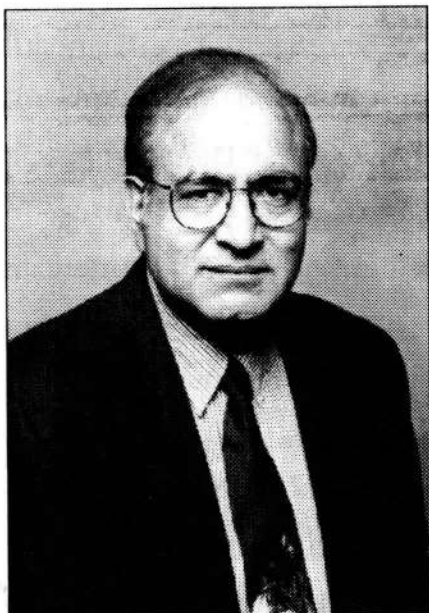




American Association of Cardiologists of Indian Origin

MARCH 2002 NEWSLETTER

Message From The President



It is a great pleasure to welcome you, my fellow Cardiologists of Indian origin to our annual meeting. It is a great joy to meet and visit with all of you.

Our Fall meeting was held at the Hilton hotel in Anaheim, California on 11/21/01. The program was sponsored by SCIOS pharmaceuticals. Dr. Prakash

Deedwania was our guest speaker and addressed "New therapy for Congestive Heart Failure." This program was attended by a large number of cardiologists.

Dr. Jagat Narula from Drexel University in Philadelphia received the Distinguished Physician's award. A grant received from Genentech Pharmaceuticals helped finance the Young Investigator's Award, which was awarded to Dr. Venkat Gaddam of the University of Kansas Medical Center and Dr. Shanthalaxmi N. Mooteri of Loma Linda University.

In an effort to communicate and stay connected with each other Dr. Rakesh Sharma, Dr. Nanda and I have been working to have a website for our organization American Association of Cardiologists of Indian Origin (AACIO). It is my understanding that by the time you receive this newsletter we will have at least one working website. The domain names are AACIO.NET and AACIO.COM. Please visit them once they are ready and do let us know if you want any changes.

We are still in need of funds to accomplish our goals of sponsoring Indian Cardiology Fellows and to fund Cardiology screening programs for the Indian Community.

We would also like to have an executive director to coordinate the activities of our growing organization. Please do get involved and send us your ideas to accomplish these goals.

Members of our CME committee have been working hard to arrange funds for the Scientific Program in March 2002. It is my honor to invite you to the Spring Scientific Program to be held on 3/17/02 in Atlanta. This program is being held at the time of the American College of Cardiology's annual program.

We will be meeting at 6 P.M. on 3/17/02 at the Imperial Ballroom - the Marriott Marquis Hotel located at 265 Peachtree Center Avenue, Atlanta. Telephone No. (404) 521-0000. Dr. Naresh Parek, has worked since 7/01 to arrange such a nice venue for us to meet. He has also graciously agreed along with his lovely wife to be our local hosts. Thank you from all of us. Please R.S.V.P. via FAX to (714) 751-5626 or (404) 586-6258.

I would like to thank my executive committee Dr. Sukhdev Sharma, Dr. Dayan Naik, Dr. R. Sanyal and Dr. Roy Chaudery for help during this past year. I would like to thank all the Board members who have been actively involved in advancing the mission of AACIO. A special Thank You to our tireless editor Dr. Deshmukh and Board members Dr. Nanda, Dr. Jawaharlal Mehta, Dr. Gopal Lalimalani and Dr. Rakesh Sharma for their efforts throughout the year.

Congratulations! - Dr. Navin Nanda for receiving a special award for his contributions towards educating Physicians in India, and to Dr. Jawaharlal Mehta for his appointment to the board of editors of the Journal of Hypertension.

Finally, let's enjoy the evening, have some fun and enrich each other.

Sincerely
Satinder Swaroop

Editor's Page:

The Spring Meeting of AACIO will be held on Sunday, March 17, 2002 during the annual ACC Scientific Meeting. Thanks to our local host, Dr. Nareshkumar P. Parikh, the meeting will be held at 6 P.M. at the Marriott Marquis Hotel in the Imperial Ballroom. This is a good occasion to get together, meet friends and colleagues, and enjoy good food. This dinner is free and family and friends are welcome. The last meeting of our Association in Anaheim during the AHA Scientific session was a grand success. Many more members and their guests were present, compared to previous meetings, which was very gratifying.

