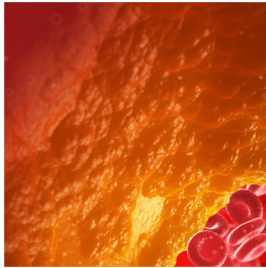


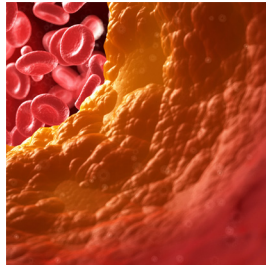
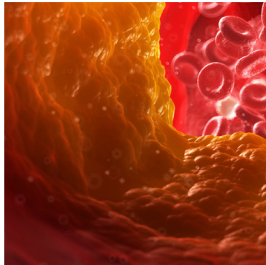
**The 2020 Blended Learning Journey
on Cardiovascular Risks for EMEA**

LIVE WEBINAR

**Old and new conspirators for
cardiovascular disease:
What is the best approach?**



Saturday,
14 November 2020
from 14:00 to 16:00 CET





OVERVIEW

High blood pressure is the most important cardiovascular risk factor and the leading cause of death worldwide. The contribution of hypertension to morbidity and mortality has remained stable in the last decade, despite considerable advances in the treatment of the disease. This is likely due to a number of factors, including a lack of treatment personalization, where medication is matched to the patient by considering the underlying metabolic pathways that have contributed to the hypertension, as well as a lack of adherence by patients to their prescribed medication. One important aspect is the activation of the sympathetic nervous system. Despite its fundamental role in the pathogenesis of cardiovascular disease, only recent 2018 European Society of Hypertension / European Society of Cardiology Hypertension Guidelines have included elevated heart rate, the easiest way to assess sympathetic nervous system activity, among the factors influencing cardiovascular risk in patients with hypertension. Beta-blockers are effective drugs for reducing resting heart rate and have been shown to improve blood pressure control, leading to a reduction in cardiovascular mortality in several randomized, placebo-controlled trials. A better understanding of the rationale behind beta-blocker treatment, the potential benefits and side-effects, as well as the differences between different beta-blockers is, therefore, crucial in identifying the hypertensive patients who could benefit the most from this treatment or combination treatment with beta-blockers. Finally, the adverse effects of hypertension and other risk factors on morbidity and mortality has been recently highlighted by the dramatic COVID-19 pandemic. There is evidence that patients with hypertension, particularly males, are at increased risk for a poor outcome or death from COVID-19. Consideration of the available data are important so that the risks to patients with hypertension can be considered, best practice to treat those who are infected can be shared and policies can be adopted to support those who are not infected, but who need help and support to manage their hypertension at a time when face-to-face meetings with healthcare professionals are limited. Scientific Seminars International Foundation has designed a comprehensive Blended Learning Journey to increase knowledge of cardiovascular disease prevention in patients with arterial hypertension. This program will address the most recent research into cardiovascular risk factors and will discuss the best approach for clinical management of the complex hypertensive patient in daily practice.



LEARNING OBJECTIVES

By attending this live educational webinar learners will be able to:

- Acquire information about the strong relationship between COVID-19 and cardiovascular disease with particular emphasis on whether COVID-19 itself is a promoter of cardiac damage or whether pre-existing cardiovascular risk factors or disease worsen the prognosis in COVID-19 patients.
- Identify the role of increased sympathetic nervous system activity in the pathogenesis of hypertension and hypertension-related disease; in addition, the choice of appropriate treatment to reduce increased sympathetic nervous system activity will be discussed.
- Learn how to optimize the use of beta-blockers in patients with different cardiovascular complications including coronary artery disease and heart failure.

TARGET AUDIENCE

Multidisciplinary teams working in cardiology, internal medicine and general practice.

LANGUAGE

The official language of this live educational webinar is English.

Simultaneous translation into Chinese and Russian will be provided.

CME ACCREDITATION

The 2020 Blended Learning Journey on Cardiovascular Risks for EMEA, Rome, Italy, 14/11/2020-14/11/2020 has been submitted for CME accreditation to the European Accreditation Council for Continuing Medical Education (EACCME®).

