

FAQs

AHA/ASA Journals' Trend Watch

WHAT IS TREND WATCH?

- A 36-page, news magazine style, promotional booklet for the American Heart Association/American Stroke Association (AHA/ASA) Scientific Journals that is digitally activated by an app called BLIPPAR.
- It is not a new journal of the AHA/ASA.

WHAT CONTENT IS INCLUDED?

- A selection of 120 articles from 11 of the AHA/ASA Journals.

HOW WAS CONTENT SELECTED?

- Content featured represents a selection of the most-downloaded articles from 2015.

HOW IS CONTENT ORGANIZED?

- Articles are organized in thematic sections that correlate to AHA/ASA communities:
 - Heart Failure and Cardiomyopathies
 - Electrophysiology and Arrhythmias
 - Prevention Health and Wellness
 - Quality of Care
 - Intervention
 - Imaging and Nuclear Medicine
 - ATVB [Basic and Clinical]
 - Genetics and Genomics
 - Hypertension and Nephrology
 - Cardiometabolic Health
 - Dyslipidemia and Treatments
 - General Cardiology
 - Epidemiology and Big Data
 - Neuroscience and Stroke

CAN I PURCHASE TREND?

- No. It is a free, promotional booklet distributed in print to attendees at conferences. See the full conference list on page 4.
- Trend Watch is also available to download for free at www.ahajournals.org/site/trendwatch

IS THE FULL-TEXT ARTICLE PRINTED IN TREND WATCH?

No. Trend Watch features short descriptions and headlines only. Full text of all articles is available online through the BLIPPAR app or by looking up with the DOI.



ABOUT THE BLIPPAR APP

WHAT IS BLIPPAR?

- A free app that works in a similar fashion to a QR (Quick Response) code scanner.
- BLIPPAR works by turning mobile phones and Internet-enabled tablets into an image recognition device.

WHERE DO YOU GET BLIPPAR?

Download the BLIPPAR app for free from your device's app store (available for iPad, iPhone, Android, and Windows devices).

WHY DO YOU NEED BLIPPAR WITH TREND WATCH?

- BLIPPAR enables users to go directly to an electronic table of contents and access the full-text article, as well as share the article via email and socially on Facebook and Twitter.

IS THERE A DEMONSTRATION OF HOW TO USE BLIPPAR WITH TREND WATCH?

- Yes. Download the app and scan the cover of Trend Watch to launch a video or view a video demo at www.ahajournals.org/site/trendwatch.

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MORE ABOUT THE BLIPPAR APP

DO I NEED TO ADJUST IOS SETTINGS TO DOWNLOAD AND USE BLIPPAR APP?

- Yes. "Location Services" and "Camera" must be turned on.
Go to: Settings → Privacy → Location Services • Go to: Settings → Privacy → Camera

WHAT DOES THE TERM "BLIPP" MEAN?

- "BLIPP" is the action of scanning an image with your device.

CAN YOU SCAN ANY IMAGE IN TREND WATCH WITH BLIPPAR?

- No. Only select images are BLIPPAR activated: (1) The cover image and (2) An image on the opening page of each section (14 images total; see screen shots on page 3).

WHAT IS THE USER EXPERIENCE?

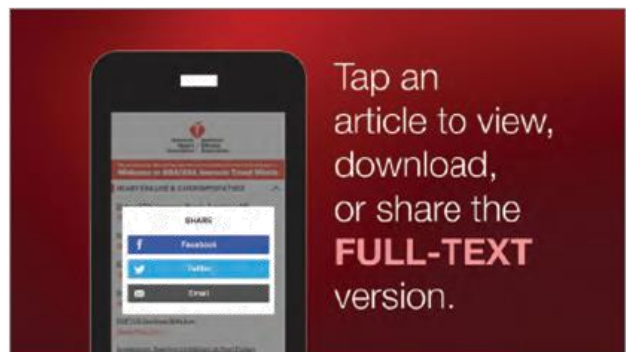
The user experience is centered on 2 areas of the booklet:

1. Cover image. Activates a Video Demonstration.

- User downloads BLIPPAR from their app store.
- User opens the BLIPPAR app and places the mobile device in front of the Trend Watch cover. (They BLIPP the cover.)
- The app uses invisible markers assigned to the cover to identify the image and triggers a pre-programmed video on the device allowing users to watch information about Trend Watch and see a demonstration of where to scan to activate other parts of the booklet.

