



Changing the Heart Health of the Nation Together

University of Best Practices

San Diego

February 11, 2013

Million Hearts™

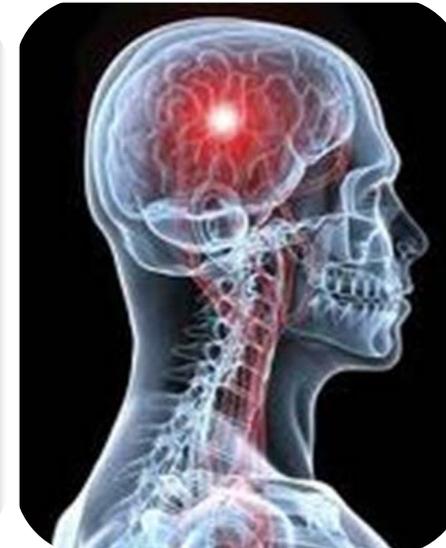
**Goal: Prevent 1 million heart attacks
and strokes in 5 years**

- National initiative co-led by CDC and CMS
- Partners across federal and state agencies and private organizations



Heart Disease and Stroke Leading Killers in the United States

- Cause 1 of every 3 deaths
- More than 2 million heart attacks and strokes each year
 - 800,000 deaths
 - Leading cause of preventable death in people <65
 - \$444B in health care costs and lost productivity
 - Treatment costs are ~\$1 for every \$6 spent
- Greatest contributor to racial disparities in life expectancy



Status of the ABCS

Aspirin

People at increased risk
of cardiovascular events
who are taking aspirin

47%

Blood pressure

People with hypertension
who have adequately controlled
blood pressure

46%

Cholesterol

People with high cholesterol
who are effectively managed

33%

Smoking

People trying to quit smoking
who get help

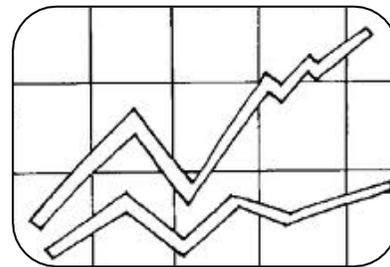
23%



Key Components of Million Hearts™

Excelling in the ABCS
Optimizing care

Prioritizing
the ABCS



Health tools
and
technology



Innovations
in Care
Delivery



Keeping Us Healthy
Changing the context



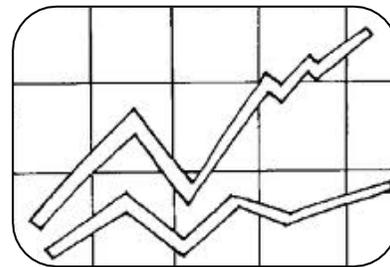
Key Components of Million Hearts™

Excelling in the ABCS
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**Minority
Health**

Keeping Us Healthy
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Innovations
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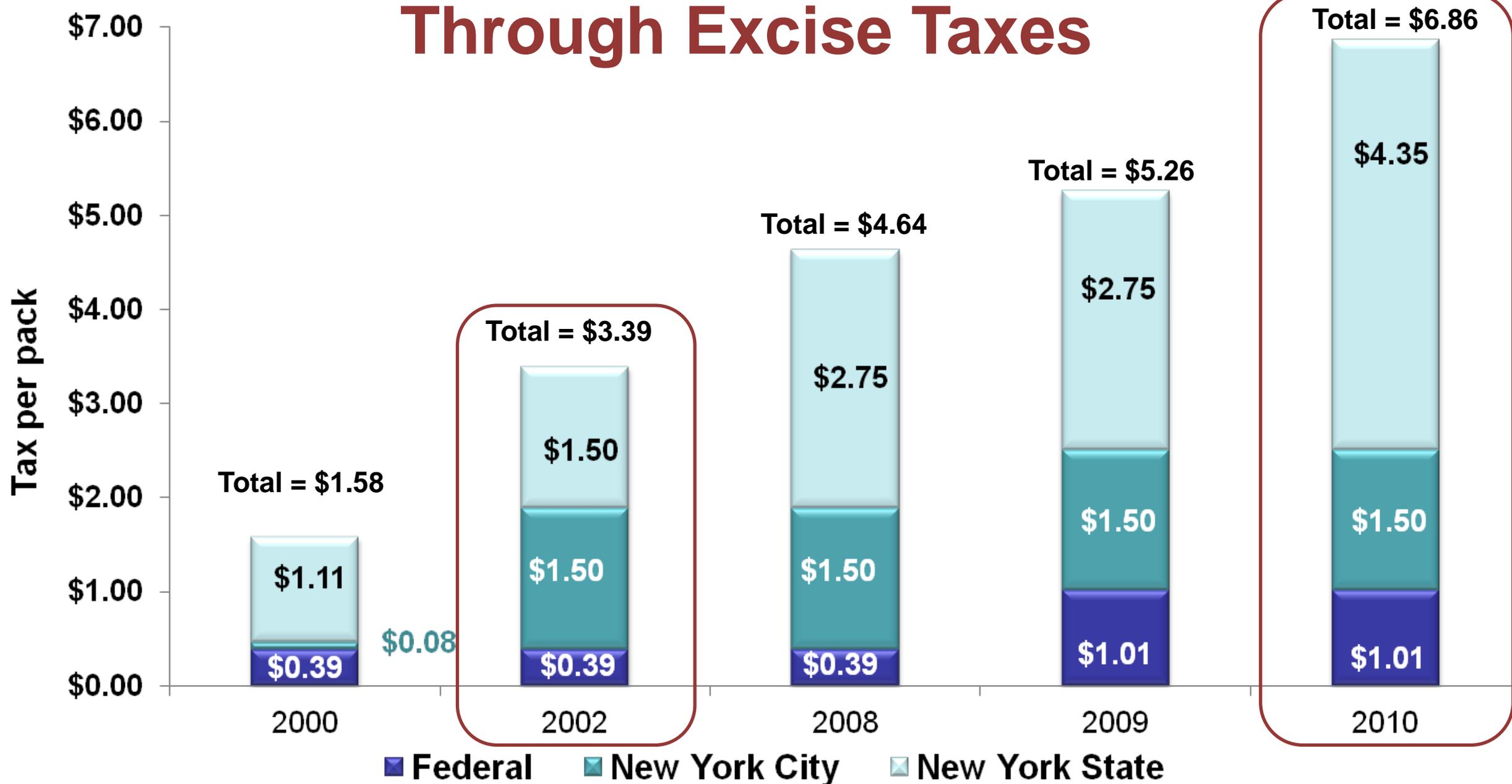
Keeping Us Healthy *Changing the Context: Tobacco*

Comprehensive tobacco control programs work

- Graphic mass media campaign
- Smoke-free public places and workplace policies
- Free or low-cost counseling and medications

