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National Minority Cardiovascular Alliance Co-Chairs:

Keith C. Ferdinand, MD  
Carlos Rodriguez, MD  
Gladys Velarde, MD



The National Minority Cardiovascular Alliance (NMC Alliance) is fully entrenched in its second year. In this newsletter, we are very pleased to share the planned activities of the Alliance through the end of 2018. Equally important, we also want to understand the activities of our member organizations and to ensure they get wide dissemination.

Please take a few moments now to describe the events your organization will be leading, speaking at, attending or otherwise supporting. It is important for all our members to be aware of the good work being done to support minority health.

Alliance members are encouraged to click on the link below for a brief form on which you can summarize upcoming activities. We will synthesize the feedback and share it with all members and our extended network via newsletters, social media, and other channels. Thank you!

[Tell Us About Upcoming Events](#)

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## NMC Alliance to release three new video "vignettes"

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### Our Mission:

The NMC Alliance's nationally renowned thought-leaders have been assembled to develop an action agenda in support of those living with cardiovascular disease who are of Hispanic/Latino, African American, Native American and Asian/Pacific Islander descent. Together, the goal is to strengthen the Alliance's constituents through shared purpose, increased capacity, and expanded resources. The alliance updates an action agenda annually to guide its focus.

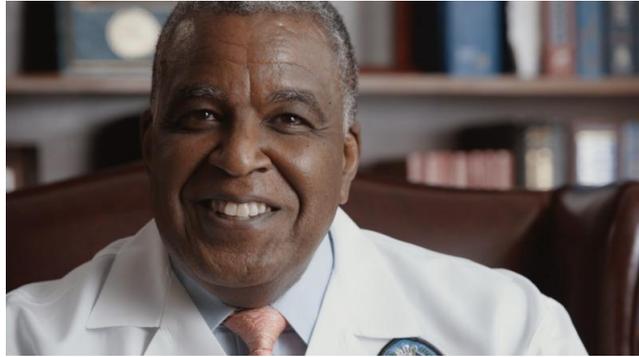
As part of an initiative to further promote the collective work and leadership of the NMC Alliance, showcase our key initiatives and highlight the renowned individuals who compose our Steering Committee, three short video vignettes are in production. Each vignette focuses on a key individual in the Alliance who is interviewed about cardiovascular challenges in the minority community, his/her personal work to contribute to this space, and what makes the NMC Alliance such a vital and special organization now and for the future. The vignettes are being professionally produced and will be accessible and shareable via YouTube.

Vignettes have already been completed with Dr. Carlos Rodriguez and Dr. Keith C. Ferdinand.



Dr. Carlos Rodriguez is co-chair for the NMC Alliance and Professor of Medicine and Epidemiology at Wake Forest School of Medicine. Dr. Rodriguez spoke about his research to enhance understanding of Hispanic cardiovascular health and the importance of Hispanic subgroup heterogeneity and sociocultural factors.

Walking on the Wake Forest campus, Dr. Rodriguez reiterated his deeply personal commitment to the mission of the Alliance and said: *"The collaboration, diversity and experience of members enables the Alliance to identify and respond to key challenges. The Alliance represents different sectors that bring an overarching perspective and voice to the landscape of minority cardiovascular health. I partnered with this Alliance to help make a difference."*



## Engage with us on social media!

Throughout 2018, the NMC Alliance has been working to strengthen its social media presence for the benefit of advancing and communicating member highlights and shared work. Currently, new content is being posted multiple times per week. See the links at the bottom of this newsletter to visit us on Facebook, LinkedIn or Twitter, and YouTube.

We look forward to connecting with you!

