Note from the Editor

This issue of the Newsletter augurs World Hypertension Day (WHD) and its companion, May Measurement Month (MMM). Emphasising the fact that high blood pressure knows no boundaries there are reports from meetings around the world and from Coalitions, partners and cognate organisations dealing with subjects as disparate as blood pressure measurement, paediatric guidelines and Stroke.

Many of you may have noted that the worldwide prevalence of ‘hypertension’ has suddenly increased by around 25% as a result of a caveat contained in lowering of the barrier to 130/80 mmHg in the new ACC/AHA guidelines. If anyone would like to commence a dialogue on the implications of this please email me and we may include it in a future Newsletter.

http://hyper.ahajournals.org/content/early/2017/11/10/HYP.0000000000000065

Lawrie Beilin, Editor, WHL Newsletter

President’s Column

The first quarter of 2018 has included several exciting and high impact accomplishments for WHL. It is my great pleasure to report that the official relations status of WHL has been renewed by the World Health Organization. Similarly, we have been working with our valued partners including the International Society of Hypertension, World Heart Federation, World Stroke Organization, and American Heart Association in the development of protocols and the promotion of the Global Heart Initiative. Likewise, the WHL is very enthused to work with our new partner RESOLVE in the mission to save 1 million lives. These accomplishments and anticipated successes are made possible by the input and contributions of the membership and regional offices, and our communications vehicles of Newsletter, Journal of Clinical Hypertension, and website. Certainly WHL is enthused about the 2018 May Measurement Month and World Hypertension Day promotion with the International Society of Hypertension. The potential global impact is tremendous. As we look forward to the reporting of the accomplishments from these efforts in future Newsletters, it is quite impressive to view the WHL awards and recognitions of individuals and groups in this issue of the Newsletter. Most important—we thank each of you for your support and contributions to the many planned activities for 2018, and know together we can make a difference. Wishes for peace and prosperity.

Dan Lackland, President, WHL
This year the WHL is enthusiastically looking forward to World Hypertension Day 2018 (May 17, 2018) Know Your Numbers and the May Measurement Month (MMM) Blood Pressure Screening campaigns. Building on our past outreach successes, we want to thank you our dedicated members for your wonderful efforts to get the word out to your colleagues and the public!

MMM (run by the ISH and endorsed by the WHL) runs through the whole of May - it builds on WHD with the aim of collecting data that can be used to create scientific evidence for influencing BP screening policy - so that more people have access to “knowing their numbers”.

If you have WHD activities planned, you can report your numbers through the World Hypertension League Data Reporting Sheet (http://www.whleague.org/index.php/features/world-hypertension-day) If you would also like to submit data to MMM, please check out MMM’s protocol and support materials at www.maymeasure.com/downloads or contact Manager@maymeasure.com for any queries regarding how to get involved.

We are so grateful to all of you and look forward with much anticipation and excitement to another great World Hypertension Day and MMM celebration!

Global Coalition for Circulatory Health

By Oana Scarlatescu, Partnerships and Programmes, World Heart Federation

The Global Coalition for Circulatory Health, whose Leadership Group includes the World Hypertension League, kick-started 2018 with exciting plans to mark the World Health Assembly in May in Geneva and the 3rd UN High-level Meeting on Non-communicable Diseases (NCDs) in September in New York. Mark your calendars for 22 May midday, when the Global Coalition is planning a side event on universal health coverage and hypertension at the Intercontinental Hotel in Geneva! And stay tuned for September, when the Coalition will launch a White Paper on Circulatory Health at a side event on the margins of the UN High-level Meeting on NCDs.

Any professional global, regional, and national civil society organizations with a role in circulatory health are invited to register their interest in joining the Global Coalition for Circulatory Health here.

The Global Coalition for Circulatory Health brings together international, regional and national stakeholders in circulatory health to drive the urgent action needed to combat heart disease and stroke, in preparation for and beyond the Third United Nations High-Level Meeting on NCDs in 2018.

