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**Foundation Launches '10 Steps' Program with MedscapeCME, College of Physicians and Surgeons of Columbia University**

Washington, D.C. (February, 2010)—The Foundation is pleased to announce the launch of their “10 Steps Program”, which is a comprehensive online learning activity developed in collaboration with MedscapeCME and the College of Physicians and Surgeons of Columbia University. (<http://cme.medscape.com/viewprogram/30658>).

The program is a series of videos outlining 10 steps designed to guide physicians and healthcare providers on how to better manage COPD. World renowned experts in COPD designed the program to improve better diagnosis, treatment and management of COPD. We are also pleased to announce that the Spanish translation of the “10 Steps Program” is planned to launch later this month.

Dr. Byron Thomashow, Chair of the COPD Foundation Board of Directors, says that the 10 steps program aims at improving COPD care.

“We were lucky enough to bring several world famous pulmonologists to join me on that program, and we hope it has a significant impact,” he says. “The COPD Foundation believes simply that it will be the first steps in a rewarding collaboration, reaching healthcare providers who provide care to people with lung disease.”

This program will be the first of many that the Foundation plans to develop collaboratively with MedscapeCME.

In May 2009, in educational collaboration with WebMD, the Foundation launched the WebMD Lung Disease Health Check for consumers titled “Concerned About Breathing Problems or Lung Disease?” The WebMD Lung Disease Health Check is a personalized educational platform ([www.webmd.com/lung-disease-health-check](http://www.webmd.com/lung-disease-health-check)) that allows individuals to better understand symptoms and personal risks, and delivers an action plan for them or someone they are caring for.

“Those of us already diagnosed with lung conditions like COPD understand the importance of early and complete diagnosis and the value of ‘learn more breathe better’,” John W. Walsh, President of the COPD Foundation says.

Walsh says the WebMD Lung Disease Health Check is a resource to “millions of people searching for answers” to their shortness of breath.

Over the last 8 months over a hundred thousand people have visited the Lung Health Check site and over seventy-five thousand have completed the health survey and generated reports to share with their healthcare providers.

“One of the most important goals for the COPD Foundation is to increase awareness in education regarding lung disease in general,” Thomashow says. “Through this collaboration the Foundation can achieve its goal of educating millions of consumers and hundreds of thousands of physicians about serious healthcare issues.”

#### **About the COPD Foundation**

The COPD Foundation is dedicated to developing and supporting programs which improve the quality of life through research, education, early diagnosis, and enhanced therapy for persons whose lives are impacted by Chronic Obstructive Pulmonary Disease (COPD). The COPD Foundation has several programs dedicated to informing, empowering, educating, and engaging individuals affected by COPD, including both diagnosed and undiagnosed individuals, their families and friends, and their medical professionals. For more information, please visit: <http://www.copdfoundation.org>.

#### **About COPD**

Chronic Obstructive Pulmonary Disease (COPD) is the fourth leading cause of death in the U.S. and the only chronic disease growing in mortality. It affects approximately 24 million Americans but only 12 million are diagnosed. COPD includes chronic bronchitis, emphysema, and adult onset (refractory) asthma. Symptoms include breathlessness, wheezing, and chronic coughing. For more information about COPD, visit <http://www.copdfoundation.org> or call 1-866-316-COPD (2673).

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