition on the part of Pri-Med that the practice of primary care requires specific knowledge, skills, and abilities that may not be as important in other specialties. When Pri-Med approached me with the idea of designing a program that would combine all the best recommendations in cardiovascular medicine into 1 integrated curriculum rather than focusing on a narrow therapeutic area, I jumped at the chance to be involved. I feel that this model is the future of CME for primary care.

Q. What is the need for this new program from your perspective?

A. The last decade has seen tremendous growth in the number of diagnostic tests and therapeutic options available to practitioners for a wide variety of chronic medical conditions. Undeniably this represents a major opportunity to improve the health of our patients. However, this trend has also led to more complex medical care and has put increasing strains on primary practitioners' ability to coordinate the care of complex patients. The driving concept behind the Pri-Med Access program is that patients do not present to their primary care practitioner with only 1 issue or complaint. Consequently, primary care practitioners need practical, evidence-based recommendations on the most effective ways of concurrently managing multiple cardiovascular risk factors and other chronic medical conditions.

Q. Why do you think it's important for primary care physicians to attend Pri-Med Access?

A. These programs represent a unique opportunity to receive cutting-edge, evidence-based, practical recommendations delivered by educators who recognize the complex demands currently facing primary care practitioners. Our faculty members have been carefully selected to include physicians who are not only thought leaders in their field, but also practicing clinicians. This program is one of the few opportunities a busy primary care practitioner will have to update their knowledge about the entire field of cardiovascular prevention in 1 sitting.

Q. What are you hoping physicians will gain from the program?

A. We hope that participants walk away with an understanding of how to more effectively and efficiently approach a patient with multiple cardiovascular risk factors and other comorbidities. Ultimately, we anticipate that participants will have more confidence in understanding how to apply these and other clinical insights in their practices in order to provide better quality and service to their patients.

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