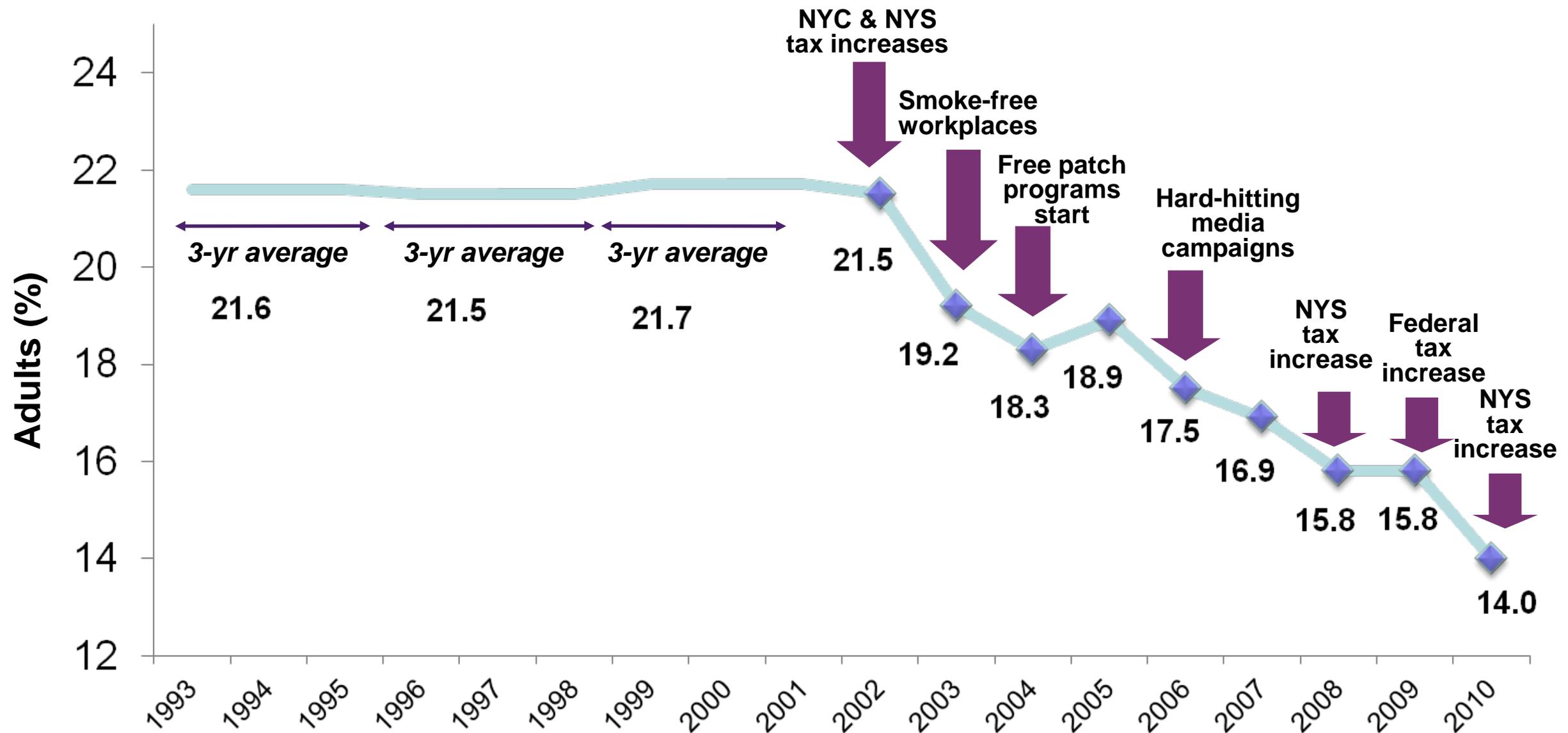


Raising the Price of Cigarettes Through Excise Taxes



Decline in Smoking in New York City, 2002–2010

450,000 Fewer Smokers



New York City Community Health Survey.

Keeping Us Healthy ***Changing the Context: Sodium***

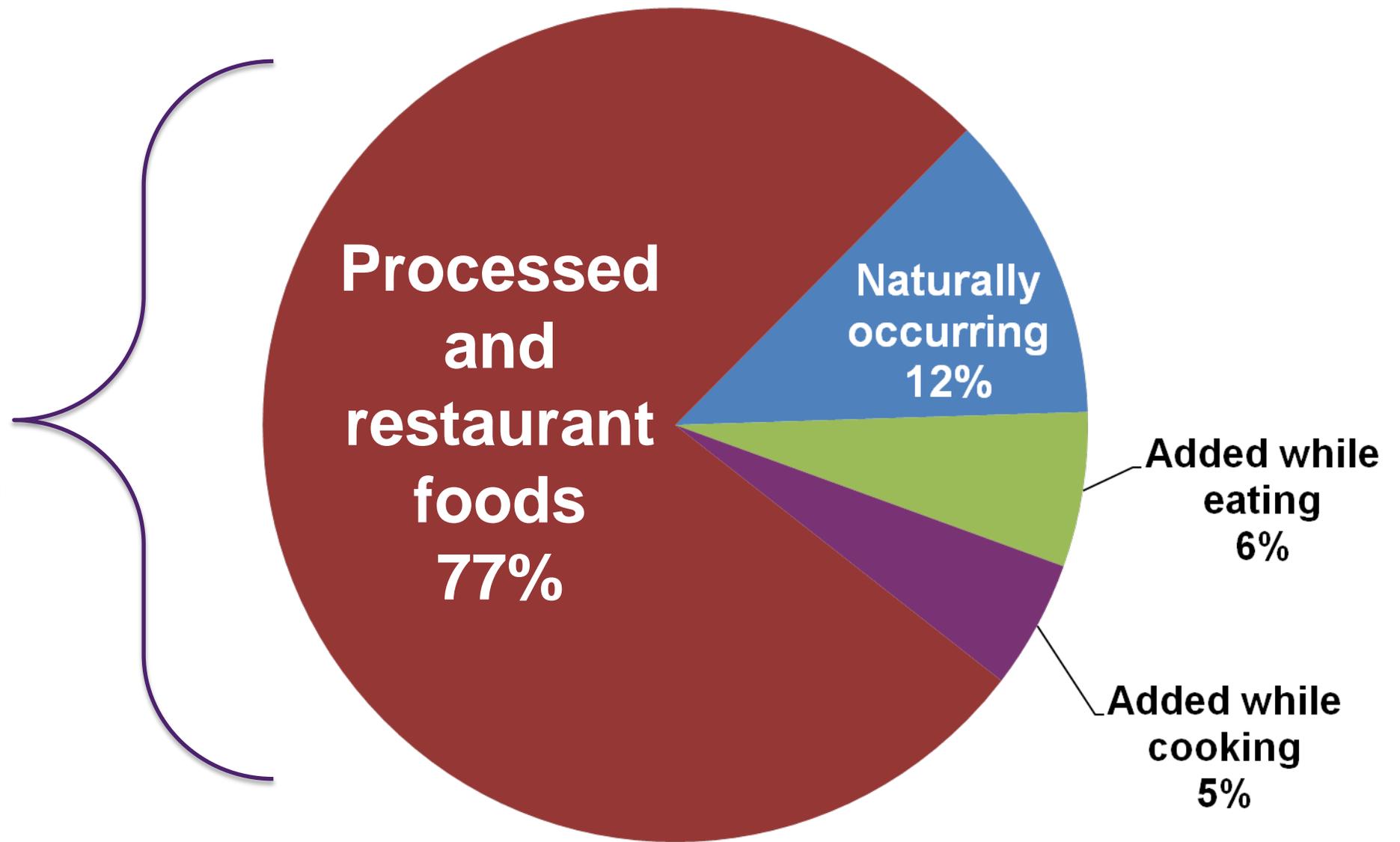
**About 90% of Americans exceed
recommended daily sodium intake**

- Menu labeling requirements in chain restaurants
- Food purchasing policies to increase access to low sodium foods
- Public and professional education about the impact of excess sodium
- Publishing information on sodium consumption

