

VIDACARE PLUS



Preventing heart attacks & strokes before they happen



Want to know more?

CONTACT US

www.VidaCarePlus.com

Jeffrey.Herschler@VidaCarePlus.com
305.299.3937

CAROTID INTIMA MEDIAL THICKNESS TESTING

Learn the key reasons you should add this modality to your practice

DETECTS UNSEEN RISK IN HEALTHY ADULTS

- Over 50% of MI/CVA in US occur in apparently healthy adults with average or low cholesterol levels (Jupiter trial)
- Framingham, Reynolds Risk scores and NCEP III MISCLASSIFIES "hard cardiac" events by >75% in males and >90% in females (CIRC. 2009; 120: 1296-1336)
- Only 3% of women are classified high risk by Framingham at the actual time of their Acute MI (97% misclassified and do not meet criteria for statin therapy)
- Stress testing picks up only critical/obstructive not early/reversible disease

PROVEN VALUE IN CARDIO EVENT PREVENTION

- CIMT approved and recommended by the ACCF/AHA 2010
- The Multi-Ethnic Atherosclerosis (MESA) and Atherosclerosis Risk in Communities (ARIC) Study show the high predictive value of CIMT for prevention of cardio and cerebrovascular events.
- SHAPE (Society for Heart Attack Prevention and Eradication) recommends CIMT testing for Intermediate risk patients >40 in males, >50 in females; >35yo in Diabetics and strong family history. SHAPE II guidelines and risk reclassification markedly improves prevention.

SAVING LIVES SAVES MONEY

- Disease prevention starts with DIAGNOSIS BEFORE COMPLICATION.
- Cardiovascular disease management remains amongst the most expensive component of health care costs in the USA. The earlier disease is diagnosed and treated, the better the compliance to well established guidelines of treatment, the less the costs.
- Stress testing has poor sensitivity for early disease, and invasive procedures are expensive and too late.

FOLLOW THE DATA: CIMT IS A HARD METRIC

- If it's good enough for the FDA, why isn't it good enough for me? Almost all current studies of atherosclerosis use CIMT testing as an important criterion for response to therapy.
- CIMT provides a reproducible and highly accurate metric to follow response to therapy and thereby an extremely motivating tool for medical compliance.