We will again be Honoring the best among us for their academic and social achievements. This year's Honoree is Ivan A. D'Cruz, MD, FRCP. Dr. D'Cruz is a well-known and respected AACIO member in the American Cardiology community. He has been associated with the AACIO since its early days, and has been a regular contributor to this Newsletter, with his beautifully written essays, and his comments on cardiology practice in Bombay (Mumbai). Dr. D'Cruz's activities and bio-data are printed elsewhere in this newsletter.

To attract more applicants for the Young Investigator Award the association is advertising in premier cardiovascular journals, namely Circulation and Journal of the ACC, as well as the ethnic Indian newspapers.

The shadow of the September 11 tragedy still looms gloomily over us, and people who per-

ished belonged to many nationalities. It has made us more aware of the burden of heart disease globally, which affects and kills many more people. With increase in the life-span and changes in the lifestyle in India and other developing countries, cardiovascular disease is now becoming more prevalent. For a proper perspective on this matter two articles written by Drs. Salim Yusuf, Srinath Reddy, Stephanie Ounpuu and Sonia Anand: "Global Burden of Cardiovascular Diseases" which appeared in the two issues of Circulation in December 2001 are a must study. The American College of Cardiology is also thinking globally. In his President's Page article in the Journal of ACC, Jan. 2002 Douglas P. Zipes, MD has written "Cardiologists Without Borders", and gave an interesting account of the role of ACC in matters of revitalizing the educational outreach programs, as well as goodwill missions to developing countries. As the sole representative of Indian cardiologists in the U.S.A. we must join forces with national organizations such as AHA and ACC in their outreach programs.

On behalf of the officebearers of the Association I urge you to attend the Meeting in large numbers, and again invite you to submit your comments and suggestions, and inform us about your activities and achievements, that could be published in this Newsletter. It is a matter of collective pride to see us grow.

Madhukar M. Deshmukh, MD, FRCP
E-mail: mdeshmuk@montefiore.org

MINUTES OF THE MEETING - AACIO NOVEMBER 2001

Following are the minutes from the last meeting of the Board of Directors and the Executive Committee of AACIO held on 11/11/01 at Anaheim, California. The following members were present at this meeting: Drs. Nanda, Swaroop, Sharma, Mehta, Deshmukh and Roychoudhury,

1. Dr. Rakesh Sharma to assume responsibility for Website development for AACIO, The committee approved approximately up to \$1500 as expenses for this purpose and maintenance fee of \$25 per month.
2. Dr. Nanda's administrative assistant Lindy is to assess expenses and the time required to update AACIO member's directory. She is also responsible to identify personnel for above duty and to communicate with Dr. Swaroop for approval.
3. To identify means to procure unrestricted grants from various drug companies. To rejuvenate BMS lifetime sponsorship for Young Investigator's award. Dr. Swaroop to contact certain companies for possible grants.
4. To announce publicly that dinner at our symposium should be free for all attendees and their families.
5. Dr. Navin C. Nanda was unanimously elected as the chair of the AACIO Awards Committee (awards to Indian cardiologists for distinguished work-service and Young Investigator awards for scientific abstracts). Members of this committee are as follows: Dr. Gopal Lalimalani, Dr. Jawahar Mehta, Dr. Sukhdev Sharma, Dr. Prakash Deedwania, Dr. Rajat Sanyal, Dr. Debasish Roychoudhury, and Dr. Kishore Harjai.
6. The awards committee to inquire the details (including expenses incurred) regarding advertising (possibly 1/4 page) in reputed journals such as Circulation, about AACIO (non-profit organization, major goals, Young Investigators award program, etc.). Dr. Mehta will e-mail Dr. Swaroop the detailed list of all the program directors all over the country to whom letters will be sent with the above highlights of the organization. \$1000 approved for each Young Investigators award.
7. Nationally recognized and eminent leaders in different fields of cardiovascular diseases to be invited as guest speakers for our annual programs.
8. To send advertisement to prominent Indian newspapers regarding our organization.
9. Dr. Naresh Parikh announced as the local host for the meeting in Atlanta.
10. Dr. Deedwania to be named as scientific co-chairman of the meeting in Atlanta/Chicago.