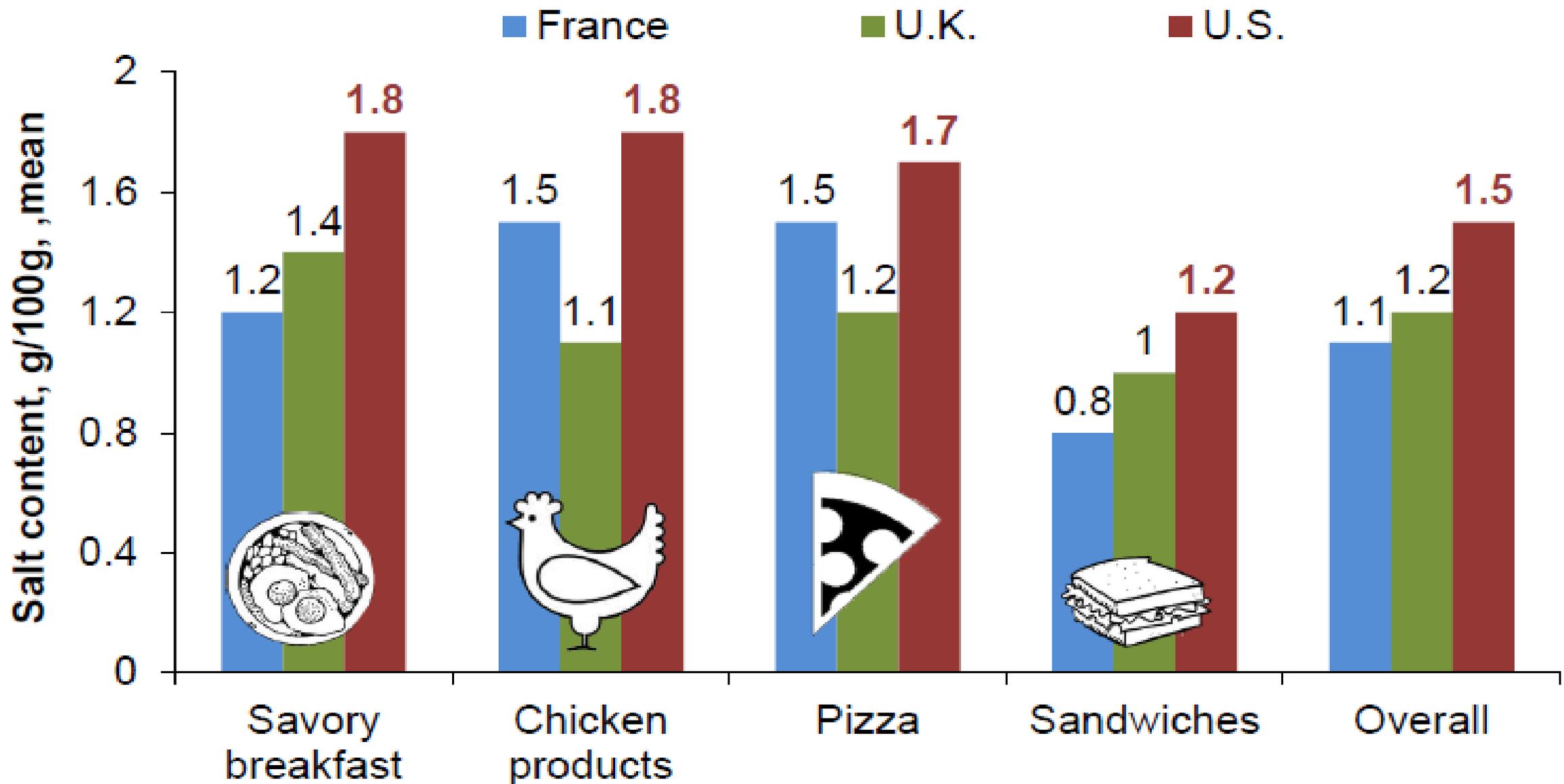


Most Sodium Comes from Processed and Restaurant Foods

**Realistically,
people can't
control how
much sodium
they eat**



Fast Foods in the U.S. Are Saltier Than in Other Countries



44% of U.S. Sodium Intake Comes from 10 Types of Foods

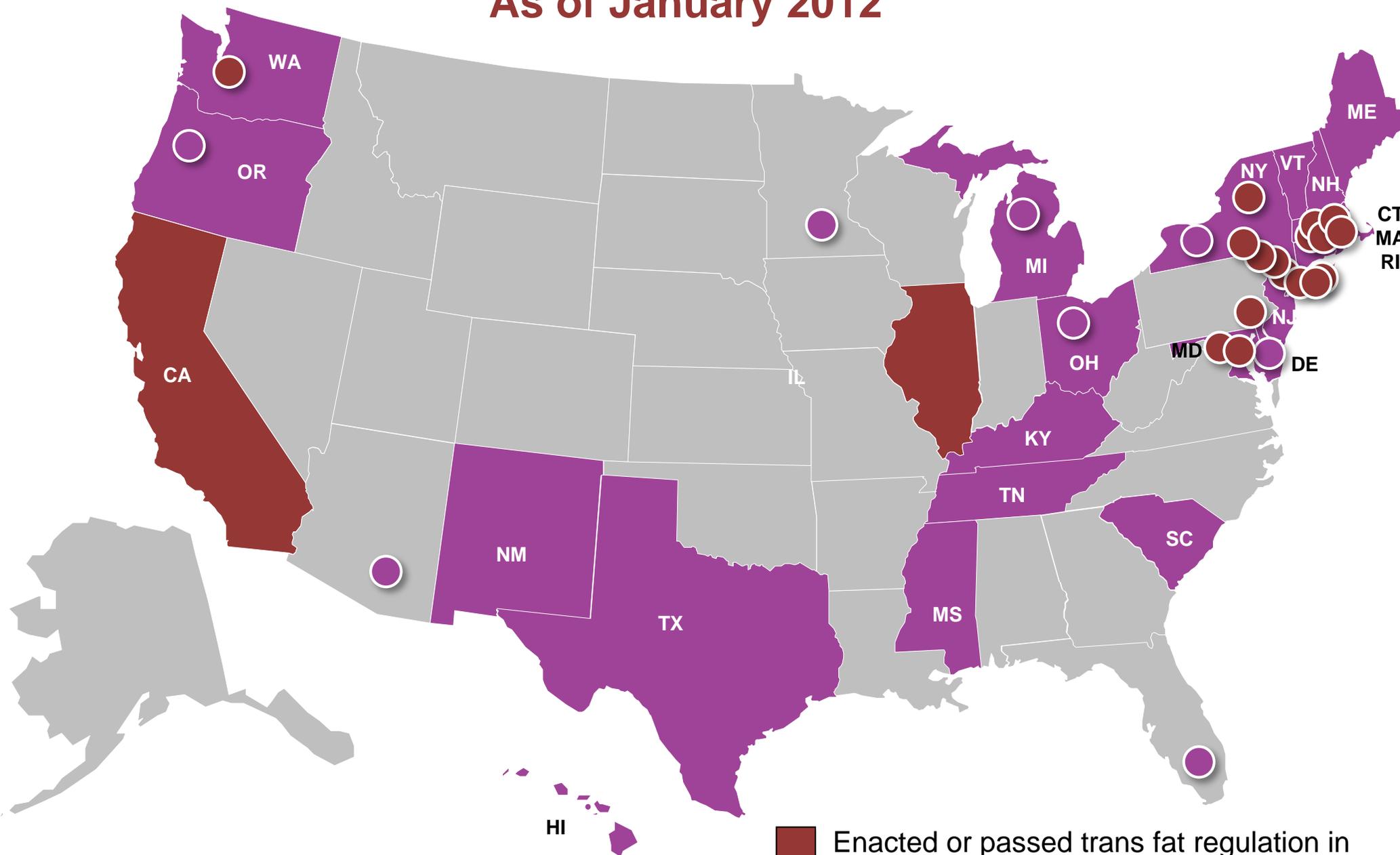
Rank	Food Types	%
1	Bread and rolls	7.4
2	Cold cuts and cured meats	5.1
3	Pizza	4.9
4	Poultry	4.5
5	Soups	4.3
6	Sandwiches	4.0
7	Cheese	3.8
8	Pasta mixed dishes	3.3
9	Meat mixed dishes	3.2
10	Savory snacks	3.1



Keeping Us Healthy

State Trans Fat Regulations

As of January 2012



-  Enacted or passed trans fat regulation in food service establishments (FSEs)
-  Trans fat regulation in FSEs introduced, defeated, or stalled

Excelling in the ABCS

Optimizing Quality, Access, and Outcomes

Focus on the ABCS

- Simple, uniform set of measures
- Measures with a lifelong impact
- Data collected or extracted in the workflow of care
- Link performance to incentives

Excelling in the ABCS

Optimizing Quality, Access, and Outcomes

- Fully deploy health information technology (HIT)
- Registries for population management
- Point-of-care tools for assessment of risk for CVD
- Timely and smart clinical decision support
- Reminders and other health-reinforcing messages



Excelling in the ABCS

Optimizing Quality, Access, and Outcomes

- Innovate in care delivery
- Embed ABCS and incentives in new models
 - Health homes, Accountable Care Organizations, bundled payments
 - Interventions that lead to healthy behaviors
- Mobilize a full complement of effective team members
 - Pharmacists, cardiac rehabilitation teams
 - Health coaches, lay workers, peer wellness specialists



CMS Programs Supporting Million Hearts™

Center for Clinical Standards and Quality

Physician Quality Reporting System
Medicare and Medicaid Electronic Health Record Incentive Program

Quality Improvement Organizations (QIOs)

Center for Medicare

Annual Wellness Visit, Health Risk Assessment, and Personalized Preventive Plan Services

Medicare Advantage Plan Star Ratings and Quality Bonuses

Medicare Advantage Plans: Chronic Care Improvement Programs for the ABCS

Part D Medication Therapy Management



Million Hearts PQRS Measures

- Ischemic Vascular Disease: Use of Aspirin or Another Antithrombotic
- Hypertension screening and control (<140/90)
- Diabetes Mellitus: LDL Control
- Ischemic Vascular Disease: Complete Lipid Profile & LDL control (<100)
- Preventive Care: Cholesterol-LDL test performed
- Tobacco use assessment and cessation intervention

Why Report on the Million Hearts PQRS Measures?

- Simplified, increasingly uniform set of measures
 - Collected and report the same way
- Embedded in the flow of care to minimize burden
- High performance linked to recognition and reward for clinicians, systems, and patients.
- And MOST IMPORTANTLY, ***these measures matter*** when it comes to preventing heart attack and strokes

CMS Programs Supporting Million Hearts™

Center for Medicaid, Children's Health Insurance Program, and Survey and Certification

Medicaid Core Quality Reporting Measures

Medicaid Electronic Health Records Incentive Program

Medicaid Incentives to Prevent Chronic Disease

Medicaid Smoking Cessation Services

Medicaid Health Homes

Center for Consumer Information and Insurance Oversight

ABCS in Essential Health Benefits



CMS Programs Supporting Million Hearts™

Center for Medicare and Medicaid Innovation

Test of Innovation: Promoting Adherence to Cardiovascular Medicine

Comprehensive Primary Care Initiative

Innovation Advisors Program “Call for Advisors” Tailored to ABCS and Team-Based Care

State Innovation Models

Medicare-Medicaid Coordinating Office

Targeted State Demonstrations and Innovations



Public-Sector Support

- Administration on Community Living
- Agency for Healthcare Research and Quality
- Centers for Disease Control and Prevention
- Centers for Medicare and Medicaid Services
- Food and Drug Administration
- Health Resources and Services Administration
- Indian Health Service
- National Heart, Lung, and Blood Institute, National Institutes of Health
- National Prevention Strategy
- National Quality Strategy
- Office of the Assistant Secretary for Health
- Substance Abuse and Mental Health Services Administration
- U.S. Department of Veterans Affairs



