



*Powerful Healthcare Marketing Communications Solutions*

## **Envisioning 2.0 Launches First Blogosphere “Conversation” About Race and Medicine**

New York, NY – March 6, 2006 – In a first for the blogosphere, Envisioning 2.0 is publishing a series of interviews on one of today's most explosive subjects: race and medicine. Prominent physicians, public health experts, communicators and others have agreed to be interviewed for this groundbreaking two-month blogging event: "Conversations About Race-Based Medicine."

Fard Johnmar, founder of healthcare marketing communications consultancy Envision Solutions, LLC, writes Envisioning 2.0 (<http://fardj.prblogs.org>). Several times a week, Johnmar shares his insights and opinions on a range of healthcare-related topics with the blog's growing readership.

"I was inspired to start this conversation partly because of the intense debate that accompanied the Food and Drug Administration's approval of BiDil, which was developed specifically for the treatment of heart failure in African Americans," said Johnmar. "The blogosphere is the perfect forum to further explore and highlight different perspectives on the benefits and drawbacks of using race as a guide for medical treatment."

To date, Johnmar has published two interviews in this series:

- Sally Guttmacher, PhD, Professor and Director of the Masters Program in Public Health at New York University

Dr. Guttmacher believes that using race as a "basis for medical intervention is inappropriate at best." She encourages healthcare providers base treatment decisions on socioeconomic factors rather than race.

- George Bakris, MD, Professor and Vice-Chairman of the Department of Preventive Medicine and Director, Hypertension/Clinical Research at the Rush University Medical Center in Chicago

Dr. Bakris talks about some of the benefits of using race to identify different responses to medications in people of varying backgrounds. However, Dr. Bakris cautions that race should not be used to stereotype patients or withhold treatment.

(more)

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**Call For Participants**

Johnmar is encouraging others to participate in this event. "Blogs are a great medium for fostering community and dialogue," he said. "That's why I'm encouraging people to contribute to this ongoing conversation by either commenting on a post or signing up for an interview. Come one, come all. However, hateful or offensive commentary is not welcome."

To view, comment on or participate in this interview series, please visit Envisioning 2.0 at <http://fardj.prblogs.org>.

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