

## September 2018 – Million Hearts® Messaging: Cardiac Rehab

Patients who have had a cardiac event or procedure can benefit greatly from participation in a cardiac rehabilitation program. This month, do your part to help Million Hearts® boost enrollment by making sure your organization knows the benefits of cardiac rehab and how to eliminate barriers to enrollment. Currently, enrollment is very low, only 10% to 34% of eligible patients. Million Hearts® 2022 has set a goal of 70% enrollment of eligible patients.



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### Save the Date: CDC to Release New *Vital Signs* Report on Million Hearts® 2022

This month, the Centers for Disease Control and Prevention (CDC) will release a new *Vital Signs* report about Million Hearts® 2022, emphasizing that small changes sustained over time can

improve the nation's cardiovascular health. Heart disease and stroke remain leading causes of death, disability, and healthcare spending in the U.S. and yet many are preventable. Public health, healthcare professionals, communities, and health care systems can coordinate efforts to keep people healthy, optimize care, and improve outcomes within priority populations. Some progress is being made but not nearly enough.

- **Save the Date:** The report is being released on Tuesday, Sept. 6, at 1 p.m. EDT at [www.cdc.gov/vitalsigns](http://www.cdc.gov/vitalsigns)
- **For More Information:** Tune in to the *Vital Signs* Town Hall on Tuesday, Sept. 11, at 2 p.m. EDT. Conference Line (U.S. only): 800-857-0764; Passcode: 795-4413.
- **Call to Action:** What can you do to improve the heart health of our nation? Read and share the new *Vital Signs* materials when they are released. Then, participate in the conversation via your social media channels by sharing stories about how you and your partners are implementing Million Hearts® strategies using the hashtag #VitalSigns. You can also share posts from @CDCgov, @MillionHeartsUS and @CDCHeart\_Stroke.

## September's Focus

Patients who have had a cardiac event or procedure can benefit greatly from participation in a cardiac rehabilitation program. It can reduce the risk of death, decrease hospital readmissions, and improve functional status, quality of life, and mood. Despite these benefits, enrollment in cardiac rehab remains low, ranging from 10% to 34%. Million Hearts® 2022 is working to boost participation in cardiac rehab programs to 70% of eligible patients.

### Did you know?

- Strong evidence shows that cardiac rehab programs can benefit individuals who have had a heart attack, chronic stable angina, received a coronary angioplasty or stent, chronic heart failure, or undergone coronary artery bypass surgery, a heart valve replacement or repair, or a heart or heart-lung transplant.
- Many insurance companies cover cardiac rehab for these conditions, but it is necessary to review each patient's individual insurance benefits for cardiac rehab.
- Barriers to program enrollment are many, occurring at the health system, policy, program, and patient levels.
- For example, although cardiac rehab services are widely covered by public and private health insurance plans, co-payments per session represent a financial obstacle for many patients.

Improving awareness about the value of cardiac rehab, increasing referral of eligible patients, and reducing system and patient barriers to participation are all critical steps in improving the referral, enrollment, and participation rates in cardiac rehab programs. More importantly, effective remedies have been identified but are not being widely and systematically implemented. Check out the Million Hearts® [Cardiac Rehabilitation web page](#) for more.

**Million Hearts® Member Spotlight: American College of Cardiology**

The American College of Cardiology has been a leader in promoting cardiac rehabilitation programs. A report released earlier this year by the American College of Cardiology/American Heart Association Task Force on Performance Measures details the depth of which those who are eligible and would benefit from cardiac rehab programs fail to enroll in such programs. A webinar made available this past July allows medical directors and physicians to learn how to distinguish which patients are appropriate for cardiac rehabilitation referral and enrollment, and identify barriers to enrollment, plus practices that can decrease these barriers.

- **Report:** [2018 ACC/AHA Clinical Performance and Quality Measures for Cardiac Rehabilitation](#)
- **Webinar:** [Cardiac Rehab Information for Physicians Webinar Series: Overview and Regulations](#)

### Monthly Calendar of Heart Health Events

- September is [National Cholesterol Education Month](#), a good time to get your blood cholesterol checked and take steps to lower it if it is high.
- Celebrate [Healthy Aging Month](#) this September by reinventing yourself.
- September is [Atrial Fibrillation Awareness Month](#). Be aware of the risks and learn more about this complex condition.
- The CDC will release a [new Vital Signs report](#) about Million Hearts® 2022 on Tuesday, Sept. 6, at 1 p.m. EDT.
- Tune in to the *Vital Signs* Town Hall on Tuesday, Sept. 11, at 2 p.m. EDT. Conference Line (U.S. only): 800-857-0764; Passcode: 795-4413.
- [World Heart Day](#) is celebrated every year on Sept. 29 as part of a global campaign to raise awareness of heart health.