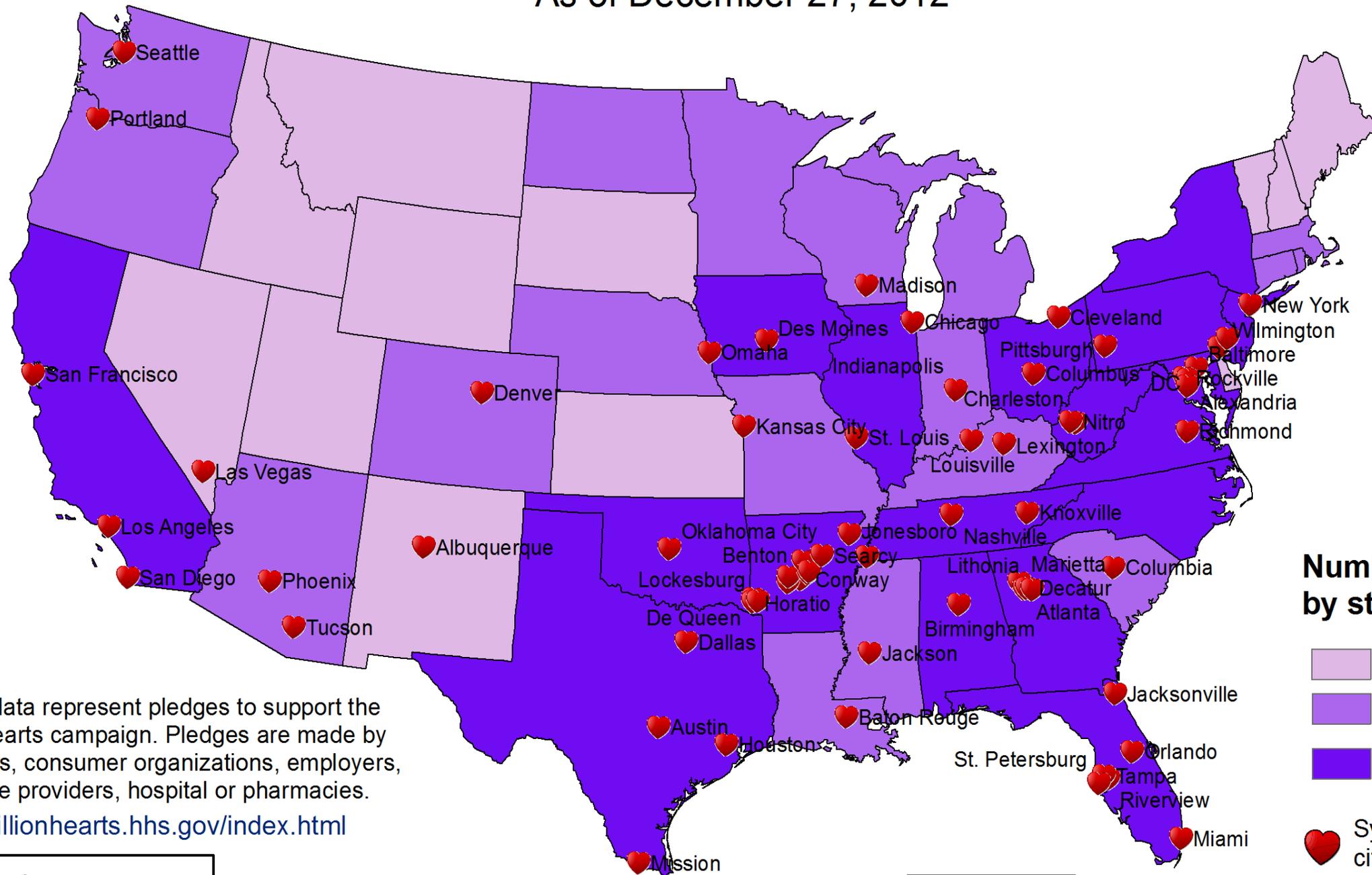
Private-Sector Support

- Academy of Nutrition and Dietetics
- Alliance for Patient Medication Safety
- America's Health Insurance Plans
- American Academy of Nurse Practitioners
- American College of Cardiology
- American College of Physicians
- American Heart Association
- American Medical Association
- American Medical Group Foundation
- American Nurses Association
- American Pharmacists' Association and Foundation
- Association of Black Cardiologists
- Association of Public Health Nurses
- Georgetown University School of Medicine
- Kaiser Permanente
- Medstar Health System
- National Alliance of State Pharmacy Assns
- National Committee for Quality Assurance
- National Community Pharmacists Assn
- National Consumers League
- National Forum for Heart Disease and Stroke Prevention
- National Lipid Association Foundation
- Ohio State University
- Preventive Cardiovascular Nurses Association
- Samford McWhorter School of Pharmacy
- SUPERVALU
- UnitedHealthcare
- University of Maryland School of Pharmacy
- Walgreens
- WomenHeart
- YMCA of America
- Maryland Dept of Health and Mental Hygiene
- New York State Dept of Health
- Commonwealth of Virginia



Number of Pledges by State and City, Million Hearts Initiative*

As of December 27, 2012



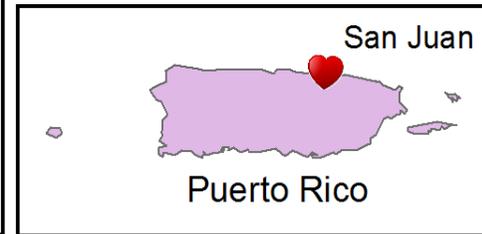
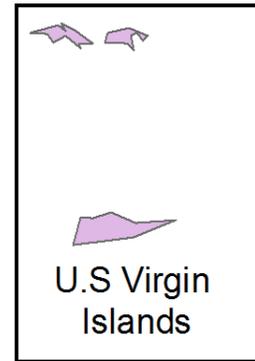
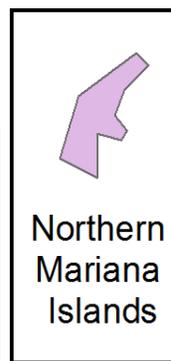
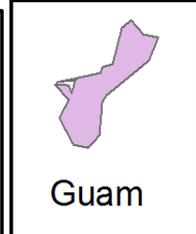
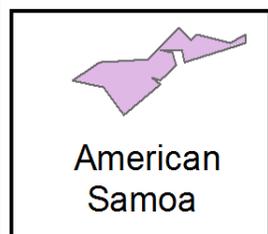
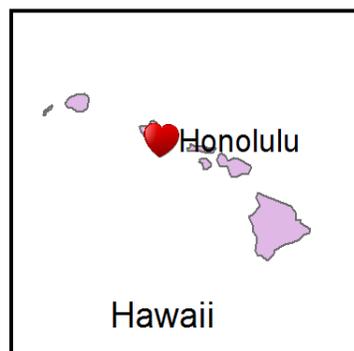
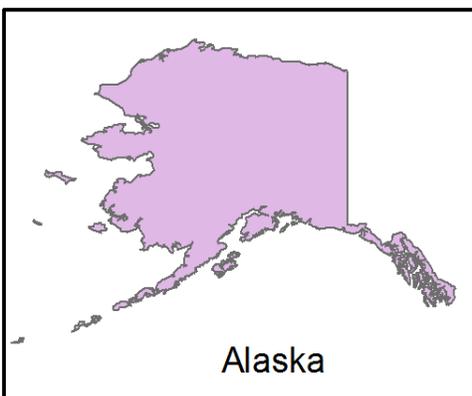
Number of pledges, by state

- 1 - 67
- 68 - 206
- 207 - 1887

Symbol represents cities with 25 or more pledges

*Pledge data represent pledges to support the Million Hearts campaign. Pledges are made by individuals, consumer organizations, employers, healthcare providers, hospital or pharmacies.

<http://millionhearts.hhs.gov/index.html>



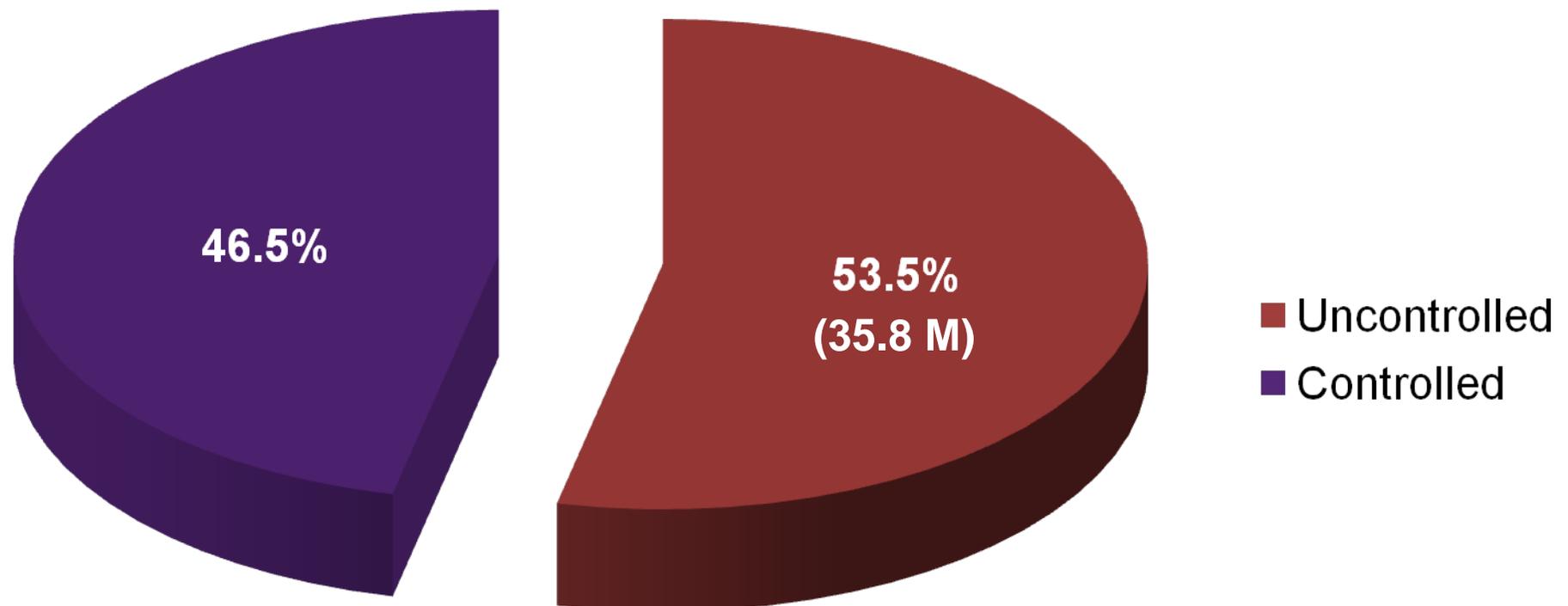
Getting to Goal

Intervention	Baseline	Target	Clinical target
A spirin for those at high risk	47%	65%	70%
B lood pressure control	46%	65%	70%
C holesterol management	33%	65%	70%
S moking cessation	23%	65%	70%
Sodium reduction	~ 3.5 g/day	20% reduction	
Trans fat reduction	~ 1% of calories	50% reduction	