CME PROVIDER

Scientific Seminars International Foundation

CME Manager: Flaminia Masprone

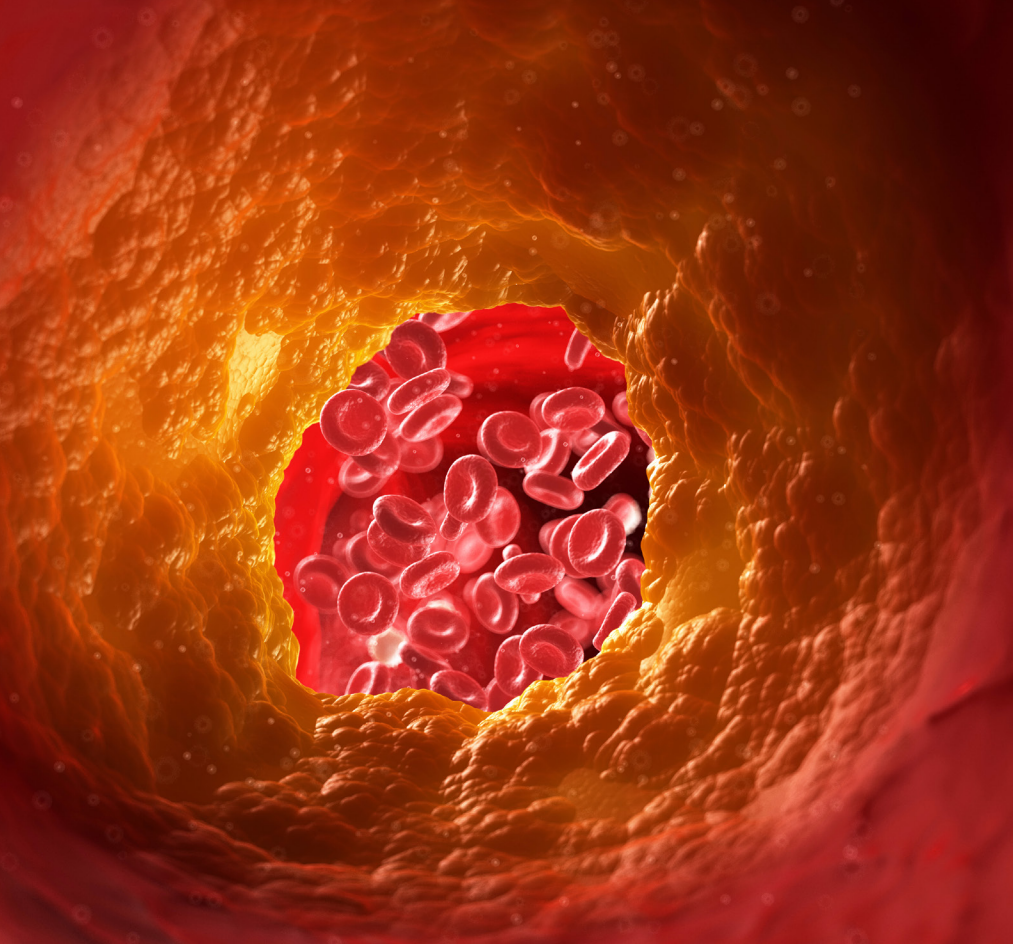
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PRE-REGISTRATION

Please click on the below link to register to the live webinar:

<https://www.elearning.scientificseminars.com/the-2020-blended-learning-journey-on-cardiovascular-risks-for-emea/live-webinar/>



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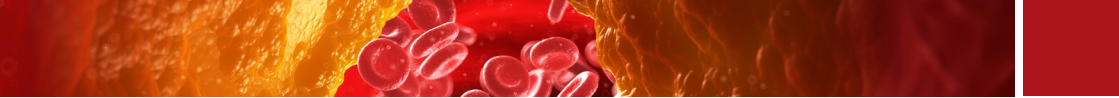
SATURDAY, 14 NOVEMBER 2020

from 14:00 to 16:00 CET

14:00		Welcome and introduction S. Taddei (Italy)
14:10	L1	The cardiovascular system in COVID-19: Primary target or secondary bystander? G. Mancia (Italy)
14:30	L2	Targeting heart rate in the treatment of hypertension H.A.J. Struijker-Boudier (The Netherlands)
14:50	L3	Best practice in the management of stable chronic angina M. Tadic (Germany)
15:10	L4	From hypertension to heart failure: Prevention strategies B. Tomlinson (Hong Kong)
15:30	P	Panel discussion
16.00		End of the live webinar

LEGEND

L: Lecture; **P:** Panel discussion



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