

## Chair's Report

Gene Sung, MD, MPH

Chair, Communications Committee

There continues to be many developments in the field of stroke, and we all look forward to the International Stroke Conference in San Diego in February 2004.

The biggest news until then is the announcement of the Stroke Center Certification program. This is a certification program of primary stroke centers using the published recommendations of the Brain Attack Coalition and the American Stroke Association's (ASA) statements/guidelines for stroke care. The Joint Commission on Accreditation of Healthcare Organizations (JCAHO) has developed an advanced Disease-Specific Care Certification Program that will provide the first nationwide certification program to evaluate stroke care provided by hospitals.

Conducted under the umbrella of JCAHO's Disease Specific Care Certification Program, the review of applicant organizations will assess:

- compliance with consensus-based national standards;
- effective use of primary stroke center recommendations and clinical practice guidelines to manage and optimize care; and
- performance measurement and improvement activities.

The on-site review process for Primary Stroke Center Certification will involve, in most cases, a one-day evaluation of stroke disease management services. Reviewers will evaluate compliance with national standards and emphasize the management of stroke patients through clinical guidelines and performance measurement assessment.

The evaluation will assess

- qualifications and competence of practitioners;
- ongoing efforts to measure and improve process and outcomes; processes established to encourage patient self-management;
- demonstrated leadership support for the program; and

- use of clinical information systems to monitor patient care management.

An expert panel, selected jointly by ASA and JCAHO, will make recommendations for a standardized performance measure set for stroke. The measure set will be available by early next year to augment the new certification program. In the interim, reviews of early-adopter hospitals that seek Primary Stroke Center Certification will require submission of four clinical process or outcome measures related to Primary Stroke Center care as listed in the Primary Stroke Center Certification addendum to the Disease-Specific Care Manual under Stroke Measurement areas.

Primary Stroke Centers that successfully demonstrate compliance with program requirements will be awarded certification for a one-year period. A one-year extension will be granted contingent on the submission of an acceptable Periodic Performance Review and the results of the organization's performance measurement and management activities.

## Scientific Sessions 2003 Distinguished Scientist Awards

**Myron Ginsberg, MD**

University of Miami School of Medicine  
Miami, FL  
Stroke Council

**J.P. Mohr, MD**

Neurology Institute, College of Physicians and Surgeons, Columbia University  
New York, NY  
Stroke Council

## 2003–04 Leadership Committee

### Stroke Early Response Ad Council Campaign Update

The American Stroke Association, in partnership with the Ad Council, has distributed five stroke-awareness TV spots featuring well-known celebrities Patrick Dempsey, Sharon Stone, Michael Clarke Duncan, Penny Marshall and Don Rickles. The television campaign has generated 10,272 airings. Internet results include 6,231,941 estimated impressions through Sept. 3, 2003. PR for the campaign has been included in E! Entertainment, USA Today on the Web, Access Hollywood, Sharon Stone “Biography” on A&E, CNN Headline News, Brandweek, Boston Globe, and The Washington Post, among others. The total estimated ad value to date is \$5,593,400 with 78,116 placements.

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### Upcoming Meetings of Interest

#### 3rd State-of-the-Art Stroke Nursing Symposium

February 4, 2004, San Diego, Calif.

#### 29th International Stroke Conference

February 5–7, 2004, San Diego, Calif.

#### 2nd Annual Neurocritical Society Meeting

February 7–8, 2004, San Diego, Calif.

#### 5th Scientific Forum on Quality Care and Outcomes Research in Cardiovascular Disease and Stroke

May 15–17, 2004, Washington, DC

#### 2nd AHA Scientific Conference on Compliance in Healthcare and Research

May 17–20, 2004, Washington, DC

#### The Hazel K. Goddess Fund for Stroke Research in Women Goddess Scholars Grant Program

The Hazel K. Goddess Fund for Stroke Research in Women announces the Goddess Scholar grant for basic or clinical research on stroke in women. The Goddess Scholar program is designed to fund young investigators undertaking research that has great potential to change the medical care of women at risk for, or suffering from, stroke. The Goddess Fund offers two years of direct salary support with the option of a non-competitive extension into a third year. For more information on The Goddess Fund’s mission, and on the Goddess Scholars program, visit [www.thegoddessfund.org](http://www.thegoddessfund.org).