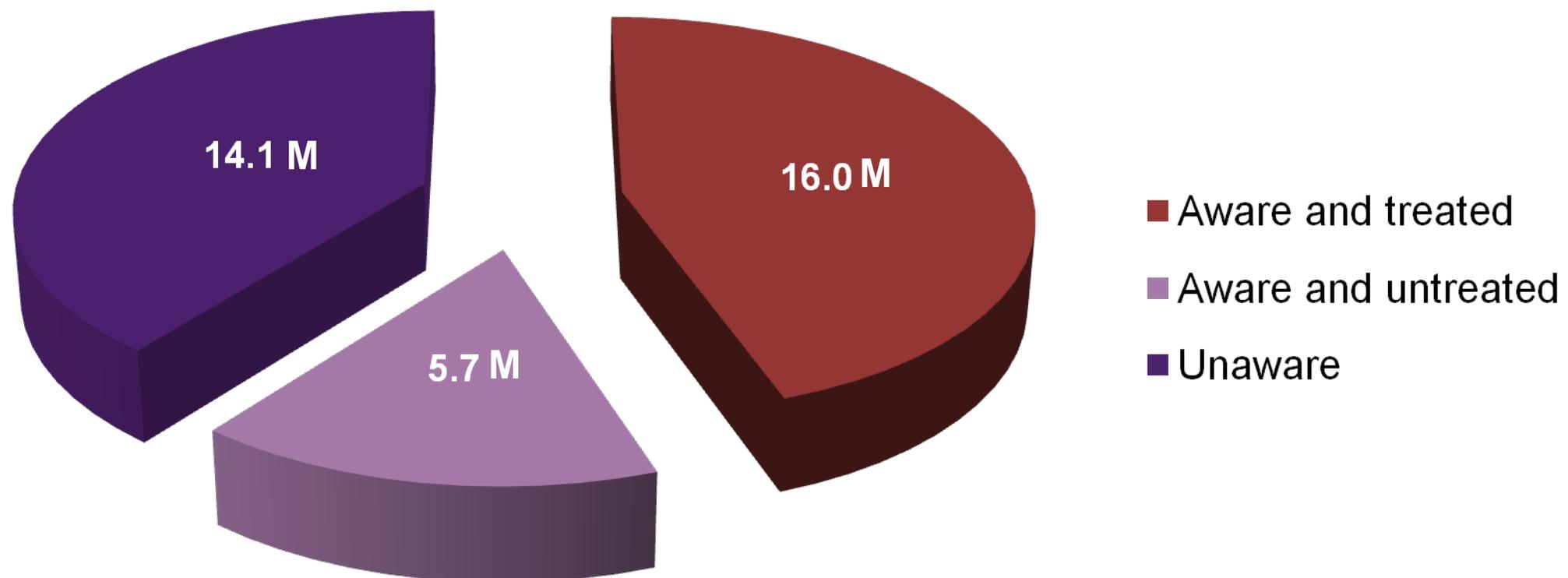
Fewer than Half of Americans with Hypertension Have It Under Control

