



*Committed to Eliminating Hypertension and Its Consequences*

Henry R. Black, MD announced today the launch of a new educational initiative in hypertension and related cardiovascular disease – the ASH Hypertension Accreditation Program – to enhance the level of education of health care providers, pharmaceutical sales representatives, medical journalists and other disseminators of health care information. While this rigorous academic program will be tailored to meet the educational needs of each of the intended target groups, it is designed to improve the understanding of hypertension and related cardiovascular disease for all participants, and to improve the flow of information and create partnerships between healthcare providers who seek to improve patient outcomes.

The ASH Hypertension Accreditation Program is based on the Society's Clinical Hypertension Review Course, which emphasizes state-of-the-art scientific principles and evidence-based clinical practice. The content of the Program focuses on epidemiology, pathophysiology, treatment, clinical trials and include patient case presentations— which fully enhances and expands the ASH educational mission. Daiichi Sankyo, Inc., which collaborated with ASH on the training concept, will be the first pharmaceutical company to have its sales force enrolled for the ASH Hypertension Accreditation Program.

In developing the ASH Hypertension Accreditation Program the Curriculum Committee members Jan N. Basile, M.D., Henry R. Black, MD, Joseph L. Izzo, Jr., M.D. and Committee Chairman Robert A. Phillips, M.D., Ph.D. worked with Thornton Medical Communications, an independent medical education company, to adapt the Clinical Hypertension Review Course for pharmaceutical sales representatives. The

curriculum content focuses on the science on which hypertension and cardiovascular disease is based and will examine mechanisms that regulate blood flow, pathways to heart disease and organ involvement, as well as social and economic disparities that affect diagnosis, treatment, control and compliance.

Beginning in June 2009, ASH will begin the Accreditation Program. ASH will train more than 700 Daiichi Sankyo, Inc. sales team members in the first year of the program and intends to offer the program to representatives of other pharmaceutical companies thereafter. To achieve accreditation, sales representatives will be required to complete approximately 10 hours of home study prior to the live course, 13 hours of intense classroom training over 2 ½ days, six hours of homework during the training program, and pass a 1 ½ hour written exam developed and administered by ASH.