

VALUE IN HEALTHCARE INITIATIVE

Transforming Cardiovascular Care

After 40 consecutive years of reductions in heart attacks and stroke death rates, there has been a worrisome upswing, especially in minority populations. Investment in innovation for new cardiovascular disease treatments is lagging, and while risk factor modifications could reduce the odds of CVD by 80%, a majority of preventable deaths remain attributable to cardiovascular disease. At the same time, access to optimal medical therapies is increasingly influenced by an individual's economic situation and financial resources. **Eliminating barriers to care— those that limit provider and patient ability to access the best and most appropriate care and medicines—is a guiding value of the American Heart Association and a critical component to improving patient outcomes and quality of care for all.**

Background:

In spring 2018, the American Heart Association convened the *Value in Healthcare Summit* to begin an important conversation about the problems facing cardiovascular patients in accessing and deriving quality and value from the healthcare system. In order to accelerate solutions to improve patient access and outcomes, participants were asked to share their expertise, experience and vision and bring creative energy, new attention and a willingness to take action on behalf of the patient public. As a result, forty pharmaceutical, pharmacy, payer, pharmacy benefit manager, healthcare provider, health system, government and technology leaders made bold new commitments in support of a shared vision for the healthcare system of the future.

Following the Summit, the American Heart Association and the Duke-Margolis Center for Health Policy announced an innovative collaboration, the Value in Healthcare Initiative - Transforming Cardiovascular Care. Together, the two organizations will model and test solutions in cardiovascular care and treatment, document impact and results and develop a framework for system-wide reform that supports an equitable and affordable system of care.

This bold new alliance aims to bring enterprise-wide solutions and leadership to the urgent issues facing patients.

Learning Collaboratives:

The Initiative has stood up four Learning Collaboratives as forums to convene participant organizations in addressing key opportunities for transforming care. These Learning Collaboratives bridge our nation's top researchers, regulators, and innovators and focus on:



Implementing value-based payment models for cardiovascular drugs, devices and care to incent appropriate use of both existing and innovative treatments and products



Partnering with regulators to offer new clinical trial methods and designs that support a more efficient model of cardiovascular innovation and ready the system for product uptake



Developing predict and prevent models that combine data, technology, and analytics to forecast future events and shift to upstream prevention rather than downstream treatment



Transforming the prior authorization process to better support the matching of patients with appropriate therapies

The Collaboratives, with guidance from an esteemed group of leaders on the Initiative's Executive Committee, work together to identify shared solutions and, as appropriate, roll out a series of pilots to evaluate these promising areas of reform. The pilots would leverage the collective data platforms and analytics of participating organizations to allow for rigorous measurement and evaluation of their impact on patients across the health continuum.

As of May 13, 2020

a collaboration of



American
Heart
Association.

Duke | MARGOLIS CENTER
for Health Policy

Expected Outcomes:

With the guidance and expertise from the American Heart Association and the Duke-Margolis Center for Health Policy, and an Initiative Executive Committee, participating organizations work together virtually and in-person to identify key barriers and obstacles in the current system and develop disruptive solutions for models of care delivery and payment. **This unique work drives toward the following outcomes:**

- **A Call to Action** that lays out the current landscape of cardiovascular innovation and treatment and highlights needed reforms and opportunities to improve patient outcomes. (Published January 2019, *Circulation*)
- **Actionable Learning Collaborative recommendations in high-priority areas. Together these outputs will** guide change in support of a consumer-centric and sustainable system that promotes value, affordability and innovation to create the best and most appropriate healthcare for all. The products will analyze the current system, and synthesize the conversations and learnings generated to make recommendations for actionable and effective steps to bring concepts to scale. Building on these efforts, it will lay out potential solutions that will better align providers, insurers, and patients to address the remaining problems, and effective steps that can be taken to accelerate progress.
- **A Patient Survey** examining how cardiovascular disease and stroke patients assess “value” when interacting with the healthcare system. A group of AHA “Patient Ambassadors” assisted in designing the survey and serve as ongoing advisors to the Initiative to ensure it consistently and genuinely incorporates the patient perspective. (Findings published May 2020, *Circulation: Cardiovascular Quality and Outcomes*)
- **High-profile publication and presentation of Roadmaps** in journals and venues to give visibility to these transformational resources and ensure highest system-wide impact. (Forthcoming in *Circulation: Cardiovascular Quality and Outcomes*, May and July 2020)

Participating Organizations:

Amazon
Amgen
Anthem
Apple
Association for Accessible Medicines
Association of Black Cardiologists
AstraZeneca
Becton, Dickinson & Co.
Bristol-Myers Squibb
Boston Scientific
Biotechnology Innovation Organization (BIO)
Blue Cross Blue Shield of North Carolina
Centers for Medicare and Medicaid Services (CMS)
CVS Health
Diplomat Specialty Pharmacy
Duke University Health
Edwards Life Sciences
Eli Lilly
Express Scripts
US Food and Drug Administration (FDA)
Genentech
GE Healthcare
HCA

Humana
Inova
Janssen North America
Johnson & Johnson
Kaiser Permanente
LifeBridge Health
The Medicines Company
Medtronic
Merck
National Institutes of Health (NIH)
Novartis
Pfizer
Philips
PhRMA
Quest Diagnostics
Regeneron
Robert Wood Johnson Foundation
Sanofi
UPMC
UPMC Enterprises
UnitedHealth Group
UT Southwestern Medical Center
Walgreens Boots Alliance

Leadership:



**Mark McClellan,
M.D., Ph.D.**

Director & Robert J. Margolis,
MD, Professor of
Business and Policy,
Duke-Margolis Center
for Health Policy;
Former Administrator, CMS;
Former Commissioner, FDA



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Nancy Brown

Chief Executive Officer,
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UT Southwestern
Medical Center