**67 MILLION
ADULTS WITH HYPERTENSION (30.4%)**

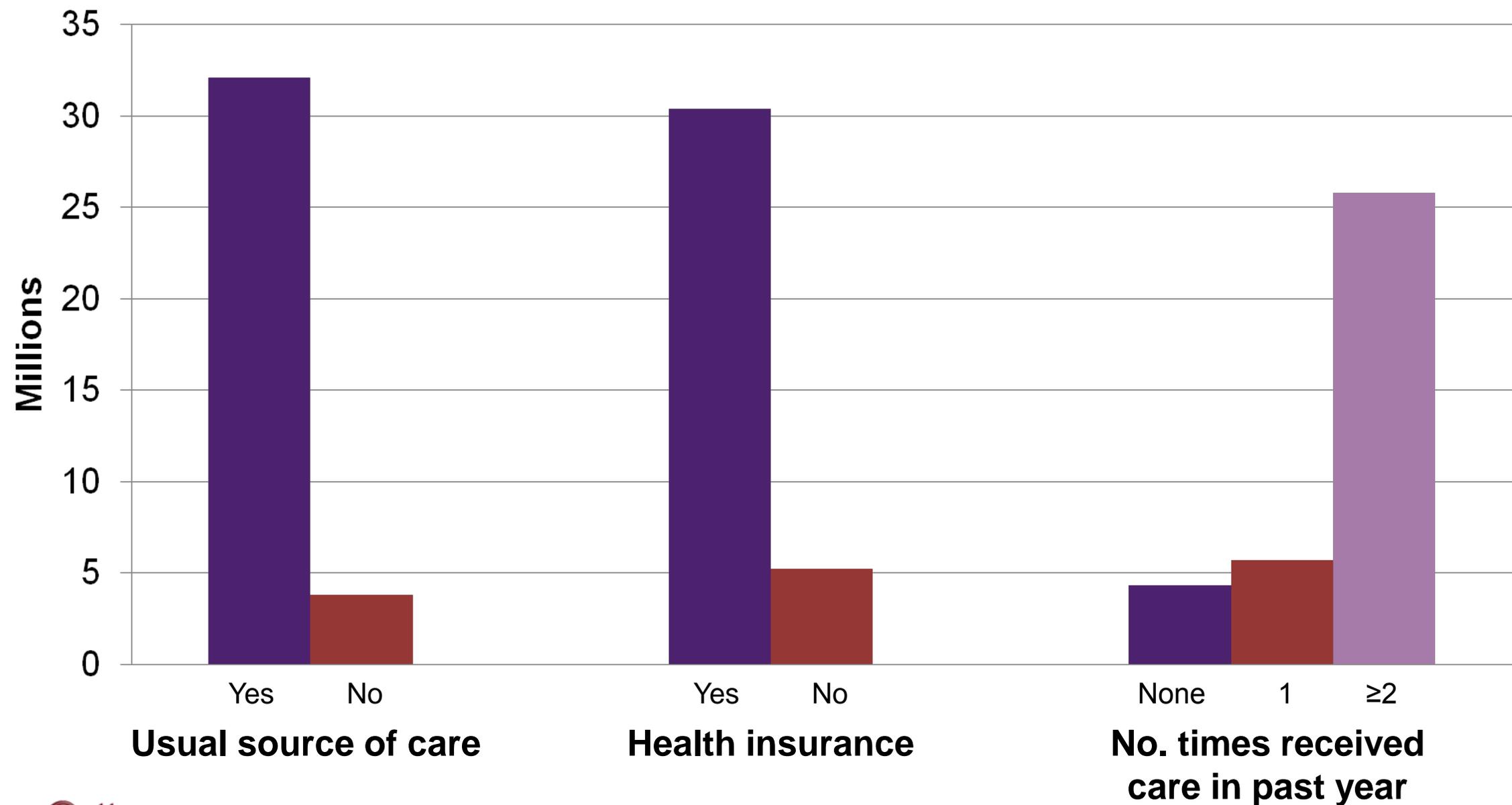


Awareness and Treatment among Adults with Uncontrolled Hypertension

36 MILLION
ADULTS WITH UNCONTROLLED HYPERTENSION

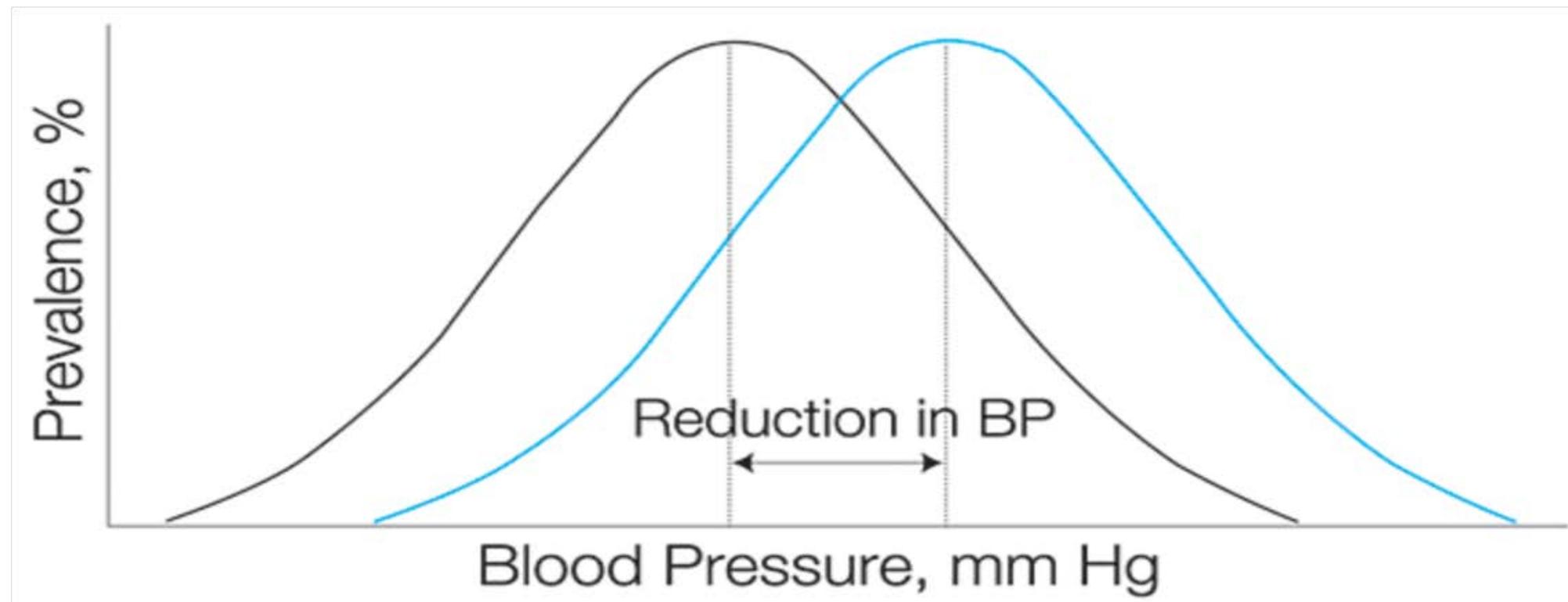


Prevalence of Uncontrolled Hypertension, by Selected Characteristics



It Doesn't Take Much to Have a BIG Impact

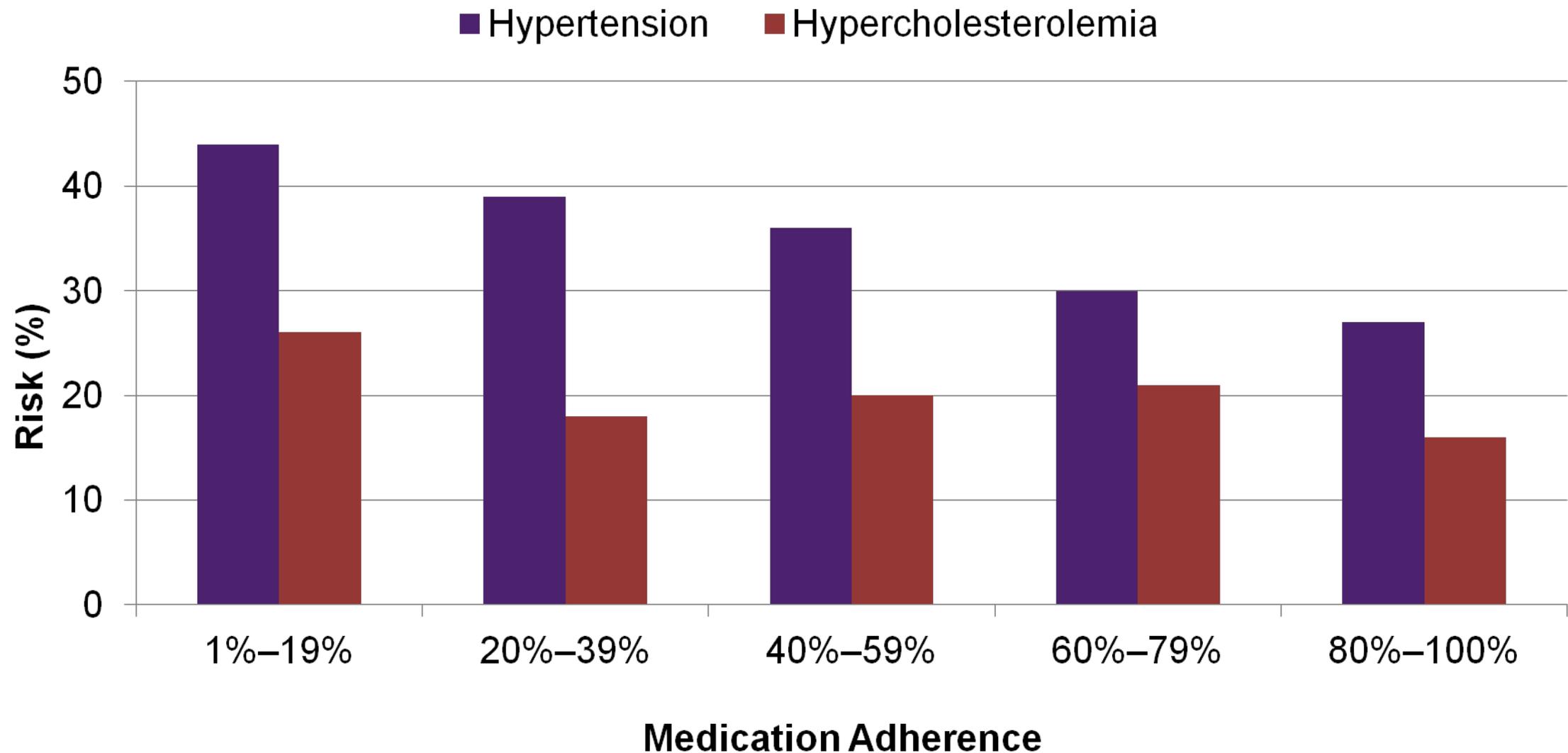
Small Reductions in Systolic BP Can Save Many Lives



Reduction in BP, mm Hg	% Reduction in Mortality		
	Stroke	CHD	Total
2	-6	-4	-3
3	-8	-5	-4
5	-14	-9	-7



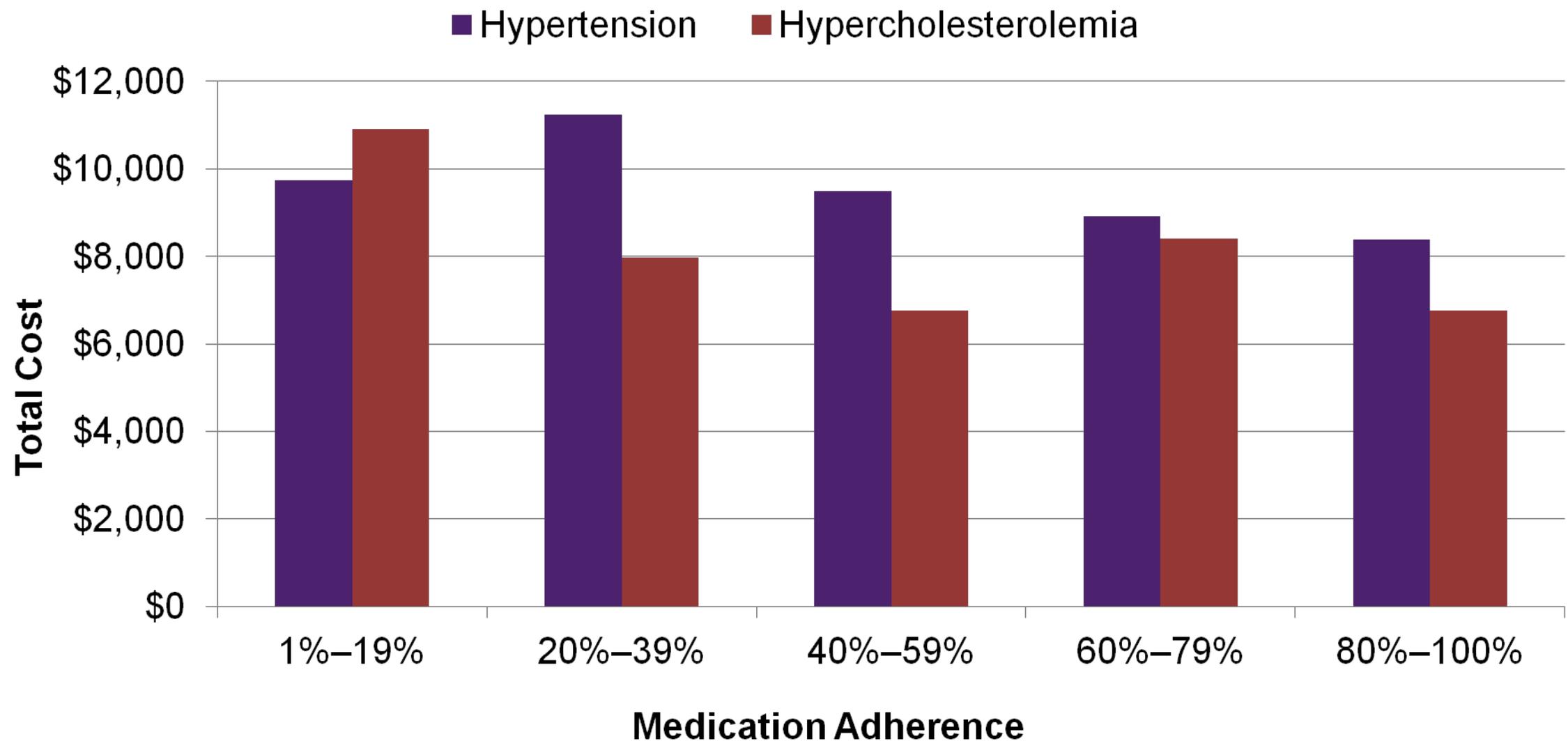
All-Cause Hospitalization Risk Declines as Adherence Increases



Sokol MC, et al. Med Care. 2005;43(6):521–30.