-Minutes recorded by Dr. Debasish Roychoudhury

URGENT - AACIO DIRECTORY **UPDATED INFORMATION NEEDED FROM MEMBERS**

The Premier Edition of the AACIO Directory edited by Drs. Dyan Naik and Navin Nanda published March 1999 containing over 1800 names and addresses is in the process of being updated in anticipation of inclusion on the new AACIO website (refer to the AACIO Board of Directors and Executive Committee Minutes of November 11, 2001). As this Newsletter went to press, 50% of the addresses, phone and fax numbers and email addresses have been updated using various resources available and the remaining should be completed in 2-3 months. To ensure that your information is correct, please email your mailing address, office phone and fax numbers and email address to the following email address, lindyc@uab.edu, to ensure we have the correct information for you. If you do not have an email address, please fax the information to 205-934-6747.

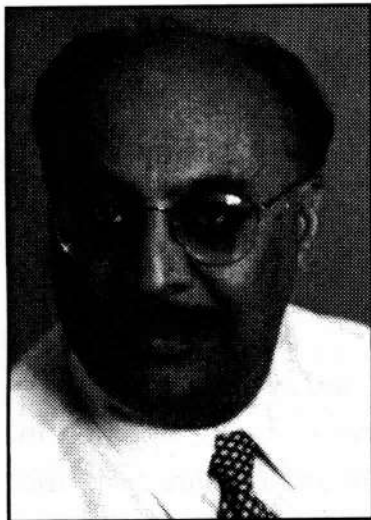


Honoree: Ivan A. D'Cruz, MD, FRCP

Dr. Ivan A. D'Cruz studied medicine at the T. National Medical College and Nair Hospital, graduating with M.B.B.S. and then M.D. degrees of Bombay University. He then went to Britain where he passed the M.R.C.P. (Edin.) and M.R.C.P. (Lond) examinations and did house officer posts at Hammersmith Hospital and Harefield Hospital, England. He then crossed the Atlantic to do a couple of years of cardiology at Cook County Hospital, Chicago. Returning to Bombay he was Asst. Hon. Physician and later Hon. Physician at the Tilak Hospital and Medical College (Bombay U.) over a 9 year period; with concomitant evening private practice. Crossing the Atlantic again in 1974, he spent the next 10 years running the Echo Lab at Michael Reese Hospital, Chicago with a faculty position at the U. of Chicago.

In 1985 he moved to the Medical College of Georgia - VA Augusta institutions as Professor of Medicine. Since 1994 he has been Professor at the U. of Tennessee - VA Memphis institutions, continuing in echocardiography. He has about 160 publications, several chapters and two books: Echocardiographic Diagnosis (1983) published by Macmillan, and Echocardiographic Anatomy (1996) published by Appleton-Lange. His published work has dealt mainly with the role of echocardiography in clinical diagnosis. Pericardial disease has been a particular interest. He has reviewed books and referred submitted papers for many echo and cardiology journals over the last 2 decades. The Fellowships of the Royal College of Physicians of Edinburgh and of the Royal College of Physicians of London were conferred on him in 1974 and 1985 respectively. He is Sr. Assoc. Editor of the journal Echocardiography.

He has been associated with the AACIO since its earliest days, when it was just a small informal dinner gathering of Indian Cardiologists at the A.H.A. and A.C.C. conventions. Over the last decade he has regularly written a brief column in the AACIO newsletter, dealing with his views and recollections of Indian Cardiologists, past and present, here and in the old country.



Distinguished Service Awardee: Jagat Narula, MD, PhD.

At the AACIO meeting during the November 2001 AHA Scientific Session in Anaheim CA, Dr. Narula was given the Distinguished Service Award. He gave a brief talk on "Apoptosis: What Should A Clinical Cardiologist Know About It?"

Dr. Narula is Thomas J. Vischer Professor of Medicine, Vice Chairman of Medicine for Research, Director, Heart Failure and Transplant Center, and Director, Center of Molecular Cardiology at the Hahnemann University Hospital in Philadelphia, PA.

Dr. Narula has had extensive training in Cardiology at the All India Institute of Medical Sciences in New Delhi and then at Harvard Medical School in Boston, MA. He held important positions in academia in medical centers in the US. He has trained a large number of individuals,

who presently hold key positions around the world.

His work has been focused in Nuclear Cardiology and more recently in defining the role of apoptosis in ischemic heart disease. He has authored or co-authored several books and monographs, and over 400 abstracts and refereed papers. His recent paper in Nature Medicine on apoptosis has won wide acclaim.

He was recently invited by the World Health Organization to be a key member of the Jones Criteria for Acute Rheumatic Fever writing committee.

