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**HEART FAILURE SOCIETY OF AMERICA 14TH ANNUAL SCIENTIFIC MEETING
TO FOCUS ON NEW DEVELOPMENTS IN HEART FAILURE CAUSE, CARE AND TREATMENT**
September 12-15, 2010, San Diego Convention Center, San Diego, CA

SAN DIEGO (September 12, 2010) – The Heart Failure Society of America (HFSA) 14th Annual Scientific Meeting convenes Sunday, September 12, 2010 at the San Diego Convention Center in San Diego. This four-day meeting—a forum for heart failure specialists to present research findings and advances in treatment—will address emerging trends in research and new developments in the approach to treating patients with all stages of heart failure.

The scientific program will kick off with an opening plenary session, “Novel Technologies and Models in Cardiovascular Disease” on Monday, September 13 at 8:30 a.m. Prior to the opening session, the 2010 HFSA Lifetime Achievement Award will be presented to Dr. Eugene Braunwald, Distinguished Hersey Professor of Medicine at Harvard Medical School, Chairman of the TIMI Study Group and Brigham and Women’s Hospital, and holder of *Science Watch’s* title “Most Frequently Cited Author in Cardiology.”

Following the opening plenary will be simultaneous sessions with presentations by national and international heart failure experts, scientists, and allied health care professionals. Many will focus on the progressive treatments for heart failure and the increased risk faced by patients.

“This year’s conference will present exciting new information on the most recent advances in the field of heart failure, from the most important advances in basic science to the latest clinical trials that will affect how we take care of heart failure patients,” said Dr. Douglas Mann, HFSA President. “This year’s meeting will provide an important forum for all health care providers and scientists who are interested in heart failure. Thought leaders in the field will discuss causes and treatment of heart failure and the important socio-economic issues surrounding this condition.”

The Annual Scientific Meeting will include presentations on:

- Comparative Genomics and Human Disease: Some Recent Contributions from Zoos
- Latest Developments in Stem Cell and Gene Therapy in Heart Failure
- Can We Afford to Use Mechanical Devices for Heart Failure?
- Managing Salt in the Diet
- Depression and Heart Failure: Is Diagnosing the Blues Helpful?
- End-of-Life: Transitioning to Palliative Care

For a complete list of annual meeting sessions or for details on attending the conference, call (617) 226-7183 or visit www.hfsa.org and click on Annual Scientific Meeting. There is no registration fee for accredited journalists. Interview areas will be available on-site in addition to a fully-staffed press room with phone and internet accessibility. You may follow news from the meeting on Twitter #HFSA

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About Heart Failure

Heart failure is a progressive condition in which the heart muscle becomes weakened after it is injured, most commonly from heart attack or high blood pressure, and gradually loses its ability to pump enough blood to supply the body's needs. Many people are not aware they have heart failure because the symptoms are often mistaken for signs of getting older. Heart failure affects from 4.6 to 4.8 million individuals in the United States. Demographic and clinical evidence strongly suggests that the prevalence of heart failure will increase throughout the next decade. Ten to 15 years ago heart failure was considered a "death sentence;" however, recent advances in treatment have shown that early diagnosis and proper care in early stages of the condition are key to slowing, stopping or in some cases reversing progression, improving quality of life, and extending life expectancy. For more information on heart failure, please visit www.abouthf.org.

About the Heart Failure Society of America

The Heart Failure Society of America (HFSA) is a nonprofit educational organization, founded in 1994 as the first organized association of heart failure experts. The HFSA provides a forum for all those interested in heart function, heart failure research and patient care. The Society also serves as a resource for governmental agencies (FDA, NIH, NHLBI, CMS). The HFSA Annual Scientific Meeting is designed to highlight recent advances in the development of strategies to address the complex epidemiological, clinical and therapeutic issues of heart failure. Additional information on HFSA can be found at www.hfsa.org.