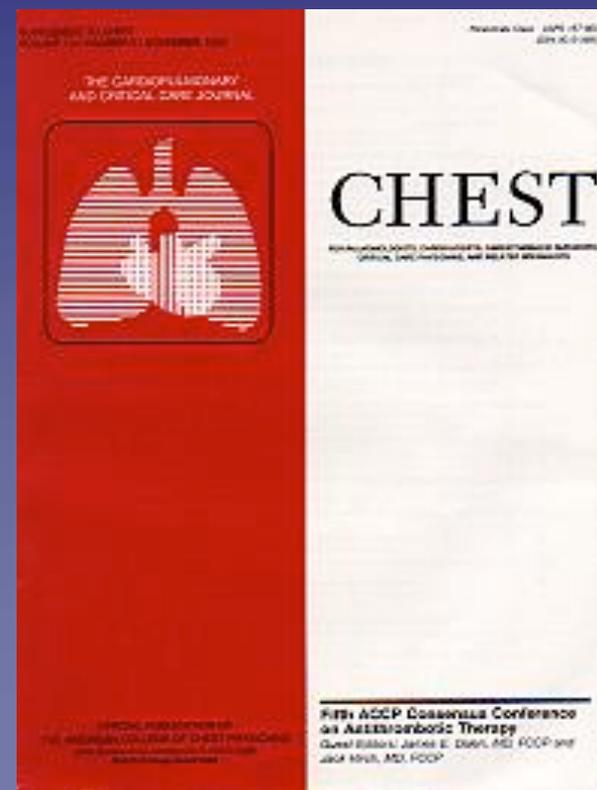

Awareness and Best Practices Regarding Deep Vein Thrombosis Panel #5

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Division of Medicine
The Cleveland Clinic Foundation

Physician Best-Practice

- We recommend that every hospital develop a formal strategy that addresses the prevention of thromboembolic complications.



Physician Best-Practice

- Appropriate VTE prophylaxis in patients at risk
- Perioperative beta-blockade
- Maximum sterile barriers for CVC insertion
- Perioperative antibiotics to reduce post-surgical infections
- Patients receive informed consent
- CASS (continuous airway support) for ventilator patients
- Pressure-relieving mattresses for patients at risk of pressure ulcers
- Real-time ultrasonography to insert CVCs
- Self-management of warfarin
- Nutritional support post op and critically ill

**AHRQ Top patient safety
practice according to
strength of evidence**

Study warns of deep-vein thrombosis 'crisis'

By Robert Davis
USA TODAY



Airlines routinely warn about the risk of deep-vein thrombosis, the so-called economy-class syndrome, but a new study says doctors are not doing enough on the ground to prevent DVT cases.

In particular, people in the hospital, who may have risk factors such as obesity, surgery and prolonged immobility, do not always get simple, preventive care. And, the study found 71% of all sufferers had not received preventive care.

Treatments such as stockings to improve leg circulation and drugs have been

shown to prevent blood clots and cut the DVT rate by two-thirds.

"This is a public health crisis," says Samuel Goldhaber, a DVT expert at Boston's Brigham and Women's Hospital, an author of the study in this week's *American Journal of Cardiology*.

Doctors today will try to rally support from other medical experts at a Washington meeting of the Coalition to Prevent Deep Vein Thrombosis, a group, along with the American Medical Association, that hopes to raise the issue in medicine.

The condition is common in

cramps, but of the estimated 2 million people a year who have DVT, as many as half have no symptoms.

When a clot shears, fragments can land in the lungs and cause a pulmonary embolism (PE), leading to an estimated 200,000 U.S. deaths a year.

The public has learned more about DVT as the risks associated with airline travel have made news. But other factors such as hypertension or obesity don't always raise the DVT flag in the medical community.

For the study, paid for in part by Aventis Pharmaceuticals, Goldhaber and his team

were overweight or obese, which increases the chances of developing PE. Other characteristics:

- ▶ 50% suffered hypertension.
- ▶ 38% had surgery within three months before the clot was found.
- ▶ 34% were immobile within 30 days of diagnosis of DVT.
- ▶ 32% had cancer.