MEDICAL ADVERTISING: ARE WE ITS DUPES OR ITS BENEFICIARIES?

Ivan A. D'Cruz, M.D., F.R.C.P.

Professor of Medicine, University of Tennessee, & Director, Echocardiography, VA Medical Center, Memphis, Tennessee

Advertising, like free enterprise, is very much a part of American tradition, with which we in the A.A.C.I.O. are all quite familiar. In fact we were used to advertisements in newspapers and magazines, on billboards and buses, long before we came to the U.S.A. We have been accustomed to the exuberant promotion of various commercial products, and view extravagant claims made for the latter, with a healthy skepticism.

When we started our careers here, two or more decades ago, commercial advertising directly to the medical profession was unknown and even unthinkable, other than the discreet detailing of medications by pharmaceutical sales representatives in doctors' offices. In fact, in the British medical system, which first nurtured us professionally, doctors who indulged in blatant self-advertising ran the risk of being summoned by the General Medical Council and warned about having their license revoked. Newspaper announcements by doctors were restricted to the bare notices of commencement of practice or change of address.

But over the last decade, ethical standards and professional customs have changed along with the progressively permissive ethos of American society itself. Avid for the almighty dollar, the rising tide of competition has motivated drug companies, hospitals, HMO's, doctors and dentists to outdo each other in self-publicity strategies that constantly assail the public eye and ear, primarily over television.

In this country, the sales pitch for therapeutic agents is usually a "soft sell", subtle and sophisticated but persistently repetitive. The psychological or emotional triggers that advertisers manipulate are handled skillfully; their guile is concealed rather than blatant.

What the ads do is to portray illusions, purporting to show patients who have just achieved dramatic cures, or at least gratifying relief, with the drug being touted. A joyful face, previously distressed or dolorous, now smiles radiantly into the camera. The viewer or

reader is required to strain his credulity to suppose that a photographer or video operator happened to pass by at just that opportune moment to record the happy outcome. It is difficult to escape the implication that the manufacturers regard their audience, the American public, as amazingly naive or gullible.

The truth behind how the ad was devised and organized is very different. The pharmaceutical company employs an advertising agency. The latter has copywriters who script the text of the ad, and producers or directors who decide on the scenario. A photographer records the scene, the product and the "patient". The latter is usually a professional commercial actor, but sometimes a real carefully selected patient and doctor are recruited to pose and talk before the camera. Several alternative photographs or video are made, and then shown to the top brass of the sponsoring company, before one or two are finally chosen.

Much attention has to be devoted to the features build, ethnicity, age, accent of speech and general persona of the actor or actress playing the role of patient. Every word uttered, each gesture and glance is meticulously choreographed. Nothing whatsoever that might be construed as politically incorrect can be included. Ads in medical journals may contain a few references to clinical trials, citing results favorable to the product promoted, preferably by authors of renown from prestigious institutions published in journals such as the *Lancet*, *JAMA* or *New England Journal of Medicine*.

When medical advertising first thrust its feisty head forward, the manufacturer merely claimed that their drug was eminently effective or at most vaguely "the best". Ads now often venture further, audaciously trying to claim superiority over other competitive products. Mindful of huge financial settlements that courts have granted to patients possessing the formidable combination of proven harmful drug effects and clever malpractice lawyers, recent ads now often contain caveats on such adverse outcomes, which formerly were

buried within deep layers of fine print on the package insert.

A recent trend in TV medical advertising must be mentioned: identical commercials of the same pharmaceutical product are shown repeatedly at intervals of 10 or 15 minutes on the same TV show, a relentless visual bombardment of the viewing public. It reminds one of war propaganda decades ago, when it was believed that the public would believe anything if it was said often enough, without contradiction. But in actual fact persistent frequent reiteration of the same promotional images and words may have only a negative effect, producing nothing but a turned-off exasperated viewer.

Lest these comments on medical advertising seem unduly critical or cynical, it should be added that we of the A.A.C.I.O. have all, at one time or another, enjoyed the hospitality of various drug companies or medical device manufacturer (always in the setting of an educational or scientific program). They have subsidized large-scale symposia, courses and other scientific activities from which we as a profession have derived much instruction and enlightenment. Many years in the world of American medicine have made us too shrewd and sophisticated to be seduced by the blandishment of a free lunch, or hoodwinked by a slick sales pitch, to allow our choice of medications for our patients to be guided by sales reps, much less to prescribe drugs yet unproven or invalidated by rigorous extensive clinical trials.