Global Hearts Initiative

HEARTS Technical Package Launch and Global Hearts Initiative Partner Meeting

By Jennifer Keltz

On March 7, the World Health Organization (WHO) released the modules to support the HEARTS technical package. HEARTS is part of WHO’s Global Hearts Initiative, an alliance that the World Hypertension League is proud to participate in. HEARTS is a strategic approach to improve cardiovascular health
on a global scale by strengthening primary care health systems to prevent heart attacks and strokes.


HEARTS provides countries with tools to incorporate and scale up cardiovascular disease management into primary health care, and encourages countries to consider hypertension prevention and control as an entry point to improving cardiovascular health. HEARTS meets a tremendous demand from countries across the world who are eager to utilize proven strategies to halt the rising epidemic of noncommunicable diseases.

Partner organizations collaborating on the Global Hearts Initiative convened on March 15-16, 2018 in Geneva to share progress on the initiative, contributions by countries and partners, and ways to scale-up implementation. Details and results of the meeting will be forthcoming in a future WHL Newsletter article.

10th World Health Summit
October 14-16, 2018, Berlin, Germany
https://www.worldhealthsummit.org/whs-2018.html

For its 10th anniversary, the World Health Summit will again gather more than 2000 international experts from academia, politics, the private sector, and civil society to work together on solutions to Global Health challenges.

Central topics will include: pandemic preparedness and health systems strengthening, the Sustainable Development Goals, the digital healthcare revolution, antimicrobial resistance, and access to essential medicines.

Traditionally held under the high patronage of the German Chancellor Angela Merkel, the President of the French Republic Emmanuel Macron, and the President of the European Commission Jean-Claude Juncker, the World Health Summit is the world’s leading strategic conference for Global Health.

Since the first World Health Summit in 2009, we have drawn 50 Ministers, 11 Nobel Prize laureates and 100 CEOs to Berlin to define and prepare for the challenges ahead.
On occasion of the 10th anniversary of the World Health Summit, we are cooperating closely with the Grand Challenges meeting hosted by the Bill & Melinda Gates Foundation, which will take place from October 15-18 in Berlin.

AWARDS

Peter Sleight Excellence Award in Hypertension Clinical Research

Dr. Daniel Lackland presents Dr. Neil Poulter with the 2018 Peter Sleight Excellence in Hypertension Clinical Research.

New WHL Board Member

Dr. Wu Zhaosu

BIO: Dr. Wu Zhaosu was the director of Beijing Institute of Heart, Lung and Blood Vessel Diseases (BIHLBD) from 1989 to 2003 and is now the professor of the Department of Epidemiology of BIHLBD. He graduated from Beijing Union Medical University in 1967. From 1967 to 1977 he worked in west China as a clinician. Since 1978 he has worked in Beijing and been involved in epidemiology and community control programs of cardiovascular diseases (CVD) in China. His main research interest is CVD epidemiology and community control, with special reference to population monitoring of trends and risk factors of CVD. From 1990 to 1992 he took up the post of regional advisor of non-communicable diseases in WHO Western Pacific Regional Office in Manila. Since 1993, after his returning back to Beijing, he has resumed the capacity of the director of BIHLBD. Since 2003, after stepping down from this post he has worked as a general staff in the Department of Epidemiology of BIHLBD and also as a member of the Chinese Hypertension League. In 2005 he was elected the Executive President of Chinese Hypertension League. In 2006 he became a council member of International Society of Hypertension. In June 2010 he was elected the President of the Chinese Hypertension League and in September 2017 he stepped down from this post.

The Journal of Clinical Hypertension Editor’s Corner

Getting Patients to Take Their Medicine

By Michael A. Weber, MD, Editor, The Journal of Clinical Hypertension (JCH)

One of the main explanations for poor blood pressure control during hypertension treatment is the failure of patients to adhere to their drug regimens. To get insight into this pervasive problem, investigators at the United States Center for Disease Control and Prevention (CDC) surveyed 1590 clinical practices in the U.S. to determine their use of 3 types of evidence-based adherence categories: prescription-based (use of once-daily drugs, single-pill drug combinations, drugs known to be accessible to patients and dispensing of longer term [3 month] drug quantities); education (written as well as verbal drug-taking instructions, ensuring patients
understand the stroke and heart benefits of blood pressure control and adherence tracking (pill boxes and other reminders, questioning patients about their adherence, pill counting and providing praise to patients for following instructions).

