Million Hearts: Prevent 1M heart attacks and strokes by 2017

COMMUNITY PREVENTION
Reduce need for treatment

- Tobacco control
- Sodium reduction
- Trans fat elimination

CLINICAL PREVENTION
Improve treatment

- Focus on ABCS
- Health information technology
- Clinical innovations
Million Hearts® at 24 Months

- **61,249** likes on Facebook
- **43,628** subscribers to the Million Hearts® e-Update
- **40M+** reached with hypertension protocol tools
- **86** public- and private-sector partners
- **1M+** visits to the Million Hearts® website
## Agencies in Action, December 2013*

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*data based on SPS content as of Dec 5, 2013
2014: Strategic Directions

• **Send a clear signal**
  – You can prevent a heart attack or stroke. Do this….
    • The public and patients
    • Healthcare professionals and their systems
    • Payers and purchasers

• **Measure and report progress**
  – On the collective efforts to improve outcomes
  – By each partner and by individuals

• **Find those at risk for heart attack and stroke**
  – Add “Detect and Connect” to Control
  – Address Aspirin use, Cholesterol, and Smoking
### 2014 Strategic Direction: Send a Clear Signal

#### TRANSLATE and DIFFUSE KNOWLEDGE

**Strategies:**
- Develop and disseminate messages
- Translate science
- Identify and share best and promising practices

**What we need:** Compelling and consistent messages; examples and evidence-based strategies; implementation assistance

**Commitments as of Dec 2013:**
- CDC-Tips from Former Smokers
- CMS, IHS-tobacco best practices
- FDA—trans-fats regulations
- ACF, FOH, OASH message dissemination
- NHLBI—message alignment
- AHRQ-review and share materials

#### MEASURE and REPORT SYSTEMATICALLY

**Strategies:**
- Refine and align measures
- Facilitate reporting
- Monitor and evaluate
- Improve surveillance systems

**What we need:** Embedded and impactful measures; mechanisms and processes for collection, analysis, timely feedback; transparency

**Commitments as of Dec 2013:**
- VA—reporting on BP control and cholesterol management
- CMS—State Innovation Models. Physician Compare

#### CREATE and ALIGN INCENTIVES

**Strategies:**
- Recognize achievement and improvement
- Reward high performance
- Reduce the “hassle factor”

**What we need:** Rewards for healthy behaviors and high performance; business case for prevention

**Commitments as of Dec 2013:**
- CMS—PQRS, MU, Value Modifier, Star ratings
- CDC—2013 HBP Champions, NCQA high performers
- NHLBI—ABCS as an area of interest for grant proposals

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How can agencies reach their target audiences with consistent messages?
# 2014 Strategic Direction: Measure and Report Progress

## Activating Stakeholders

**Strategies:**
- Develop meaningful partnerships
- Support MH plans at state and local levels
- Facilitate collaborations among stakeholders

**What we need:** *Performance data, dissemination of findings, coordinating and collaborating for maximum impact*

**Commitments as of Dec 2013:**
- ONC—RECs, MH Fellows
- MH Team—refreshed outreach to key partners
- CMS—QIO program support in every state

## Measure and Report Systematically

**Strategies:**
- Refine and align measures
- Facilitate reporting
- Monitor and evaluate
- Improve surveillance systems

**What we need:** *Mechanisms and methodologies; expertise; cholesterol measure transition, alignment, and embedding*

**Commitments as of Dec 2013:**
- AHRQ—timely HCUP data
- CDC—Evaluation and Surveillance plans
- CMS/CDC—Dashboards, Enclave
- IHS, CMS-measure review

## Research: Understanding What Works and Why

**Strategies:**
- Identify gaps
- Fund research to improve outcomes in CVD
- Conduct research

**What we need:** *Identification of missing data sources or knowledge gaps; awareness of publications in pipeline; course corrections*

**Commitments as of Dec 2013:**
- NHLBI—portfolio analysis
- VA—Quality Enhancement Research Initiative
- AHRQ—CV evidence implementation

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**How can agencies drive outcomes by measuring and reporting?**
2014 Strategic Direction: Detect and Connect in order to Control

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<td>• Reward high performance</td>
<td>• Focus community action on MH key areas: ABCS, smoke exposure, sodium, trans-fat</td>
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<td>• Identify and share best and promising practices</td>
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<td>• Build community-clinical linkages</td>
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<td>• Facilitate self-management</td>
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**What we need:** Consistent messages; evidence-based strategies for home/community measurement of ABCS; risk assessment tools

**What we need:** business case for community- and faith-based orgs, employers, healthcare systems and professionals, and individuals

**What we need:** systematic approaches to detection and control; team capacity/skills; patient skills; mechanisms for data transfer

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<td>• CMS— CMMI model test</td>
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<td>• CMS—BP control protocols presented to ACOs</td>
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<td>• CDC—ASTHO partnership</td>
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**How can agencies identify and impact those at risk?**
2013 Million Hearts Hypertension Control Champions
(who together care for > 8.3 million adult patients):

• Broadway Internal Medicine PC; Queens, N.Y.
• Cheshire Medical Center/Dartmouth-Hitchcock Keene; Keene, N.H.
• Jen Brull, M.D.; Plainville, Kan.
• Nilesh V. Patel, M.D., FRCS(Eng); Audubon, Pa
• Pawhuska Indian Health Center (U.S. Indian Health Service); Pawhuska, Okla.
• Kaiser Permanente; Northern California
• River Falls Medical Clinic; River Falls, Wis.
• ThedaCare; Appleton, Wis.
• Veterans Health Administration (U.S. Department of Veterans Affairs)
Resources

Tools

Access AHA's tools to assess your risk, blood pressure tools, as well as CDC's new Interactive Atlas of Heart Disease and Stroke.

Videos

Watch announcements about the Million Hearts® initiative and hear personal stories about heart disease and stroke prevention.

Publications & Articles

Read publications and articles about the Million Hearts® initiative.

Toolkits

Download Million Hearts® materials and learn more about how you and your organizations can help reach the goal of preventing 1 million heart attacks.

Action Guides

The Million Hearts® Action Guide Series provides clinicians, employers, and public health practitioners with evidence-based strategies for improving.

Treatment Protocols

Million Hearts® encourages widespread adoption and use of standardized evidence-based treatment protocols for improving blood pressure control.
Key Questions

• What actions will your agency take in the next 6-12 months to identify and impact people at risk for heart attack and stroke? That is, individuals who:
  – Should take aspirin
  – Have undiagnosed or uncontrolled HTN
  – Have abnormal cholesterol
  – Smoke

• How can your agency drive adoption and use of protocols for HTN detection and control?
Thank you!

Join Us

Take the Pledge

Become a Partner

Be One in a Million Hearts®

millionhearts.hhs.gov