

Welcome



Check. Change. *Control.*
CHOLESTEROL™

Welcome to the Cholesterol Summit

Meighan Girgus

Chief Marketing & Programs Officer

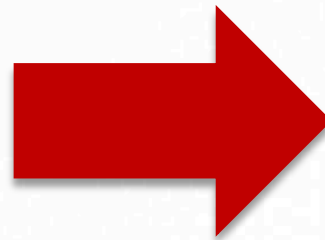
American Heart Association/American Stroke Association

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.



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.

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

20+ Organizations Represented Today

Sample organizations

