

ARIZONA STATE PHYSICIANS ASSOCIATION

A Physician Owned Independent Practice Association

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IPA News & Commentary Distributed Periodically

ASPA WELCOMES NEW PARTNER!!!

CardioRisk Laboratories – At the Heart of Good Health

Occasionally a product or service comes along which we feel can add real value to your offices. Recently, we became aware of one such service and quickly contacted them to negotiate a special ASPA exclusive discount.

Carotid Intimal Media Thickness (CIMT) testing is an actual measure of disease, and not just risk of disease. It is one of the only non-invasive and relatively inexpensive tests showing whether typical risk factors for disease have actually caused structural damage to the artery. The test has a high correlation to the coronary arteries and is itself an independent predictor of increased event risk. It is the only non-invasive test approved by the FDA as a surrogate end point in cardiovascular related clinical research, and is widely used in both epidemiologic and pharmaceutical outcome trials.

It is different than Doppler ultrasound, and has previously been difficult if not completely unavailable in the private clinician's office. If it was available, it required a substantial investment in hardware and/or software, and the reproducibility was questionable at best. CardioRisk Laboratories, a service company, has data to support their claim of reproducibility. CardioRisk offers CIMT testing in physician's offices nationwide, and is offering ASPA members an exclusive pricing agreement of \$105 per scan. Their service **requires no up-front investment**, is extremely easy to implement in your office, and **each scan can generate profit for your office**. More importantly, CIMT is shown to add incremental value in assessing the intermediate risk asymptomatic patient for heart disease.

Although we don't make it a practice to recommend diagnostic practices for your office, we can say that it may be worth your time to further investigate this procedure and how it could benefit your practice. This procedure is best suited for **all primary care, endocrinology, and preventative cardiology practices**.

It is an honor to serve you, and we continue to look for products and services that may benefit your practices.

For more information about this program, complete the information below and return Fax to ASPA at 602-265-3289.

ASPA Member Name: _____

Contact Person Name if different than above: _____

Telephone Number: _____ Best Time to Call: _____ Email: _____