Welcome to the Cholesterol Summit

Meighan Girgus
Chief Marketing & Programs Officer
American Heart Association/American Stroke Association
Dallas, TX
Path to 2020 Health Impact Goal

To improve the cardiovascular health of ALL Americans by 20%, while reducing deaths from CVD and stroke by 20%

Focus on managing cholesterol will drive big wins on both sides of our goal – improving health and saving lives.

Life's Simple 7
- Manage Your Blood Pressure
- Manage Your Blood Cholesterol
- Manage Your Blood Sugar
- Eat A Healthy Diet
- Maintain A Healthy Weight
- Keep Up Physical Activity
- Manage Your Smoking Status
5 Near Term Impact Strategies
ANNOUNCING
Check. Change. Control. Cholesterol™

Nationally supported by Sanofi and Regeneron & supporting the 2020 AHA/ASA Impact Goal, Check. Change. Control. Cholesterol™ will empower all Americans to better manage their cholesterol through the knowledge, tools, and resources needed to reduce their risk for cardiovascular disease.
Strategic Approach

**Public Health Summit:** Convene thought-leaders to discuss gaps in care to drive better cholesterol management.

**Quality Improvement & Professional Education**
- eCQM & PROM development
- Pilot measures and quality improvement program in an Integrated Delivery Network
- National rollout of measures and quality improvement program
- Continuing education

**Public Awareness & Patient Education/Empowerment**
- Informed by patient and provider market research
- Awareness and educational messages deployed via a robust campaign

Increase adoption and utilization of treatment guidelines through quality improvement programs and professional education.

Increase understanding of and adherence to evidence-based treatment guidelines through public and patient awareness and education.
20+ Organizations Represented Today

Sample organizations

AMA
NIH National Heart, Lung, and Blood Institute
NMA National Medical Association
Million Hearts®
SANOFI
REGENERON
PCNA Preventive Cardiovascular Nurses Association
NATIONAL FORUM
FOR HEART DISEASE & STROKE PREVENTION
Premier Health
nla
Mended Hearts
National Association of Chronic Disease Directors
Washington University in St. Louis School of Medicine
University of Nebraska Medical Center
University of Virginia School of Medicine
WomenHeart
FH Foundation
Children's Hospital Colorado