Two and a half centuries ago, Samuel Johnson, the great English sage, said "Promise - a large promise - is the soul of advertising." Today medical advertisers are still making big promises, although the extravagance of their claims is somewhat curbed by the watchful eye of the FDA. It is for us of the medical profession to probe their veracity, control our credulity, and when it exists, grasp securely the truth that underlies the frills and fluff of promotional expertise.

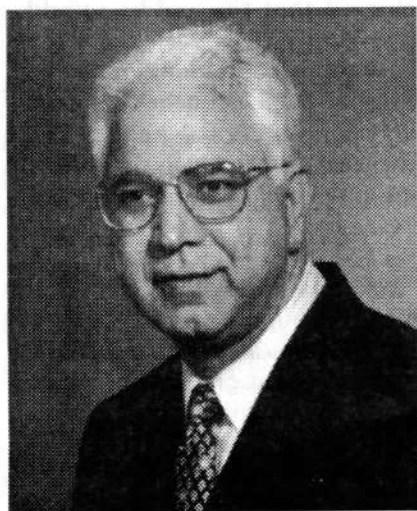


MEMBERS IN THE NEWS:

Navin C. Nanda, MD, Professor of Medicine and Director of the Heart Station/Echocardiography Laboratory at the University of Alabama at Birmingham Alabama is the most well-known AACIO member nationally as well as internationally. He became internationally known in Echocardiography right from the infancy of this technology, and contributed enormously to its growth. He has been honored by countries spread across all the continents of the globe. Recently he was honored with a special Millennium Award by the Association of Physicians of India, during their 57th Annual Meeting held in Chennai, India, January 13-17, 2002. The award cited Dr. Nanda for his pioneering contributions in the field of cardiology, and introducing them to India over the past two decades. "Your efforts have contributed in a

major way to the growth and development of medicine, particularly cardiology in India. No other outside physician has done so much for India in recent times."

A continent away, the Uruguayan Society of Cardiology gave a special Award and Honor, recognizing Dr. Nanda as "the most outstanding and distinguished teacher and pioneer in the field of Echocardiography."



DR. MEHTA ELECTED TO AAP

Dr. Jawahar L. Mehta, Director of the Division of Cardiovascular Medicine and Stebbins Chair in Cardiology at the University of Arkansas for Medical Sciences, Little Rock, AR, was recently elected a full member of the American Association of Physicians. AAP, also known as a society of "Old Turks", is a body of about 250 distinguished physician-scientists across North America.

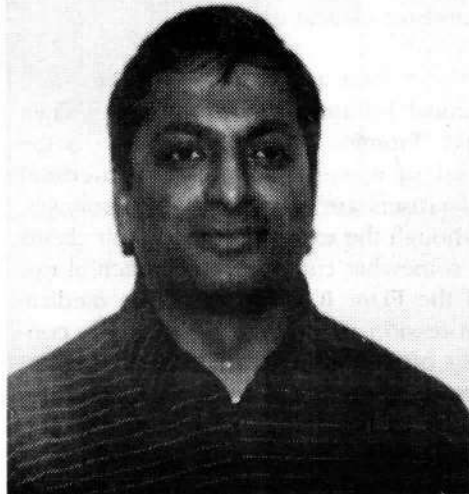
According to the AAP new member book, Dr. Mehta was the first to describe platelet activation in the atherosclerotic coronary arteries as a basis of clot formation in unstable coronary syndromes, which led to trials of antiplatelet drugs in cardiac patients. He has conducted many studies on experimental thrombosis and ischemia-reperfusion injury, innovative studies demonstrating a critical role of renin-angiotensin system in atherosclerosis, myocardial ischemia, and uptake of lipid in the blood vessels, and is currently involved in gene therapy directed at angiotensin receptor mRNA. He was nominated for the membership by Victor J. Dzau, MD, Chair of the Department of Medicine at Harvard Medical School and seconded by Thomas E. Andreoli, MD, Chair of Medicine at the University of Arkansas for Medical Sciences, Little Rock, AR.

YOUNG INVESTIGATOR AWARDS

During the Fall Meeting of the AACIO in November 2001, the Young Investigator Awardees were:

Dr. VENKAT GADDAM for his presentation on "Atorvastatin Reduces Time to Thrombosis Following Oxidant Injury".