On average, practices used 5 of a possible 10 strategies. Interestingly, the best results – following at least 7 of these strategies across all 3 categories – were by nurse practitioners rather than by primary care physicians. Another important finding was that practices with internal hypertension protocols that called for patients to use home blood pressure measurements also scored highly, indicating the powerful benefits of engaging patients in their own care.

This report from the CDC authors (Chang TE et al. J Clin Hyertens 2018;20:225-32), like all articles in the Journal, can be downloaded free of charge from the Journal of Clinical Hypertension’s website. Also, please make sure you receive the Journal’s regular table-of-contents announcements by following these simple steps:
1. Login or Register on Wiley Online Library (http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1751-7176)
2. Click to choose email alerts from The Journal of Clinical Hypertension
3. Wait to receive e-alerts direct to your inbox

Both workshops were followed by hands-on exercises and online competency tests, upon which each participant received a passing certificate.

Regional Corner – Middle East

Certificates in Blood Pressure Measurement and Cardiovascular Risk Assessment
By Dr. Bader Almustafa

The Sudanese Hypertension Society, in collaboration with the Saudi Hypertension Society (SHMS), World Hypertension League (WHL) and the International University of Africa, arranged two skill-acquiring workshops, the first in Blood Pressure Measurement and the second in Cardiovascular Risk Assessment.

These were held in succession to the International Hypertension conference in Khartoum, on November 27, 2017.

Prof. Almustafa Bader answers workshop audience questions.

The workshops were carried out by Bader Almustafa, MD, from SHMS, who used to deliver these workshops regularly, with a certified team, over the last 12 years.

The certificates are accredited by both the Saudi Commission for Health Specialties and the Sudanese Health Council.

Workshop attendees gather for a photo at the close of a successful training.

The event succeeded in attracting more than 90 participants in each workshop, from 9 am until 6 pm. Professors, doctors, nurses and

Prof. Bader demonstrated standardized blood pressure measurement techniques to participants.
students were among the participants. They were highly interested and impressed, many of them coming from cities far from Khartoum, the capital, where the workshops were held.

The organizing committee headed by Prof. Hind Beheiry is looking to carry out more workshops in the near future. Training-the-trainers’ workshops may be the more appropriate choice.

**Regional Corner – Southeast Asia**

**Director - Dr. C. Venkata S. Ram**

By Dr. Anuj Maheshwari and Dr. Narsing Verma, Indian Society of Hypertension/World Hypertension League/South Asia Office

Apollo Hospitals, Hyderabad, Telangana

The South Asia regional chapter of World Hypertension League (WHL) has been extremely active in meeting the goals, objectives, and mission of the League. The activities of WHL/South Asia are mainly coordinated by the Indian Society of Hypertension (InSH). These activities include:

1. Public education about hypertension and its consequences.
3. Education of allied health professionals in hypertension, and preventive cardiology.
5. Continuing medical education programs.

We are pleased to inform WHL that all the above objectives were accomplished in 2017-2018, to date. We are also happy to note that there has been a steady increase in the region about awareness and treatment of hypertension. WHL and InSH together conducted major educational programs in India with the European Society of Hypertension and the Cardiological Society of India. During the past year, several workshops were held across India including the popular course Target Organ Protection (in co-operation with USV Ltd).

Drs. Maheshwari and Verma from Lucknow spearheaded national efforts to promote World Hypertension Day held on May 17, 2017. Because of the mammoth campaign led by Drs. Maheshwari and Verma, May Measurement Month 2018 was a big success in screening people for high blood pressure. A total of 86,635 blood pressure measurements were conducted plus 912 from Sri Lanka, Myanmar, and Nepal. We have robust plans in place for MMM 2018.