### Social Media Messages

#### Channels to follow and re-tweet or share

**Twitter:** @MillionHeartsUS @CDCgov @CDCHeart\_Stroke @AACVPR @CardioSmart @American\_Heart @NatForumHDSP #VitalSigns

**Facebook:** <https://www.facebook.com/millionhearts>

#### Twitter

Patients who have had a cardiac event or procedure can benefit from cardiac rehab – it reduces the risk of death, repeat hospital visits and improves quality of life. <https://bit.ly/2IzofRI>

Cardiac Rehab can improve quality of life, mood and function of patients. Raise awareness of the importance of cardiac rehab with these patient education resources. <https://bit.ly/2IzofRI>

Despite its benefits, enrollment in cardiac rehab programs remains low – only 10-34%! Help @MillionHeartsUS boost enrollment to 70% by making CR a priority. <https://bit.ly/2IzofRI>

Celebrate Healthy Aging Month this September by focusing on ways you can boost enrollment and participation in cardiac rehab programs. <https://bit.ly/2IzofRl>

World Heart Day is the perfect time to focus on cardiac rehab programs, which help cardiac patients learn heart healthy behaviors. <https://bit.ly/2IzofRl>

After a heart attack, it might be hard to understand the treatment plan and necessary lifestyle changes to get and keep you heart healthy. Here's a resource to help: <https://bit.ly/2IzofRl>

## **Facebook**

Patients who have had a cardiac event or procedure can benefit greatly from participation in a cardiac rehab program. It can reduce the risk of death, decrease hospital readmissions, and improve functional status, quality of life, and mood! Despite these benefits, enrollment in cardiac rehab remains low, ranging from 10% to 34%. Million Hearts<sup>®</sup> 2022 is working to boost participation in cardiac rehab programs to 70% of eligible patients. <https://bit.ly/2IzofRl>

After a heart attack or heart disease, it may be challenging to understand the treatment plan and necessary lifestyle changes to get and keep you heart healthy. Cardiac rehab is an important step in your recovery journey and may significantly reduce your chance of having another heart attack. Find details about what cardiac rehab offers, its benefits, eligibility guidance, common questions and answers, and what you can expect from the experience: <https://bit.ly/2IzofRl>

World Heart Day is the perfect time to focus on the importance of cardiac rehab! Those recovering from a cardiac event or procedure are eligible for this important program, which also encourages participants to adopt a heart healthy diet, reduce their stress, quit smoking and take their medications as prescribed. [Image #1 below]

## **Social Media Images**

Image #1

# What is **CARDIAC REHABILITATION?**



## Sample Newsletter Article

### How can your organization boost cardiac rehab enrollment?

Patients who have had a cardiac event or procedure can benefit greatly from participation in a cardiac rehabilitation program. It can reduce the risk of death, decrease hospital readmissions, and improve functional status, quality of life, and mood.

Strong evidence shows that cardiac rehab programs can benefit individuals who have had a heart attack, chronic stable angina, received a coronary angioplasty or stent, chronic heart failure, or undergone coronary artery bypass surgery, a heart valve replacement or repair, or a heart or heart-lung transplant.

But despite these benefits, enrollment in cardiac rehab remains startling low, with enrollment rates ranging from 10% to 34%. There are many barriers to program enrollment, which occur at the health system, policy, program, and patient levels.

For example, even though many insurance companies cover cardiac rehab for these conditions, co-payments per session can represent a financial obstacle for many patients. Location of sessions and transportation can also be an obstacle.

Improving awareness about the value of cardiac rehab, increasing referral of eligible patients, and reducing system and patient barriers to participation are all critical steps in improving the referral, enrollment, and participation rates in cardiac rehab programs.

Million Hearts® 2022 is working to boost participation in cardiac rehab programs to 70% of eligible patients. Check out the Million Hearts® [Cardiac Rehabilitation page](#) for tips on how your organization can help meet this goal by boosting cardiac rehab enrollment.

### **Million Hearts® Partner Resources**

#### **American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR)**

[Cardiac Rehabilitation Fact Sheet](#)

[Evidence-based Resources on the Benefits of Cardiac Rehabilitation](#)

[Hypertension Control Change Package for Clinicians](#)

[Cardiac Rehab Resources for Professionals](#)

[Cardiac Rehab Resources for Patients](#)

#### **American Heart Association (AHA)**

[Cardiac Rehab](#)

#### **Cardio Smart: American College of Cardiology**

[2018 ACC/AHA Clinical Performance and Quality Measures for Cardiac Rehabilitation](#)

[Cardiac Rehab Information for Physicians Webinar Series: Overview and Regulations](#)

#### **Million Hearts®**

[Cardiac Rehab Webpage](#)

[Cardiac Rehab Infographic](#)

#### **Preventive Cardiovascular Nurses Association (PCNA)**

[A Heart Healthy Toolbox](#)