Dr. Keith C. Ferdinand is co-chair for the NMC Alliance and Professor of Medicine, Tulane Heart and Vascular Institute, Tulane University School of Medicine. Dr. Ferdinand spoke about his focus on cardiac risk factor evaluation and control, especially hypertension and hyperlipidemia, access to care and novel therapies, particularly by racial and ethnic minority communities, and heart failure trials. Dr. Ferdinand is committed to helping control the national burden of cardiovascular disease, and eliminating health disparities for our society. He joined the NMC Alliance out of a lifelong commitment to health equity. Dr. Ferdinand believes: *"The Alliance unites thought leaders from broad sectors to bring a comprehensive perspective and understanding to the complexities of minority cardiovascular health."*

**The NMC Alliance is working to help close the gap in cardiovascular health outcomes by considering interconnected cultural and ethnicity factors when gathering or utilizing data, designing strategies, interventions or other activities to better serve these populations and reduce cardiovascular disease disparities.**

A third vignette is currently being prepared and will feature a Steering Committee member working closely with those of Asian/Pacific Islander descent - Dr. Latha Palaniappan from Stanford University Health Center School of Medicine.

**Once the vignettes are available to view, we will alert all NMC Alliance members. We hope you will help spread the word so that individuals in your extended network will view these compelling and very important short videos.**

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## Save the date for our first Town Hall on Oct. 29th!

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The NMC Alliance is delighted to be hosting a Town Hall meeting on October 29, 2018 at the Center for Total Health in Washington DC. The objective of this meeting is to raise visibility and awareness of the NMC Alliance mission and membership to a broader circle of stakeholders, highlight ongoing collaborative work of the Alliance, demonstrate the passion surrounding the Alliance and the progress that has been made since its inception.

This will be a 2 ½ hour program with a mix of speakers, panel discussion and interactive sessions. Steering Committee members will have the ability during a networking session to talk about their organization, and its key priorities or activities.

This is a free, open event and we urge you to speak to your colleagues and those within your extended networks about attending the meeting. We believe all attendees will find the Town Hall meeting to be a valuable experience. More communications about this event are forthcoming.

[Register for the Town Hall \(required\)](#)

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## NMC Alliance collaborative survey: Help us shape and optimize upcoming efforts

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The NMC Alliance will be developing a comprehensive patient experience survey that will be disseminated to Alliance organizations and can also be shared more broadly with members, partners, and the media as a way of advancing shared objectives. The working goal of the patient experience survey is to obtain both the patient and provider perspectives on the following:

- Common CV healthcare challenges faced by four main patient communities (African American, Hispanic/Latino, Asian/Pacific Islander, and Native American)
- Similarities and differences in how the patient communities view their health and healthcare relative to other priorities in their lives
- Similarities and differences in how patient communities would wish to engage in their CV healthcare

To obtain input needed to construct a comprehensive survey, we would like to understand Steering Committee member thoughts regarding the cardiovascular-related experiences and challenges faced by the patients you or your organization represent. This brief questionnaire will help us assess the experiences and prioritize shared challenges that are common to all groups that compose the NMC Alliance. This critical feedback will then be used to inform the patient experience survey.

We ask all Steering Committee members to please click on the link below to complete a very brief questionnaire to provide this needed information. It should take less than 10 minutes of your time and will be very valuable in appropriately targeting the full survey to physicians and patients. Thank you in advance for your help with this!

**Please complete the questionnaire by Friday, August 24th.**

[Questionnaire](#)

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## Spotlight on NMC Alliance Members

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The NMC Alliance works to help close the gap in cardiovascular health outcomes by considering interconnected cultural and ethnicity factors in its work.

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Dr. Fatima Rodriguez is studying cardiovascular risk prediction and developing interventions to reach both Asian and Hispanic populations. She launched a preventive cardiology telemedicine clinic with a goal of reaching minority populations throughout the community.



Barbara Tombros from WomenHeart indicates that her organization is expanding its footprint into diverse communities. Initiatives are occurring in Spanish communities and among Native Americans to increase awareness of cardiovascular disease in women and develop materials appropriate for these populations. The organization is also funding hospitals in underserved communities through its national hospital alliance.

Please complete the quick form at the beginning of this newsletter to see your organization or events profiled in future issues.

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Thank you, sponsors, for your unrestricted support of the Make Well Known Foundation's National Minority Cardiovascular Alliance.

**AMGEN**