For the first time in South Asia, we (Maheshwari and Verma) conducted the International Summer School in India (Lucknow, July 30- August 4, 2017). More than 50 doctors took this intensive course which included national, local, as well as International faculty (Drs. Neil Poulter, Trefor Morgan, Rhian Touyz, Shelly Awasthi, and Hannah Shmouni). A similar intensive hypertension school will be held this year in New Delhi (March 16-18, 2018) under the banner of InSH and WHL. We plan to train at least 100 doctors or more to obtain special expertise in hypertension. Dr.Verma represented InSH and WHL at its International summer school held in Shanghai (July 30-August 4, 2017).

InSH held its annual scientific conference BPCON 2017 in New Delhi (Sept 1-3). It was well attended (>500 attendees) and acclaimed in South Asia. BPCON 2018 will be held in Chennai, India, September 7-9; Dr.Lackland, President of WHL has been invited as a honored guest.

*The Hypertension Journal for South Asia* is now published four times per year; Prof. C. Venkata S. Ram and the editorial board team and advisors are to be congratulated.

We thank the InSH and WHL global headquarters and its President Dr. Daniel Lackland for the guidance and support in making the South Asia regional chapter as an active and vibrant organization.
WHO Regional Committee for Europe meets in Budapest, Hungary
By Prof. Krassimira Hristova

Health leaders gathered at the annual meeting of the WHO Regional Committee for Europe in Budapest, Hungary on 11–14 September 2017 to take decisions on health priorities that will have an impact on the health and well-being of about 900 million people in the WHO European Region, including in the European Union, Central and Eastern Europe, the Caucasus and Central Asia.

Guest speakers included many high-level guests and more than 15 ministers of health from the Region attended.

Europe’s progress on Health 2020 towards achieving Sustainable Development Goals (SDGs)

Life expectancy has reached over 77 years on average across the Region and infant mortality is the lowest ever. However, gaps remain between countries. “As the health status of Europeans is steadily improving, we need to focus on achieving better, more equitable, sustainable health and well-being for each and every person at all ages,” says Dr Zsuzsanna Jakab, WHO Regional Director for Europe. “From now on, governments will be able to use the new European roadmap to implement the 2030 Agenda, building on Health 2020, Europe’s policy framework: this will give us a common direction to better serve all our citizens’ health and well-being.”

In the second phase of Health 2020 implementation, countries of the Region are making progress in setting up national policies and plans that address its core values. This in turn will provide a stepping stone towards achieving the Sustainable Development Goals (SDGs) in the Region.

Wide-ranging agenda to cover major health challenges and opportunities

Medicines are the main contributor to out-of-pocket health payments in the Region. The Regional Committee will consider a document on improving affordable access to effective, high-quality and safe medicines, lower medicine prices and improved procurement processes.

Celebrating the 10th anniversary of the International Health Regulations (IHR)

In the past 10 years, the world has faced a number of global health emergencies with repercussions for the Region: Ebola, Middle East respiratory syndrome coronavirus, poliovirus, yellow fever, Zika virus and others. The IHR have improved information flow from one country to another, enabled more timely interventions, improved international collaboration and reduced interference with travel and trade.

The Committee will call for the adoption of a resolution urging European countries to implement the Declaration of the Sixth Ministerial Conference on Environment and Health, signed in June 2017.

Participants received updates on progress made towards implementing European action plans on reducing the harmful use of alcohol, and action plans addressing food and nutrition, mental health, immunization and migration.

PAST MEETINGS OF NOTE

International Stroke Conference
January 24-26, 2018, Los Angeles, CA

Joint Session WHL/WSO “Global Stroke and Hypertension”
Chairs: Dr. Werner Hacke, Dr. Daniel T. Lackland

Dr. Philip Gorelick - stroke neurologist (Michigan State); Dr. Daniel T. Lackland, MUSC; Dr. Joel Handler; Kaiser Permanente; Dr. Janet Wright, Director, Million Hearts Program and Dr. Werner Hacke, President World Stroke Organization
**Coalition for Access to NCD Medicines Meeting**

February 13-14, 2018 Geneva, Switzerland: For more information please visit the link below:
https://www.world-heart-federation.org/whf-attends-meeting-coalition-access-ncd-medicines-products/

Dr. Daniel Lackland and World Heart Federation CEO Dr. Jean-Luc Eiselé meet at the Global Access to NCD Medicines meeting in Geneva, Switzerland.