Of the 2,726 patients who were hospitalized when diagnosed, only 42% had preventive care.

"This offers us opportunities to improve care," says the American Hospital Association. She says the best steps are to get patients up and moving."

"...doctors are not doing enough to prevent DVT cases."

“The disconnect between evidence and execution as it relates to DVT prevention amounts to a public health crisis”

Samuel Z. Goldhaber, M.D.

Public is Unaware of DVT

- **Less than 25% of respondents are aware of DVT**
 - Male sex, age < 35 years, and lesser education are associated with lower DVT awareness
- **Of those with some DVT awareness**
 - Only 46% were familiar with any signs or symptoms
 - Only 43% had any knowledge of risk factors
 - Only 25% were aware DVT could be prevented

Advancing Awareness to Protect Patient Lives

- **APHA/CDC Public leadership conference**
- **60 thrombosis experts**
 - Increased diligence to prevention
 - Raise public awareness

Target Areas

- **Coalition**
- **Public awareness campaign**
- **Communication tools**
- **State licensing boards**
- **Physician education**
- **National standards**
- **Reimbursement**



COALITION
TO PREVENT

DEEP-VEIN
THROMBOSIS

Public Awareness Campaign

COALITION TO PREVENT DEEP VEIN THROMBOSIS

OUR MISSION: To reduce the immediate and long-term dangers of **deep vein thrombosis (DVT)** and **pulmonary embolism (PE)**, which together comprise one of the nation's leading causes of death. The Coalition will provide **important public education** about the risk factors, symptoms and signs associated with DVT as well as identify measures to **prevent morbidity and this life-threatening condition.**

DEEP VEIN THROMBOSIS AND ITS COMPLICATION, PULMONARY EMBOLISM, COMPRISE ONE OF THE NATION'S LEADING CAUSES OF DEATH, BUT BOTH ARE PREVENTABLE.

DEFINITION:
DVT occurs when a blood clot forms in a deep vein. The clot could break off, travel through the body and block a pulmonary artery, resulting in a potentially fatal pulmonary embolism. Risk factors include being off your feet due to surgery, illness or surgery. Ask your doctor or dvt.org for details.

According to the American Heart Association, each year:

- **Up to 2 million Americans affected by DVT**
- **288,000 deaths, resulting from pulmonary embolisms**
- **PE kills more than breast cancer, AIDs and highway accidents**

DVT is preventable and treatable, but 70% of Americans still don't know about it. **Prevent DVT Facts**, [click here](http://dvt.org).

KEY MESSAGES:

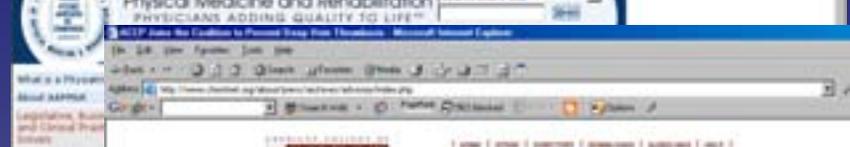
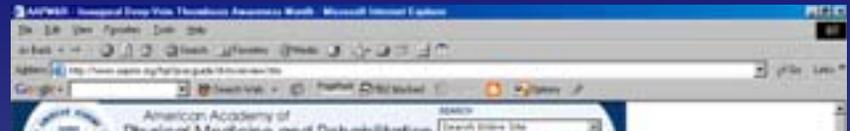
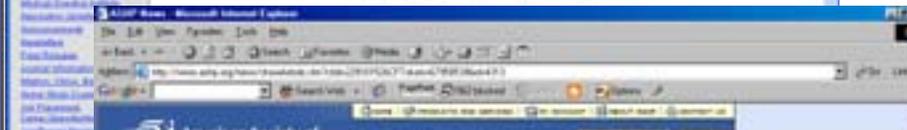
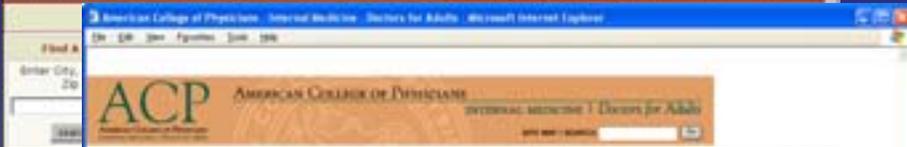
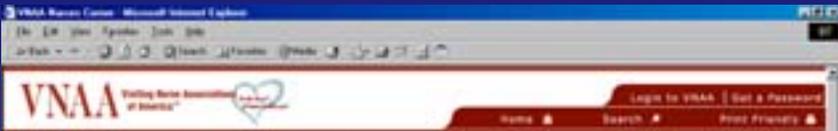
- DVT Fact** - All the facts on DVT: what it is, who gets it, how it's treated. [PLUS](http://dvt.org), a personal DVT Risk Assessment tool.
- Healthcare Provider Sites** - Learn your doctor or nurse, conventional addressing sites, and learn resources with expanded treatment of latest data on imaging and lab testing.
- APMA site** - Learn your doctor or nurse, conventional addressing sites, and learn resources with expanded treatment of latest data on imaging and lab testing.
- American Journal of Cardiology** - Learn your doctor or nurse, conventional addressing sites, and learn resources with expanded treatment of latest data on imaging and lab testing.