Dr. SHANTALAXMI N. MOOTERI: "New Risk Factor For Coronary Heart Disease In Well-Defined Immigrant South Indian Population".



FUTURE CARDIOLOGY CONFERENCES/CONGRESSES

March 16, 2002 **18th Annual International Conference on Recent Advances in Echocardiography**, Embassy Suites at Centennial Olympic Park (across from the Georgia World Congress Center), 267 Marietta Street, Atlanta, Georgia. Director: Navin C. Nanda, M.D. For information contact: Lindy Chapman, University of Alabama at Birmingham, Heart Station SW/S102, 619 19 Street South, Birmingham, AL 35249-6846. Tel: 205-934-8256; fax: 205-934-6747; E-mail: lindyc@uab.edu. Website: www.iscu.org

September 26-29, 2002 **15th Annual Conference on 2D, Conventional and Color Doppler Echocardiography**, Callaway Gardens Resort, Pine Mountain, Georgia. Conference Director: Dr. Navin C. Nanda. For information contact: Lindy Chapman or Michelle White, University of Alabama at Birmingham, Heart Station SW/S102, 619 19 Street South, Birmingham, AL 35249-6846. Tel: 205-934-8256; fax: 205-934-6747; E-mail: lindyc@uab.edu. Website: www.iscu.org

November 16, 2002, **12th Annual International Conference in Echocardiography: Cas Studies and Recent Advances in Echocardiography**, Chicago, Illinois. Conference Director: Dr. Navin C. Nanda. For information contact: Lindy Chapman or Michelle White, University of Alabama at Birmingham, Heart Station SW/S102, 619 19 Street South, Birmingham, AL 35249-6846. Tel: 205-934-8256; fax: 205-934-6747; E-mail: lindyc@uab.edu. Website: www.iscu.org

August 1-3, 2003. **VII World Congress of Echocardiography and Vascular Ultrasound**, Hilton Hotel, Buenos Aires, Argentina. Sponsored by the International Society of Cardiovascular Ultrasound (ISCU), President: Navin C. Nanda, MD and the Argentine Society of Cardiology. For further information contact: Daniel Pineiro, MD, Congress Secretary General. Congress email: secretariat.echo2003@sac.org.ar, Congress website: www.sac.org.ar. ISCU email: iscu@iscu.org and ISCU website: www.iscu.org.

May 7-10, 2004. **VIII World Congress of Echocardiography and Vascular Ultrasound**, Antalya, Turkey. Venue to be confirmed. Sponsored by the International Society of Cardiovascular Ultrasound in cooperation with the Turkish Society of Cardiology. For information, contact: Navin C. Nanda, M.D., President, International Society of Cardiovascular Ultrasound, P.O. Box 323, Gardendale, AL 35071, USA. Tel: 205-934-8256; fax: 205-934-6747; E-mail: iscu@iscu.org. Web site: <http://www.iscu.org>.

June 2005, **IX World Congress of Echocardiography and Vascular Ultrasound, Milan, Italy**. Cosponsored by the Italian Society of Cardiovascular Echography (SIEC). President: Dr. Giuseppe Gullace. For information, contact: Navin C. Nanda, M.D., President, International Society of Cardiovascular Ultrasound, P.O. Box 323, Gardendale, AL 35071, USA. Tel: 205-934-8256; fax: 205-934-6747; E-mail: iscu@iscu.org. Web site: <http://www.iscu.org>.

AACIO WEBSITE

AACIO WEBSITE IS NOW ON THE INTERNET. The address is: <http://www.aacio.com>. We want to thank Dr. Rakesh Sharma, AACIO member, and Chris Galvanek at DoctorSurf.com for this accomplishment. The website is in its early stages and additional information will be available soon on the site. If you have any suggestions, please let us know.

American Association of Cardiologists of Indian Origin

cordially invites you to the

SPRING DINNER MEETING

Sunday, March 17, 2002 at 6:00 p.m.

at

MARRIOTT MARQUIS - IMPERIAL BALLROOM

265 Peach Tree Center • Atlanta, Georgia 30303 • Tel: 404-521-0000

RSVP to Satinder Swaroop, MD

Tel: 714-751-3540 Fax: 714-751-5626 • E-mail: swaroopsat@yahoo.com

No Charge for dinner

I will attend - Name _____

Number of Guests _____

Change of Address, Tel., Fax _____



AACIO NEWSLETTER

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11180 Warner Avenue, Suite 353
Fountain Valley, CA 92708

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