
Family Health Team

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FOR IMMEDIATE RELEASE

**Innovative program in Peterborough tackles vascular disease
*Peterborough's Primary Health Care Services launch a proactive program focused
on early detection, prevention and management***

Peterborough, ON (May 10, 2010) - Primary Health Care Services of Peterborough (PHCSP) announced today it will be implementing a ground-breaking collaborative approach to detecting, preventing and managing vascular disease. The program, called the *Comprehensive Vascular Disease Prevention and Management Initiative (CVDPMI)*, is set to change the manner in which the disease is identified and treated in patients and across the health care system.

PHCS will spearhead the comprehensive program, which aims to improve the health of the local affected population, the outcomes and experiences of their treatments, and by effectively combating the growing burden of vascular disease on the Peterborough County and City health care system. By focusing on prevention, early detection and disease management, CVDPMI will lead to fewer life altering events such as heart attacks, strokes and vascular dementia, in addition to decreasing the number of visits to the Emergency Department.

"We are thrilled to be at the forefront of such a unique and exciting opportunity to proactively fight vascular disease," said Bill Casey, Executive Director Primary Health Care Services of Peterborough. "Vascular disease is the number one preventable cause of death in Canada and poses a huge burden on those affected by it, and to the health care system in general. People often don't realize what vascular disease actually encompasses, and how dangerous it can be. CVDPMI focuses on educating and informing Peterborough County and City residents about the disease and its many risk factors, as well as identifying those at-risk and providing individualized treatment and management strategies."

CVDPMI represents a unique innovation in the delivery of health care. It is a joint initiative including many of Peterborough's family physicians, allied health care professionals, cardiologists and nephrologists. It was designed to integrate and streamline the identification of at-risk individuals. Managed primarily by specially trained and experienced registered nurses, the program is supported and advised by family doctors, specialists, pharmacists and registered dieticians.

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The underlying principle of the program is to identify patients at risk for a vascular trauma and bring them into the Family Health Team or other clinic setting for a health assessment and vascular workup. If there is evidence of vascular disease in the patient, they are given the option to enroll in a treatment program that consists of regular follow-ups, patient education and clinical interventions. It is anticipated that the proactive approach to care will significantly decrease hospital emergency admissions and unnecessary readmissions. CVDPMI represents a tremendous enhancement to patient care, maximizes the impact of currently scarce healthcare resources, and improves the performance of the overall health system.

CVDPMI is a first in Ontario; it will be piloted in a few Family Health Team practices, with the anticipation that it will expand to all practice settings in Peterborough over the next few years. The program is designed to be completely transferable and easily adopted in other jurisdictions throughout Ontario in years to come. The program has already achieved International recognition at an *Innovations in Health Care Policy Conference* in New York City in March 2010.

In support of the CVDPMI program through the Greater Peterborough Health Services Foundation, Freedom 55 Financial Peterborough will be hosting a Charity Golf Classic on Thursday, July 22, 2010 at the Peterborough Golf and Country Club. For more information visit: www.gphsf.ca

The CVDPMI program has numerous partners including: Primary Health Care Services of Peterborough, Peterborough's Family Health Teams, Central East Local Health Integration Network, Allied Health Professionals, Heart and Stroke Foundation, Peterborough Regional Nephrology Association, the Vascular Health Network, the Greater Peterborough Health Services Foundation, Astra Zeneca Canada, and the Ministry of Health and Long Term Care.

- 30 -

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