



Seconds-Count.org Expands on the Web: Version 2 Now Live

When SCAI launched its Seconds-Count education campaign in 2007, the Society recognized the need for an accurate, comprehensive, and easily understood resource on cardiovascular disease for both patients and referring physicians. Last fall, SCAI launched the first phase of www.Seconds-Count.org. Since that time, the Seconds-Count.org Editorial Board has worked to expand information for both patients and referring physicians, and establish frequently updated “Latest News” and “Straight from the Experts Blog” sections to provide visitors with accurate, current cardiology news and offer perspective on mainstream media stories.



J. Jeffrey Marshall, M.D., FSCAI

“We know that patients are seeking more and more medical information on the Web,” says J. Jeffrey Marshall, M.D., FSCAI, editor-in-chief of Seconds-Count.org. “What they find on mainstream websites, and what they read or hear from the mainstream media, can often be alarming and inaccurate. Our goal is to provide an accurate, current, and comprehensive one-stop resource for both patients and physicians.”

Patients can find new information in the “Working with Your Doctor” and “About My Heart and Arteries” sections. The newly expanded sections provide detail on a range of conditions – from peripheral artery disease to structural heart disease to coronary artery disease – all alongside the spectrum of treatment options. Patient case stories share first-hand experiences, and visitors will also find informational videos about stroke, coronary artery disease, stents, angioplasty, and more.

As relevant news stories arise, SCAI Editorial Board members provide the physician’s perspective on the news through postings on the “Straight from the Experts Blog.” Blog entries are written in an easy-to-understand format for patients, and serve to provide further background and clarification on current topics. Recent entries include the role of cardiac CT imaging, women’s risk for heart disease, and a review of latest data from clinical trials.

The “Latest News” section further highlights the latest research. During the SCAI Annual Scientific



Sessions in Partnership with ACCi2 Summit (SCAI-ACCi2) in March, study summaries and highlights for both patients and physicians were posted each day of the conference shortly after study results were announced.

“It’s often difficult for patients to distinguish accurate and inaccurate information on the Web,” says Dr. Marshall. “As an increasing number of cardiovascular disease patients receive interventional treatments, we have the opportunity to ensure they leave the Web well-informed and prepared to speak with their physician about their individual treatment plan.”



Ziyad M. Hijazi, M.D., MPH, FSCAI

Similarly, it’s often difficult for busy primary care physicians and general cardiologists to keep current on the latest interventional research. The “For Health Professionals” section provides referring physicians and other medical professionals with the latest evidence-based disease and treatment information, “hot topics,” and reviews of current clinical studies.

“The site is a resource for referring physicians who may not have time to keep current on all of the latest interventional news and research,” says Ziyad M. Hijazi, M.D., MPH, FSCAI, SCAI president. “And it’s also a resource we can share with our patients to help them better understand their treatments.”

How can you get involved? SCAI encourages you to share the website with your patients and colleagues, and post a link on your practice’s Web site. You can participate in discussions on the Blog or suggest a new topic, or share unique or interesting patient case studies. You can also subscribe to the Blog’s RSS feed to stay current on our latest entries and news. As always, SCAI welcomes your feedback at: pr@scai.org.

Check back often for the latest updates! ■