



## The Society for Cardiovascular Angiography and Interventions

### SCAI President's Page

## Seconds-Count.org Offers Enhanced Tools for Patients and Physicians

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Dr. Jeffrey Marshall joins me for this month's President's Page to talk about all the exciting new features of Seconds-Count.org—what it has to offer patients and physicians, and how we, the members of SCAI, can do even more to make it better.

Second-Count.org debuted as part of the Seconds-Count education campaign launched in 2007. Since that time, the website's Editorial Board and others have worked to expand this comprehensive and easy-to-understand resource on cardiovascular disease. We are grateful to Dr. Marshall for his leadership and work as editor-in-chief of this fantastic website.

### **More Than an Educational Website**

**Dr. Hijazi:** There are so many educational websites available to people. Why did SCAI decide to offer another?

**Dr. Marshall:** We wanted to highlight the 30th anniversary of angioplasty, a tremendous milestone for

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Interventional Cardiology, and we wanted to help our patients, cardiologists and internists, and others keep up with this fast-moving field. Instead of spotlighting cardiovascular medicine like a lot of other websites, we shine a laser light on cardiovascular treatment, especially interventional treatments. It's a website for teaching people about cardiovascular disease with an emphasis on interventional procedures.

Another goal is for people to recognize SCAI the way they recognize the American Dental Association or the American Medical Association. If you or your family member has a problem that needs to be treated by an interventionalist, be it adult, congenital, structural, and so forth, this is the site you need to visit. This is where the experts are.

**Dr. Hijazi:** Jeff, the website is so diverse and yet it speaks to patients and families in a language they can understand. Can you highlight more specifically for our readers how this website is different from others in its approach to patients, families, and healthcare professionals?

**Dr. Marshall:** For families, it's one of the few places devoid of advertising and it comes from the true experts in interventional cardiology. There are other websites written by experts, but SCAI is the premier international society for interventionalists. Our experts give them in lay language the background of what they need to know and what to ask when they talk to a doctor about one of these complex procedures.

It's the same for adult cardiovascular disease. It's written by people working in the field every day, so there's a tremendous breadth of cardiovascular and interventional cardiovascular topics to look at—everything from blogs and news to understanding the anatomy of your heart and arteries. What is a heart attack? What do I do if a family member has a valve problem? It's one of few websites that answers those questions for families.

For health care professionals it's geared toward doctors who are commonly referring their patients to interventional physicians. It provides them with background—really up-to-date information for a fast-moving field. There's a lot in the media about procedures that haven't been scientifically vetted. Our website comes from experts whom physicians can bank on—it's a backstop for level-headedness.

**Dr. Hijazi:** From the pediatric point of view, I'm grateful you included me on the Editorial Board when we chose the excellent physicians in pediatric cardiology and congenital heart disease to work on the website. They have done a phenomenal job. Parents can educate themselves on any condition their child may have. We also encourage pediatric cardiologists to visit this website.

## Enhanced Tools

**Dr. Hijazi:** Let's talk about some of the tools on the website. How can people get the most out of this site?

**Dr. Marshall:** The website has multiple tools. For example, one is "Find a Physician." Families need to know that when they search for interventionalists they should look for Fellows of SCAI, because they have met the highest standards in interventional, vascular, and cardiovascular treatment. This site allows them to do that.

The site also has a place for patients to get tools to work with their doctor, learn more about their heart and arteries, and read fascinating patient stories. It also has a tab for health care professionals. These are the primary tabs on the website, but it also has resources and a search function for easy navigation.

I think families will find the patient stories most fascinating. The site has stories from the perspective of both patients and families about all kinds of things—from the very first angioplasty patient treated in September 1977, to people with complex structural heart disease.

## Putting it all Together

**Dr. Hijazi:** What in your background, apart from being a cardiologist, led you into this niche area?

**Dr. Marshall:** Necessity is the father of invention. I think the Society and its Board had the tremendous foresight to address our need to teach a broad swathe of people, not only members. And, when that effort rose up from within the Board, a number of people stepped forward to help. I am not the web-savvy guy you may think—we have a team of people: our staff, consultants, folks who are very good at putting this website together. The website has some animation, for example, from many of our editors and members of the Society. I'm not a computer wizard, but the Society has amassed a team of really smart web people.

**Dr. Hijazi:** What feedback have you received from Society members and laypeople?

**Dr. Marshall:** Some of the nicest comments have been from patients. We try in our practice to give patients options for educating themselves. In fact, our hospital website links to Seconds-Count.org. When patients come in and tell us they've learned something from the site, that's one of my happiest moments. I have heard from referring physicians that this is a site where they go to stay up to date.

**Dr. Hijazi:** It's a great idea to provide a link from your hospital's website to Second-Count.org. I encourage Society members to check with their hospitals

about linking to this site. If all hospitals in the United States had such a link, it would greatly increase the number of people who can log on for their own education. A lot of people go to their hospital's website to look for a doctor, but they also want to read about a specific condition. We could help more patients and families. Jeff, what are your thoughts on that?

**Dr. Marshall:** I think it's a great idea, Ziyad, in fact, I think this is a bully pulpit for you as the President to put forth the name of the Society to our patients and referring doctors.

### **Making it Even Better**

**Dr. Hijazi:** The website also provides up-to-date information on cutting-edge technology, such as conventional percutaneous procedures to the most advanced hybrid interventions. Do you have anything on the site about novel technologies, what hospitals are doing, and clinical trials?

**Dr. Marshall:** It does have areas for the health professionals. It doesn't have all that detail, Ziyad, for example, about what a specific hospital is doing, but I think that's a great idea. The website does have a tab for what's new in interventional cardiology—current clinical studies and hot topics.

**Dr. Hijazi:** Let's say I have severe mitral regurgitation. Am I a candidate for percutaneous intervention? The website could provide information on ongoing trials and their inclusion and exclusion criteria for the

primary care physician. He or she can then determine, based on those criteria, where to go from there. It could be an enhancement that no other website has.

**Dr. Marshall:** That's a fantastic idea, Ziyad. I like a forthright president who's thinking of ways to enhance our website! We'll take it to task. We'll do it!

**Dr. Hijazi:** And I promise you, Jeff, that the Rush University Medical Center, where I practice, will be the second hospital after yours that links Seconds-Count.org to our website, because I truly think that it's an important educational tool for patients and health care professionals.

This is really one of the most unique websites you will ever access. It has information about acquired, congenital, pediatrics—all kinds of cardiovascular disease. It is a one-stop website where people can find answers.

**Dr. Marshall:** I should stress that it is a work in progress. We only just announced that we were developing the site about a year ago, and since that time it's already undergone two huge "renovations." It is really a living, breathing website. It changes day to day, week to week, and month to month.

Please send your feedback on Seconds-Count.org, or any other SCAI initiative, to me at [president@scai.org](mailto:president@scai.org). And, for more information about how you can participate on building [www.Seconds-Count.org](http://www.Seconds-Count.org) or help in adding a link from your practice's website to Seconds-Count, email [kbdavid@scai.org](mailto:kbdavid@scai.org)