**Move with the Mayor™**

By Debbie Martinez, Program Manager, National Forum for Heart Disease & Stroke Prevention

Mayor Libby Schaaf and Oakland residents gather at City Hall for a Move with the Mayor walk.

Mayors throughout the U.S. are partnering with the National Forum for Heart Disease & Stroke Prevention to improve Americans’ heart health through the Move with the Mayor™ (MWTM) initiative.

MWTM provides mayors a platform to promote active lifestyles and start or strengthen a healthy culture change in their cities. Through MWTM, mayors encourage their citizens to take literal steps to improve their health by walking, since it is one of the easiest ways to lower one’s chances of heart disease and its risk factors, like high cholesterol, high blood pressure, and diabetes.

Green Bay workers and residents join Mayor Jim Schmitt to raise heart health awareness before a Move with the Mayor walk through downtown.

Last year, seven Mayors and their cities (Columbia, SC, Green Bay, WI, Indianapolis, IN, Oakland, CA, Toledo, OH, West Chicago, IL, and Wichita, KS) participated in MWTM.

Now entering its fifth year, MWTM is expanding to additional cities to focus on health policy.

MWTM is an opportunity for mayors to:

- lead by example and connect with their constituents
- help residents take charge of their own health
- be recognized for answering the Surgeon General’s Call to Action to Promote Walking and Walkable Communities
- leverage World Hypertension Day and World Heart Day to improve health in their communities
- enhance collaboration with community partners

In addition to hosting walks, MWTM participants host events with blood pressure and cholesterol screenings, as well as smoking cessation information, and healthy cooking demonstrations.
Mayor Ruben Pineda and West Chicago residents enjoy a walk along one of the city’s trails.

Mayors are creating a walking movement in their cities through MWTM. Green Bay Mayor Jim Schmitt did, and it has helped improve city and employees’ health and stabilize health care costs. “We’ve lost too many of our citizens to heart disease for too long,” Mayor Jim Schmitt said. “We want all of our citizens to be with us for a long time, and walking is one of the easiest ways to fight heart disease. If I make time for a walk, anyone can.”

For more information, contact Debbie Martinez at: debbie.martinez@nationalforum.org

Columbia, SC Mayor Steve Benjamin leads downtown workers and residents on a Move with the Mayor walk to promote healthy hearts through active lifestyles.

**UPCOMING MEETINGS OF NOTE**

**American Heart Association -- Council on Hypertension Meeting**

September 6–9, 2018, Chicago, Illinois
https://professional.heart.org/professional/MembershipCouncils/ScientificCouncils/UCM_320263_Council-on-Hypertension.jsp

**2018 International Society of Hypertension (ISH) Meeting**

September 20–23, 2018, Beijing, China
For more information click here: http://www.ish2018.org/

**11th World Stroke Congress**

October 17–20, 2018, Montréal, Canada
http://www.worldstrokecongress.org/2018/Pages/default.aspx

The World Stroke Congress is excited to host leading stroke experts in an international atmosphere surrounded by friends and colleagues, from October 17-20, 2018. Join us for the latest science, exciting sessions and a taste of French-Canadian culture!

**Southern Medical Association (SMA) Annual Scientific Assembly/Special Joint Symposium with the ASH Carolinas-Georgia-Florida Chapter**

October 31-November 2, 2018
Charleston, South Carolina
https://sma.org/education-sma/events/
2018 Million Hearts Hypertension Challenge – open for applications

The Center for Disease Control’s Division for Heart Disease and Stroke Prevention and the Million Hearts® initiative are pleased to announce that the 2018 Million Hearts® Hypertension Control Challenge is now open to receive applications from health professionals, practices, and health systems that show excellence in achieving hypertension control rates of 80 percent or greater over a 12-month period.

