

3rd World Congress on **CARDIOLOGY AND CARDIAC NURSING**

March 25-26, 2019 | Amsterdam, Netherlands

Hofstra L, J Cardiovasc Med Ther 2019, Volume 3

LICENSED TO KILL: A BAD LIFESTYLE

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Cardiovascular Disease (CVD) is a global epidemic. Diet is one of the most important modifiable risk factors for cardiovascular disease next to physical activity, smoking and hypertension. By intervention of modifiable risk factors, such as hypercholesterolemia, smoking, and overweight, the CVD burden can be significantly decreased. 90% of all CVDs are related to unhealthy lifestyle. The majority of the global population is unaware of their risk on developing CVD, which goes hand in hand with the rise in obesity, diabetes and an aging population. In addition, the world's population is targeted by intensive commercial marketing campaigns promoting soda, fast food and high-calorie snacks, all containing mostly carbohydrates. In addition, portrayals of food, physical activity, and body image in news and entertainment media also have an influence on poor nutritional choices and sedentary behaviour, but how do tackle this issue? Currently, lifestyle interventions are performed accordingly to the NHG-guidelines in a face-to-face consultation by General Practitioners (GPs). GPs have stated low confidence in their ability to impact the lifestyle of their patients, which goes together with lack of consultation time and poor training in lifestyle intervention consultation. This calls for innovation in the field of lifestyle intervention.

BIOGRAPHY

Hofstra L Currently, he is the medical director of a successful Cardiology Clinic in the Netherlands, both in terms of patient care and business. He manages to diagnose and treat 500 new referrals plus 500 control patients every month, without having delay in health care delivery due to high flexibility and effective streamlining. In 2015, he received the award of the most patient friendly health care provider in the Netherlands, highlighting the importance of patient hospitality. In addition, he is professor in cardiology at the University Medical Center of Amsterdam. His focus is on prevention of cardiovascular disease, through the creation of health and lifestyle promoting narratives presented on television and social media. One of these projects will be published in the Lancet soon. Based on the success of this innovative approach, he has been invited to start similar health promoting projects in India and USA. Furthermore, he has started to work in AI, with the goal to develop decision support tools for clinicians.

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