2. Image on the first page of each section. Activates a Digital Table of Contents.

- User downloads BLIPPAR from their app store.
- User opens the BLIPPAR app and places the mobile device in front of 1 of 14 designated images included on the opening page of each section of the booklet. (They BLIPP the image.)
- The app identifies the image and triggers a preprogrammed Table of Contents to appear on the device allowing users to access the full-text articles, as well as share via email or socially on Facebook and Twitter.



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IMAGES IN CONTENT AREAS THAT CAN BE SCANNED (Circled in Red)

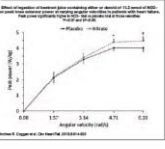
Each image is located above an orange call out that has a note about BLIPPAR.

Spring/Summer 2016 AHA/ASA JOURNALS' TREND WATCH

Heart Failure & Cardiomyopathies



Strong MRI Defines Dilated Cardiomyopathy
 Authors: J. A. Lima, MD, PhD, et al.
 Circled image: A chest X-ray showing a heart with an enlarged silhouette.




Improves in Heart Failure
 Authors: M. S. Gheorghiade, MD, et al.
 Circled image: A line graph showing ejection fraction over time.

Explore...
 ...Editor's Picks from AHA/ASA Journals

Get must-read, expert-selected articles for each new issue instantly at www.ahajournals.org

Spring/Summer 2016 AHA/ASA JOURNALS' TREND WATCH

Electrophysiology & Arrhythmias



AT Ablation and Upper GI Distention
 Authors: M. S. Gheorghiade, MD, et al.
 Circled image: An ECG rhythm strip showing a regular rhythm.

AT Ablation and Upper GI Distention
 Authors: M. S. Gheorghiade, MD, et al.

Acute Shockwave Therapy for Atrial Fibrillation
 Authors: A. Natale, MD, PhD, et al.

Are the AHA/ASA Journals available in your library?
 If not, recommend that your institution's library subscribe to the premier collection of AHA/ASA Journals. Available exclusively on www.ovid.com

Spring/Summer 2016 AHA/ASA JOURNALS' TREND WATCH

Prevention Health & Wellness



Office and Total and Cardio-Specific Mortality
 Authors: M. S. Gheorghiade, MD, et al.


Global Sugar-Sweetened Beverage-Related Marketing
 Authors: M. S. Gheorghiade, MD, et al.

Join the AHA/ASA New Member Benefits for 2016!

As AHA/ASA Professional Membership levels, email content, receive online access to all 17 journals, and substantial discounts on print journal subscriptions. professional.heart.org

Spring/Summer 2016 AHA/ASA JOURNALS' TREND WATCH

Quality of Care



Diabetes and Stroke: Assessing Regional Variation
 Authors: M. S. Gheorghiade, MD, et al.


Quality of Care
 Authors: M. S. Gheorghiade, MD, et al.

You have free access to the AHA Scientific Statements and Guidelines for 2015 on your iPad® or online.

For more information, visit www.ahajournals.org/aha/scientificstatements

Spring/Summer 2016 AHA/ASA JOURNALS' TREND WATCH

Intervention



Intervention
 Authors: M. S. Gheorghiade, MD, et al.

Revascularization Strategies in Coronary Artery Disease
 Authors: M. S. Gheorghiade, MD, et al.


Information...
 ...is exchanged

Contact with many of the AHA/ASA Journals on your favorite social media sites.

