

ASH PRESIDENT ANNOUNCES THREE MAJOR INITIATIVES

ASH President, Henry R. Black, has announced three (3) major initiatives that the Society will serve as major ASH objectives during the coming year, along with (a) program development & promotion of the scientific program for the 2009 ASH Annual Scientific Meeting and (b) identification and implementation of programs to address ASH Member needs and interests.

- #1: **ASH Online Member Communication & Interaction –**
 - The initiative will focus on need to reach out to the core constituents—“individuals who consider hypertension their primary objective”— of the Society in terms of providing Board Liaison and Oversight for interactive Society Member online communication and interactive activities.
 - The Society has asked Domenic A. Sica, MD, ASH Board member to serve as Board Liaison to coordinate this effort in active collaboration with the Members of the ASH Committee on Publications.
- #2: **ASH Member(s) Initiated Hypertension Research - See Committee on Research and Training below**
 - The initiative will explore options (data gathering, etc.) for the Society to foster, encourage and support ASH Member-initiated hypertension research. As circumstances warrant, these efforts should be coordinated with the Members of the ASH Committee on Public Policy & Advocacy to support Society lobbying efforts to secure a unique reimbursement code for Designated Specialists in Clinical Hypertension.
 - The Society has asked William J. Elliott, MD, PhD to coordinate this effort, with Daniel Levy, MD serving as Board Liaison
- #3: **ASH Advocacy and Lobbying for Hypertension and Hypertension Specialists - See Committee on Public Policy & Advocacy below**
 - The initiative will explore options and develop strategies for obtaining reimbursement for Designated Specialists in clinical hypertension.
 - ASH has established a Task Force of the ASH Committee on Public Policy chaired by William B. White, MD to coordinate this effort as an integral component of the activities of the ASH Committee on Public Policy & Advocacy. Drs. George L. Bakris, ASH President-Elect, Dr. John B. Kostis, and Thomas D. Giles serve as Task Force Members.