

ASH LAUNCHES EDUCATIONAL ALLIANCE WITH WebMD

In December 2006 –as a result of initial exploratory efforts by current and former ASH Officers and Board Members—the Society reviewed a proposal from WebMD to form a strategic collaborative partnership with the American Society of Hypertension, Inc. (ASH) **to implement strategies in its new strategic Initiative** to educate (a) physicians, (b) health care providers and (c) patients and consumers on hypertension and its related cardiovascular risks.

The proposal is now a major Society Initiative entitled the “ASH Educational Alliance to Improve the Prevention, Detection and Management of Hypertension” –provides for the Society to have ASH-dedicated Domains on WebMD and its websites (e.g., www.medscape.com, www.theHeart.org) where it can provide an integrated series of online and offline editorial initiatives and educational activities (CME and Non CME) on hypertension and its related cardiovascular risks for

- PROFESSIONALS ----physicians and other health care providers, and
- PATIENTS *& CONSUMERS.

The initiative provides for the development and implementation of the following types of programs for each ASH-dedicated Domain on each website:

Program types on Medscape:

- Clinical Case
- Clinical Review
- Clinical Update
- Symposium Highlights
- Journal Article
- Conference Coverage

Program types on Theheart.org:

- Video Spotlight
- Symposium Highlights
- Town Hall
- First Response
- Clinical Case Study
- Focus On

Program types on WebMD:

- Questions & Answers Section on Hypertension
- Living with Hypertension Awareness and Education Center
 - Ask the Experts
 - Health Expert and Patient Video Vignettes
 - Questions to Ask Your Physician
 - Preparation for Your Next Physician Visit
- Hypertension Self-Assessment: is Your Blood Pressure Under Control
- Quarterly Hypertension Patient Newsletters
- In Office Hypertension Patient Education Brochures
- Hypertension coverage – in office issues of WebMD Magazine

ASH has sole responsibility and ownership for topic, content, editorial and faculty for all educational activities that appear on any of its dedicated Domains on the WebMD Websites, thus exercising its role as “the voice of hypertension.”

The *initial phase* of this program was launched at the May 2008 ASH Annual Scientific Meeting. The Society now has dedicated domains –with completed CME activities --on the following websites:

- **HYPERTENSION CURRICULUM** on Medscape, with its on Program Committee, supported by unrestricted educational grants from Pfizer and Forest Laboratories.
Go to: <http://www.medscape.com/curriculum/hypertension>
- **HYPERTENSION CLINICAL CONDITION** on theHeart.org, with its own Program Committee, supported by unrestricted educational grants from Daiichi Sankyo and Forest Laboratories.
Go to: <http://www.theheart.org/condition/hypertension.do>

WebMD, theHeart.org, Medscape, e-Medicine each provides all production services for the educational activities hosted on these Domains, utilizing their various multimedia formats.

The editorial and educational activities of this Alliance are funded by individual or multi-sponsored unrestricted educational grants from pharmaceutical companies, medical device companies, foundations, etc.