

**Pfizer Satellite Symposium**  
**EAS 2008 in Istanbul**  
**26 April 2008, 11.00–12.30**

M. Davies Hall, Istanbul Lutfi Kirdar Convention  
and Exhibition Centre

**CV Forum: targets, outcomes and adherence**

**Dear Colleagues**

We have great pleasure in inviting you to a CV Forum to discuss the importance of targets, outcomes and adherence in the management of our patients with cardiovascular (CV) risks.

Within this forum we will present you with two topics for discussion:

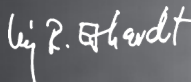
- Consideration of CV risk factor targets and clinical outcomes
- Encouraging adherence, improving outcomes: partnerships in cardiovascular risk reduction

Our international faculty of experts will present key information on these topics and we will then encourage audience questions and discussion.

We hope you can join us at this exciting meeting and we look forward to hearing views from your own clinical practice.



Richard Hobbs  
Professor and Head of Primary Care  
and General Practice  
University of Birmingham, UK



Leif Erhardt  
Professor of Cardiology  
Lund University, Lund, Sweden



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## Session 1:

Improving cardiovascular outcomes: consideration of CV risk factor targets and clinical outcomes

11.00 – 11.05

Moderator's welcome and introduction

Richard Hobbs

Professor and Head of Primary Care and General Practice  
University of Birmingham, UK

11.05 – 11.15

Presentation: Risk factor targets in clinical practice

James Shepherd

Professor of Vascular Biochemistry, Department of Biochemistry  
University of Glasgow and Royal Infirmary, Glasgow, Scotland

11.15 – 11.25

Presentation: Improving cardiovascular outcomes in clinical practice

Matti J. Tikkanen

Professor of Medicine, Institute of Clinical Medicine  
University of Helsinki, Finland

11.25 – 11.30

Moderator's review of presentations

Richard Hobbs

11.30 – 11.40

Questions and answers from the audience

11.40 – 11.45

Summary of session

Richard Hobbs

## Session 2:

Encouraging adherence, improving outcomes: partnerships in cardiovascular risk reduction

11.45 – 11.50

Moderator's welcome and introduction

Leif Erhardt

Professor of Cardiology  
Lund University, Lund, Sweden

11.50 – 12.00

Presentation: Non-adherence to therapy – the scale of the problem

Terje R. Pedersen

Head of the Centre for Preventive Medicine  
Ullevål University Hospital, Oslo, Norway

12.00 – 12.10

Presentation: Initiatives to improve adherence – implications for better outcomes

Furio Colivicchi

Director of Clinical Quality Management Unit  
San Filippo Neri Hospital, Rome, Italy

12.10 – 12.15

Moderator's review of presentations

Leif Erhardt

12.15 – 12.25

Questions and answers from the audience

12.25 – 12.30

Summary of session

Leif Erhardt



According to MOH GPP Regulation of 23 October 2003, article II, and AIFD Code of Ethical Practice, pharmaceutical companies shall not provide any financial contributions to persons other than healthcare providers (physicians, dentists and pharmacists).

Therefore, we kindly ask you not to bring your companion and/or children to the sponsored event. We thank you for your understanding and support to implement high ethical standards of the healthcare sector. This invitation is one person only.



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