

## A Legacy of Providing Best-in-Class Education and Training: The CORDIS® Cardiac & Vascular Institute<sup>SM</sup>

A discussion with Tammy Leitsinger, Global Director of Clinical Education & Training, highlighting the legacy of the CORDIS® Cardiac & Vascular Institute<sup>SM</sup> educational contributions that are advancing vascular medicine.



*Tammy Leitsinger is the Global Director of Clinical Education & Training at Cordis Corporation.*

With more than 124 million people suffering from vascular disease, the future of health care is demanding comprehensive solutions. Part of this solution is better accessibility and more content-rich health care provider (HCP) educational programs. In 2006, the CORDIS® Cardiac & Vascular Institute (CCVI) was established, providing physicians and other health care providers with clinical and product educational resources. These training resources are designed to help progress the understanding and treatment of cardiac and vascular conditions, thereby improving patient outcomes. CCVI conducts educational programs for thousands of global health care practitioners annually through both live and web-based education programs. CCVI also operates the largest network of cardiovascular procedural simulators in the world for health care provider training with 150 systems in 10 countries.

### What have been the biggest changes over the past 5 years in HCP education?

Over the past 5 years, physicians have less time to leave their practices to attend educational programs.

Also, like many other technology or information-centric industries, the global proliferation of new cardiovascular information and interventions is increasing rapidly. Keeping pace with new and innovative devices and clinical breakthroughs is an important part of vascular disease solutions. HCPs want, and arguably need, immediate and convenient access to current evidence-based information regarding therapy options, outcomes, emerging techniques, and virtually every aspect of the procedures they perform. This all needs to be accomplished without taking precious time away from their practices. CCVI online programs were created to bring this type of training to physicians. This training offers easy access to information when it's most convenient for the physician and staff. The programs have been tremendously well-received due to their effectiveness and 24/7 availability. When the need to attend live training is critical, CCVI continues to deliver didactic and observation programs in small group settings to provide the best, most effective training, again limiting the time away from their practices.

### What are the CCVI accomplishments that you are most proud of?

From the beginning CCVI's focus has been on delivering the clinical education and product training needed by physicians around the world. CCVI is recognized globally as an educational leader helping physicians make the most informed choice in patient treatment options. Wherever I travel around the world, health care practitioners are

## CCVI LANDMARK EDUCATIONAL INITIATIVES

- **First** stent certification program—PALMAZ-SCHATZ™ Balloon-Expandable Stent
- **First** FDA-approved online training program—Carotid Artery Stent Education System (CASES)
- **Sole** sponsor of the China Ministry of Health Initiative for Cardiology Certification—PROJECT TOUCH
- **First** medical device manufacturer to support the Peripheral Arterial Disease Coalition—an alliance of more than 80 North American health organizations, professional societies, government agencies, and corporations united to improve the health and care of patients with peripheral artery disease

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“Cordis is truly the pioneer in integrated company education with the Macy’s approach. Together, we created an accredited CME peripheral vascular training track that included all of the vascular specialties. This groundbreaking training included didactics, live and taped cases, a cadaver lab, and hands-on animal and inanimate labs that allowed for a breadth of various company products. This allows the practicing physician to truly upgrade and expand the treatment for patients with peripheral vascular disease.”

*Gary Ansel, MD*

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drawn to CCVI educational programs both at the hospital level as well as at major scientific congresses. CCVI is a trusted resource, and I am extremely proud that we are able to provide the best possible educational solutions to help clinicians’ advance toward less-invasive therapies.

Just as the understanding and treatment of vascular disease is rapidly evolving, our CCVI team continues to lead educational programs for physicians. This is also especially gratifying and amazing with all the advancements of new products for vascular disease.

### **What are some of the key lessons you’ve learned in your role as director of CCVI?**

Keeping physicians’ goals and objectives at the forefront has been instrumental to CCVI’s success. Aligning with physicians’ needs drives decisions that deliver the best education, and I am proud that our programs consistently achieve this goal.

There is no single way to provide health care provider training and education. CCVI has learned that supplying multiple educational options can help create and advance solutions. Really listening to physicians’ needs and then tailoring a solution organically, or finding an existing program, has been invaluable.

### **What motivates you as you go to work each day?**

Vascular disease is devastating for patients and their families. I have seen and learned this firsthand with my mother who suffered from critical limb ischemia. She was misdiagnosed early on and subsequently passed away from complications after amputation. More needs to be achieved to curb the rate of amputation and mortality associated with critical limb ischemia. Education, awareness, and early detection are at the core of finding a solution to peripheral vascular disease. This is what truly drives me each and every day to do more to educate physicians about treatment options that will aid in the eradication of peripheral artery disease and continue to make a positive difference in the lives of patients. ■

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