

**ROBERT SIMARI:** Good afternoon. I'm Rob Simari, and I'm the vice chair of cardiovascular diseases at the Mayo Clinic in Rochester, Minnesota. Today I'd like to share some thoughts that have come to me recently regarding the recent American College of Cardiology meeting that was held in Chicago. As many of you find yourself in the same situation, we return to our practices and our jobs with a lot of information. The question is, how does that information become knowledge, and how do we apply it to our practices?

When many of us returned from the meeting this year, there was a very controversial editorial in JAMA regarding the use of national meetings. Have they become obsolete in this day and age of electronic communication? Has going to a large meeting and hearing so many simultaneous sessions lost its appeal? I would contend today that the meeting has to be put into perspective and a broader perspective of how we transfer that information into knowledge in our practice.

As a member of the National Heart, Lung, and Blood funded-- National Heart, Lung, and Blood Institute funded CCTRN, we have the opportunity to present one of our late breaking clinical trials, the FOCUS trial, which was led by doctors Emerson Perin and Jim Wilkerson at Texas Heart Institute. FOCUS was a trial that we delivered bone marrow mononuclear cells in patients who had ischemic left ventricular dysfunction.

On a single day at the American College of Cardiology meeting, we were able to present the trial at the podium of the Late-Breaking Clinical Trials session, publish simultaneously in JAMA, and be the object of a press conference following the Late-Breaking Clinical Trials session. Each activity presented its own reviews of the work, as well as different conclusions.

Taken together, the Late-Breaking Clinical Trials session, the press conference, and publication in JAMA provide that complex nature of the results of this trial that will be used to drive future trials and understanding of the biology of bone marrow mononuclear cells. Alexis de Tocqueville said in the 19th century that the public would much prefer to believe a simple lie over a complex truth.

I believe that national meetings allow us the opportunities to dissect the complex nature of these clinical trial results in a format to generate knowledge that people can take into the care of their patients, as well as their understanding of future research opportunities. So in contrast to the view that national meetings are obsolete, I believe that the national meetings currently, although at cost, do allow for opportunities for people to integrate knowledge in many forms and to apply it to their patients. Thank you very much.