View live feeds at www.ahajournals.org/site/socialmedia

Spring/Summer 2016 AHA/ASA JOURNALS' TREND WATCH

Imaging & Nuclear Medicine




Myocardial Adaptation to Metabolic Training
 Authors: M. S. Gheorghiade, MD, et al.

Imaging & Nuclear Medicine
 Authors: M. S. Gheorghiade, MD, et al.

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Spring/Summer 2016 AHA/ASA JOURNALS' TREND WATCH

ATVB [Basic & Clinical]



ATVB [Basic & Clinical]
 Authors: M. S. Gheorghiade, MD, et al.

ATVB Pathogenesis: The Vessel
 Authors: M. S. Gheorghiade, MD, et al.


miR-3193/396 Modulates Endothelial Cell Biology
 Authors: M. S. Gheorghiade, MD, et al.

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Spring/Summer 2016 AHA/ASA JOURNALS' TREND WATCH

Genetics & Genomics



Genetics & Genomics
 Authors: M. S. Gheorghiade, MD, et al.


Pharmacogenetics of Atrial Fibrillation
 Authors: M. S. Gheorghiade, MD, et al.

Long-Term Outcomes in Atrial Fibrillation
 Authors: M. S. Gheorghiade, MD, et al.

Genetic Variants and Risk of Atrial Fibrillation
 Authors: M. S. Gheorghiade, MD, et al.

Spring/Summer 2016 AHA/ASA JOURNALS' TREND WATCH

Hypertension & Nephrology



Hypertension & Nephrology
 Authors: M. S. Gheorghiade, MD, et al.


Low Diastolic Blood Pressure and Cardiovascular Risk
 Authors: M. S. Gheorghiade, MD, et al.

The Last Opportunity of Hypertension Prevention
 Authors: M. S. Gheorghiade, MD, et al.

Angiotensin II Receptor Blockers in Hypertension
 Authors: M. S. Gheorghiade, MD, et al.

Spring/Summer 2016 AHA/ASA JOURNALS' TREND WATCH

Cardiometabolic Health



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 Authors: M. S. Gheorghiade, MD, et al.

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Dyslipidemia



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General Cardiology



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Epidemiology & Big Data



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Neuroscience & Stroke



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WHICH CONFERENCES WILL COPIES OF TREND WATCH BE AVAILABLE?

Conference	Dates/Location
ACC American College of Cardiology	April 2-4, 2016 Chicago
HRS Heart Rhythm Society	May 4-7, 2016 San Francisco
ATVB Arteriosclerosis, Thrombosis and Vascular Biology / Peripheral Vascular Disease 2016 Scientific Sessions	May 5-7, 2016 Nashville
AATS American Association for Thoracic Surgery	May 14-18, 2016 Baltimore
ESOC European Stroke Organisation Conference	May 10-12, 2016 Barcelona, Spain
EAN (formerly EFNS-ENS) European Academy of Neurology	May 28-31, 2016 Copenhagen, Denmark
WCC World Congress of Cardiology	June 4-7, 2016 Mexico City, Mexico
ESH European Society of Hypertension	June 10-13-2016 Paris, France
ASE American Society of Echocardiography	June 10-14, 2016 Seattle
BCVS Basic Cardiovascular Sciences 2016 Scientific Sessions	July 18-21, 2016 Phoenix
ESC European Society of Cardiology	August 27-31, 2016 Rome, Italy
HYP Council on Hypertension Scientific Sessions 2016	Sept. 14-17, 2016 Orlando
HFSA Heart Failure Society of America	Sept. 17-20, 2016 Orlando
CNS Congress of Neurological Surgeons	Sept. 24-28, 2016 San Diego
AAN American Academy of Neurology – Fall Conference	Oct. 14-16, 2016 Las Vegas
ASHG American Society of Human Genetics	Oct. 18-22, 2016 Vancouver, BC, Canada
TCT Transcatheter Cardiovascular Therapeutics	Oct. 29-Nov. 2, 2016 Washington, DC