Guideline Transformation & Optimization
Accelerating Science to Improve Patient Outcomes

CHALLENGE:
When medical professionals apply up-to-date, evidence-based treatment guidelines to their practice, patient outcomes improve. However, successfully implementing the latest treatment guidelines into practice is a lengthy process, sometimes taking up to a decade.

OPPORTUNITY:
The American Heart Association/American Stroke Association recognizes the need to improve the speed at which guidelines are recognized and leveraged in practice. It is believed that improving the speed to market will drive better health outcomes, increase patient satisfaction and contribute to the association’s goal to reduce mortality from cardiovascular diseases and stroke by 20 percent by 2020.

Using a comprehensive, coordinated approach, the association will:
• Innovate with processes and technology in order to accelerate guidelines into practice
• Activate medical professionals to leverage science faster and measure clinical effectiveness and quality, and
• Empower patients and caregivers to better manage health and participate in care coordination

WHY THE AMERICAN HEART ASSOCIATION?
EXPERIENCE:
The American Heart Association/American Stroke Association has over thirty years of guideline development experience in cardiovascular diseases and stroke. Our guidelines are based on leading medical evidence gathered using a robust body of peer-reviewed research.

While the association does not offer medical advice to patients, it does raise awareness and provide information about all treatment options.

REACH:
The American Heart Association/American Stroke Association has a unique ability to reach both professionals and patients, allowing us to drive health impact by accelerating the implementation of guidelines in a coordinated way that can transform care.

AHA reaches professionals:
• 30 years of guidelines development in CVD and stroke
• 1.3 million registered medical professional learners via learn.heart.org
• 186 accredited professional education activities in 2014
• 2,700+ hospitals participate in Get With The Guidelines® programs

AHA reaches patients:
• 1.3 million patient toolkits distributed in the last year
• 6.5+ million consumers reached through our digital presence, including 1.2 million consumers through social media

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### NSTE-ACS FACTS:

**Patients:**
- Nearly 515,000 Americans have a Non ST segment elevation myocardial infarction (NSTEMI) heart attack each year.
- Discharge medication adherence and adherence with cardiac rehabilitation after discharge are low despite the known benefits of continuing the therapy as directed to outcomes.
- 30 day mortality rates remain high at 18 percent, while 25 percent of patients do not survive more than 5 years.

**Professionals:**
- NSTE-ACS can be more challenging to diagnose than STEMI, and treatment options are based on symptoms and other risk factors, including readmission, morbidity and mortality risk.
- Treatment is divided into invasive (coronary intervention) or noninvasive (medical management) strategies according to the latest guidelines.
- Proper transitioning of care for patients with NSTE-ACS from hospital to outpatient care is pivotal and should include cardiac rehabilitation when appropriate.

### APPROACH:

To achieve success, the association’s Science, Professional Education, Quality and Health IT, and Patient and Healthcare Innovation teams are working collaboratively to innovate processes to speed the translation of guidelines into practice and to use new technologies to reach both professionals and patients.

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<tr>
<th>SCIENCE AND PROFESSIONAL EDUCATION</th>
<th>QUALITY AND HEALTH IT</th>
<th>PATIENT ENGAGEMENT</th>
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<tbody>
<tr>
<td>Create new guideline development model design for modularity and multi-channel capabilities</td>
<td>Development of NSTE-ACS quality improvement program that uses a digital patient management tool to: 1) drive guideline compliance and success measurement 2) increase cardiac rehabilitation referral and enrollment through its recognition program</td>
<td>Launch of an interactive online and mobile-friendly program focused on offering patients and caregivers personalized tools that will increase understanding, improve self-management skills, offer emotional support and enhance quality of life.</td>
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<td>Launch comprehensive professional education strategy that is tailored and actionable at point of care</td>
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<td>Program will be integrated with the AHA/ASA Support Network to offer patients and caregivers peer to peer connections and support.</td>
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<td>Strategy will include the creation of a multi-media enabled, online professional education e-book and an AHA guideline mobile app with immediate dissemination of guidelines and focused updates</td>
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**Transforming NSTE-ACS Guidelines into Practice: An Integrated, Collaborative Approach**

The Guideline Transformation and Optimization initiative will first focus on translating Non ST segment elevation Acute Coronary Syndrome (NSTE-ACS) guidelines into practice thanks to a three-year medical education grant from AstraZeneca.