-Linda Kazan, star of the hit TV drink "Meaning"

Website



DVT Awareness Month



Grassroots Out-reach From Coalition Members

Media Campaign

iVillage

WAYNE

Good Housekeeping

THE ARIZONA REPUBLIC
ONLINE PRINT EDITION

Reader's Digest

health & beauty

drkoop

HeartCenterOnline
For Cardiologists & Their Patients

DENVER POST

Sun-Sentinel
SOUTH FLORIDA

Newsday.com

HEALTHCENTRAL

Headline NEWS

MEDSTAR

abc SPORTS RADIO

CBS RADIO NETWORK

14 WFTS
THE SUNSHINE STATE'S NEWSSTATION

PARADE

ajc.com
The Atlanta Journal-Constitution

CBS NEWS

HEALTH 24 .COM

Internal Medicine News

CNN RADIO

AP
RADIO

The New York Times

THE SITUATION ROOM

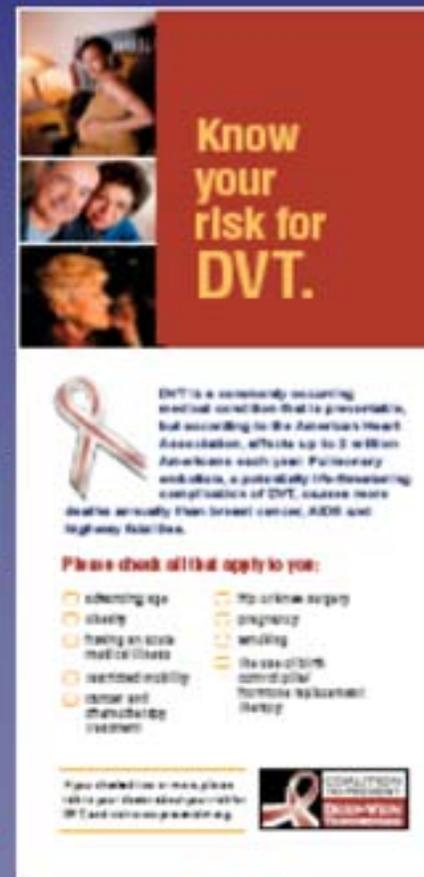
fitness

LARRY KING LIVE

Communications Tools



View from
Front



View from
Back

109th Congress Senate Resolution 56

- **Deep Vein Thrombosis Awareness
Month – March 2005**
 - Sen. Arlen Specter (R-PA)
 - Sen. Byron Dorgan (D-ND)
 - Sen. Sam Brownback (R-KS)
- **In honor of the memory of David
Bloom**

National Standards

- **NQF Safe Practices for Better Healthcare Consensus Report**
 - 30 healthcare safe practices that should be universally utilized in applicable clinical care settings to reduce the risk of harm to patients

“Evaluate each patient upon admission, and regularly thereafter, for the risk of developing deep vein thrombosis/venous thromboembolism”

- **Utilize clinically appropriate methods to prevent DVT/VTE**