Total All-Cause Health Care Costs Decrease as Medication Adherence Increases, Even with the Increase in Drug Costs



Sokol MC, et al. Med Care. 2005;43(6):521–30.



What It Will Take to *Detect, Connect, Control*

- Awareness of performance gaps and actions
- Skills to measure, analyze, improve
- A blanket of blood pressure monitors
- Standardized protocol or algorithm
- Timely, low-cost loop of measurement and advice
- Effective team care models
- Access and persistence to meds
- Business case

The Nation's Blood Pressure Control Plan

- Identify the undiagnosed **14 MILLION**
- Move the treated to controlled **16 MILLION**
- Coach self-management **67 MILLION**
- Drive measurement and reporting **>67 MILLION**
- Educate and activate about high sodium intake **315 MILLION**





Million Hearts™ Team Up. Pressure Down. Tools

Teaming up to keep my blood pressure down.

My high blood pressure greatly raises my risk of heart attack and stroke, but I can take steps to reduce my risk and lead a longer, healthier life.

TODAY, I WILL:

-  TAKE my blood pressure medication as prescribed.
-  CHECK my blood pressure at the pharmacy or with my at-home monitor.
-  TALK to my pharmacist or doctor if I have questions about my blood pressure or medication(s).
-  ENGAGE in at least 30 minutes of physical activity and EAT a low in salt diet with at least five servings of fruits and vegetables a day.



TODAY, I WILL:
 TAKE steps to reduce my risk of heart attack and stroke.
 TAKE my blood pressure medication as prescribed.

 **Million Hearts**
Team Up. Pressure Down.

Learn more at <http://millionhearts.gov>

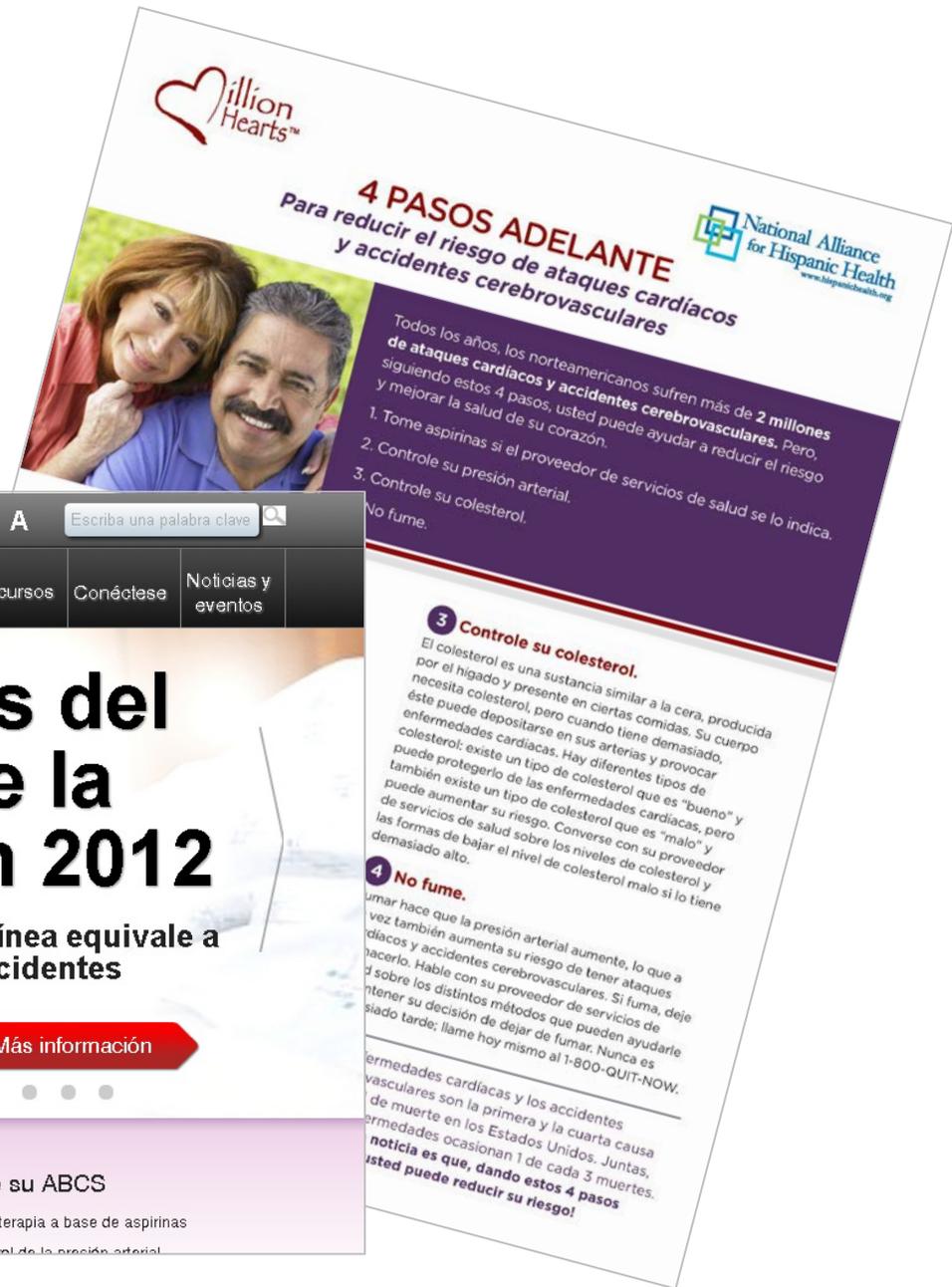
 

Pharmacists, take the time to...

-  **Build a real relationship.** Get to know your patients so you can better understand their level of knowledge about high blood pressure.
 - Educate patients that you are interested, qualified and available to help them reach the blood pressure goal outlined by their doctor.
-  **Measure and monitor blood pressure.** Establish a baseline blood pressure reading and work with your patients to help them achieve and maintain blood pressure goals.
 - Suggest they acquire an at-home device to regularly measure their blood pressure and chat them how to use it properly.
-  **Discuss treatment.** Talk to your patients about the importance of adhering to medication(s), the unique role each medication plays in lowering blood pressure, a low sodium diet, regular exercise, quitting smoking, and limiting alcohol.
 - Discuss the health benefits of lifestyle changes including a low sodium diet, regular exercise, quitting smoking, and limiting alcohol.
 - Encourage patients to talk with a counselor for help with quitting: 1-877-338-4357 (1-877-338-7244)
-  **Follow up with your patients.** Make sure to check in when they come in for refills to see if adjustments in treatment are required. Ask questions such as:
 - Are you comfortable taking your prescribed medication(s)?
 - Have you noticed any side effects or trouble taking medication from your medication(s)?
 - Are you skipping doses or forgetting to take your medication(s) daily?
 - Do you feel overwhelmed by the number of medications or the number of doses per day?
-  **Prevent Duro-Up. Reverse Down, new tool and tool.**
 - Offer patients resources such as the Million Hearts™ medication wallet card, blood pressure journal, and medication organizer.
 - Encourage patients to learn more at <http://MillionHearts.org>



New Resources



Inicio | Tamaño de letra: A A A

La iniciativa
Enfermedades cardíacas y accidentes cerebrovasculares
Be One in a Million Hearts™
Recursos
Conéctese
Noticias y eventos

Ayúdenos a prevenir 1 millón de infartos y accidentes cerebrovasculares en cinco años.

Participe como:

Persona ▼

Comience

Campeones del control de la hipertensión 2012

El control de la presión sanguínea equivale a menos infartos cardíacos y accidentes cerebrovasculares.

Más información

La iniciativa

Million Hearts™ es una iniciativa a nivel nacional para prevenir 1 millón de infartos cardíacos y accidentes cerebrovasculares en un período de cinco años. Million Hearts™ reúne a

Recuerde su ABCS

A - Adecuada terapia a base de aspirinas

B - Buen control de la presión arterial



Risk Check Challenge

- Million Hearts and Office of the National Coordinator for HIT
- App Features
 - Health risk assessment via Archimedes
 - Local resources for BP and lipid screenings
- Five finalists announced in Dec; grand winner in February
- App is free for 1 year nationwide
- Four cities **AND ONE COUNTY** will promote the winning app and heart health in 2013: Philadelphia, Chicago, Baltimore, **San Diego**, Tulsa



100 Congregations for Million Hearts™

Faith-based project designed to focus attention and activate for high blood pressure control by:

- Enhancing awareness and attention to high blood pressure
- Linking communities and clinical settings for better BP control
- Increasing self-monitoring by individuals with high BP
- Providing sustainable programming about heart health
- Growing a Million Hearts™ network of faith-based organizations



Congregational Commitment

For the next year, we will focus on two or more of the following actions and share our progress:

- **Designate a Million Hearts Advocate**
- Deliver pulpit and other leadership messages
- Distribute wallet cards for recording BP readings
- Promote and use the new Heart Risk Check app
- Facilitate connections with local health professionals and community resources



Essential Components of High Performing Models

- Teams, including families
- Technology to provide
 - actionable data, connected settings, timely reminders
- Self-management
- More frequent touches; more fluid contact
- Emphasis on adherence to meds and healthy habits
- Payment
 - cover costs of the approach
 - linked to outcomes



2012 Million Hearts™ BP Control Champions Kaiser Permanente Colorado and Ellsworth Medical Clinic



Ellsworth Medical Clinic, a Division of the River Falls Medical Clinic
2012 MILLION HEARTS™ HYPERTENSION CONTROL CHAMPION

Congratulations on your high performance in helping your patients control their blood pressure and prevent heart attacks and strokes!