Applications can be submitted from February 20, 2018 through April 6, 2018 at this link: [http://bit.ly/2nKW5qA](http://bit.ly/2nKW5qA)

Blue Cross Blue Shield Louisiana

By Kristen Sunde

Blue Cross and Blue Shield of Louisiana joined the World Hypertension League in presenting joint recognition to 264 Louisiana primary care physicians in the insurer’s Quality Blue Primary Care (QBPC) program for optimal hypertension care. The recognized providers accomplished blood pressure control (less than 140/90) in 70 percent or more of their attributed Blue Cross patients.

Awards were presented as part of Blue Cross’ annual QBPC Statewide Collaborative on Thursday, Nov. 2, 2017, in Baton Rouge, La.

Highest Overall Performance winner, The Family Doctors in Shreveport, with BCBLA senior staff

QBPC is Blue Cross’ population health and quality improvement program in which primary care physicians earn Care Management Fees on top of their standard fee-for-service payments for achieving certain quality goals in four chronic disease suites: Hypertension, Diabetes Mellitus, Vascular Disease and Chronic Kidney Disease. The Care Management Fees reimburse the physicians and their clinic staff for working closely with Blue Cross staff and taking extra steps to coordinate care, identify and close gaps in treatment, and help more eligible patients access health coaching to stay on top of their wellness needs.

Graphic shared at the collaborative, which shows the at-goal percentages in each disease suite over the 2017 program year, including hypertension

Blue Cross believes that this program helps achieve their mission “to improve the health and lives of Louisianians.” The World Hypertension League saw the value in this program, which has shown significant results in its first four years, and agreed to join Blue Cross in recognizing this excellence in patient care.

Congratulations to the 264 primary care physicians who achieved this level of control for the 2017 program year! A list of providers who achieved Top Performer status is online at [www.bcbsla.com/QBPC](http://www.bcbsla.com/QBPC).
**Mission**
The objectives of the WHL are to promote the detection, control and prevention of arterial hypertension in populations. The World Hypertension League (WHL) is a federation of leagues, societies and other national bodies devoted to this goal. Individual membership is not possible. The WHL is in official relations with both the International Society of Hypertension (ISH), and the World Health Organization (WHO).

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- Dr. Detlev Ganten

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**Calendar of Events**

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<th>Event</th>
<th>Date</th>
<th>Location</th>
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<tr>
<td>10th International Congress on Cardiovascular Disease and Diabetes</td>
<td>June 1-3, 2018</td>
<td>Kosice, Slovakia</td>
<td><a href="http://www.iccsk.com">http://www.iccsk.com</a></td>
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<td>26th Annual Conference on Clinical &amp; Medical Case Reports in Cardiology</td>
<td>July 5-6, 2018</td>
<td>Berlin, Germany</td>
<td><a href="http://casereports.cardiologymeeting.com/">http://casereports.cardiologymeeting.com/</a></td>
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<td>American Heart Association Council on Hypertension</td>
<td>September 6-9, 2018</td>
<td>Chicago Illinois</td>
<td><a href="http://www.americanheart.org">click here</a></td>
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<td>4th International Conference on Hypertension &amp; Healthcare</td>
<td>September 10-11, 2018</td>
<td>Zurich, Switzerland</td>
<td><a href="http://www.hypertensionconferences.org">Hypertension Conferences</a></td>
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<td>Montreal, Canada</td>
<td><a href="http://www.worldstroke.org">click here</a></td>
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<tr>
<td>34th World Congress of Internal Medicine</td>
<td>October 18-21, 2018</td>
<td>Capetown, South Africa</td>
<td><a href="http://www.wcim2018.com">www.wcim2018.com</a></td>
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<tr>
<td>ARTERY 18</td>
<td>18-20 October 2018</td>
<td>Guimarães, Portugal</td>
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