2012 ICVH Driver Diagram

- ICVH DRIVER DIAGRAM

Ellsworth Team Million Hearts™



What the Ellsworth Team Does

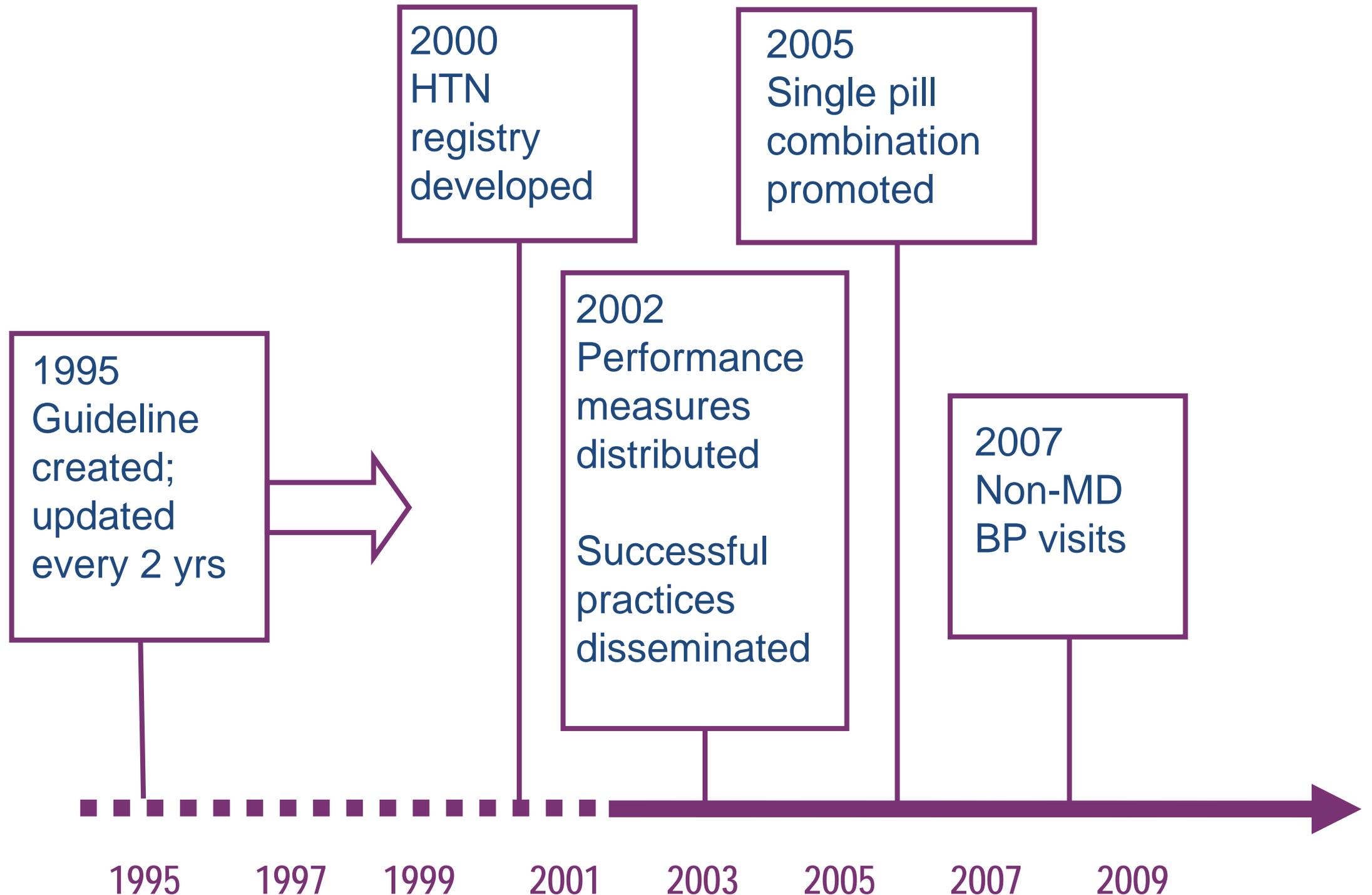
- Pre-visit chart review by clinic staff
- Laboratory technician double-checks tests
- Exam room magnet for blood pressure alert
- All clinical staff empowered to order lab tests
- Printed visit summaries and follow-up guidance
- Return-to-clinic reminders in the EHR, tracked by front office staff for patient reminder
- Drop-in blood pressure checks
- Between-visit follow-up to check medication

Kaiser Permanente Northern California *Hypertension Results 2001–2009*

- Control rate nearly doubled: 44% => 80%
 - From 171,000 people to 531,000 under control
- Hypertension registry entries increased by 167%
- Six care processes were implemented
 - Evidence-based guideline development
 - Hypertension registry creation
 - Performance measure distribution
 - Successful practice dissemination
 - Single pill combination therapy promotion
 - Non-physician blood pressure visit creation



Kaiser Permanente Northern California *Implementation Timeline*

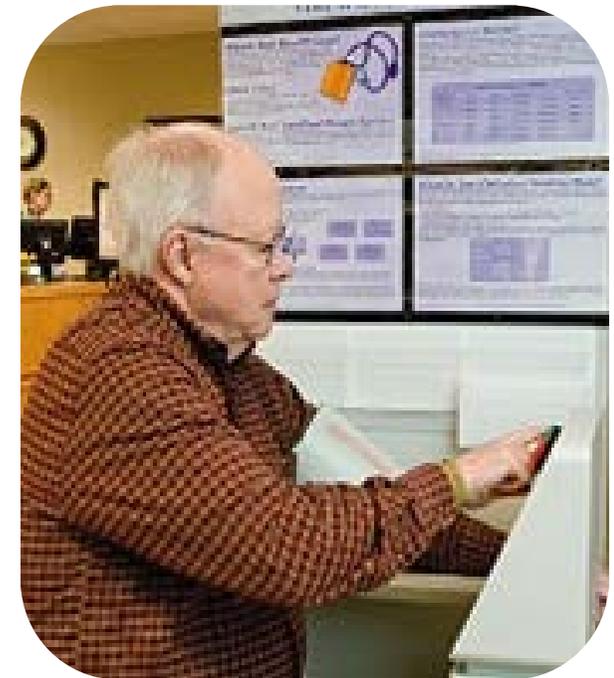


What is a HealthCare Professional to Do?

- **Prioritize** excellence in the ABCS
 - start with hypertension
- **Measure** the way to better outcomes
- Get **personal** when it comes to risk
- Emphasize **adherence** as critical to heart health
 - obstacles: cost, # pills/day, habits, side effects
 - Improve processes: ease of refills, pillboxes, med “nurse”
- Deploy **team** members to teach & reinforce & badger
 - Cardiac rehab, Pharmacist, Community health worker
- **Share** what works--and doesn't--with us

The Future State

- Lower sodium foods are abundant and inexpensive
- BP monitoring starts at home and ends with control
- Data flows seamlessly between settings
- Professional advice when, where, how, and from whom it is most effective
- No or low co-pays for medications
- High performance on BP control is rewarded



Adding web-based pharmacist care to home blood pressure monitoring increases control by >50%

Resources

- Vital Signs: Where's the Sodium?
www.cdc.gov/VitalSigns/Sodium/index.html
- Innovations and Progress Notes: How others have achieved high performance
www.millionhearts.hhs.gov/aboutmh/innovations.html
- Vital Signs: Getting Blood Pressure Under Control
www.cdc.gov/vitalsigns/Hypertension/index.html
- Team Up. Pressure Down.
<http://millionhearts.hhs.gov/resources/teamuppressuredown.html>
- Community Guide: Team-Based Care
www.thecommunityguide.org/cvd/teambasedcare.html
- SDOH Workbook: Promoting Health Equity, a Resource to Help Communities Address Social Determinants of Health
www.cdc.gov/nccdphp/dach/chhep/pdf/SDOHworkbook.pdf
- Program Guide for Public Health: Partnering with Pharmacists in the Prevention and Control of Chronic Diseases
www.cdc.gov/dhdsp/programs/nhdsp_program/docs/Pharmacist_Guide.pdf
- Data Trends & Maps
http://apps.nccd.cdc.gov/NCVDSS_DTM

1 in 3



36M



1,000



Join Us: Take the Pledge

millionhearts.hhs.gov



Million Hearts™



@MillionHeartsUS



CDC StreamingHealth