



American Heart Association Media Contact:
Stephen Hall – 417-551-1645

Primaris Media Contact:
Reeve White – 1-800-735-6776, Ext. 187

“Million Hearts” Collaborative Partners Announce Physician Champions in Missouri

Medical experts from across the state join together to prevent
20,000 heart attacks & strokes over 5 years

JEFFERSON CITY, MO, Friday, May 17, 2013 – May is **American Stroke Month** and collaborating partners on the **Million Hearts** initiative in Missouri are pleased to announce the **recruitment of physician champions** from across the state. The following physicians are committed to the prevention of **20,000 heart attacks and strokes** across Missouri over five years by using the framework of the Million Hearts initiative:

- **Jim Blaine, MD** – *Southwest Region*
- **Joseph Craft, MD** – *St. Louis Metro Region*
- **Daniel Domjan, MD** – *Southeast Region*
- **Alan Forker, MD** – *Kansas City Metro Region*
- **Jerry Kennett, MD, MACC** – *Central Region*
- **George Kichura, MD** – *St. Louis Metro Region*
- **Jin-Moo Lee, MD, PhD** – *St. Louis Metro Region*
- **Keith Ratcliff, MD** – *St. Louis Metro Region*
- **Todd Shaffer, MD** – *Kansas City Metro Region*
- **Adam Whaley-Connell, DO** – *Central Region*

Million Hearts is a national campaign formed to prevent one million heart attacks and strokes by 2017. The partnership of key health organizations in Missouri raises awareness by highlighting the cooperation and individual work of the partners to achieve the shared goal of saving lives from heart disease and stroke. The strategic partnership in Missouri includes the **American Heart Association**, the **Missouri Department of Health and Senior Services**, **Primaris**, the **Missouri Primary Care Association** and the **Missouri Pharmacy Association**.

By joining the Million Hearts initiative in Missouri as a physician champion, medical professionals agree to **serve as an expert resource** and suggest activities and educational opportunities for the Million Hearts initiative in Missouri. This role includes:

- Promote among their peers the use of aspirin therapy, blood pressure control, cholesterol management and smoking cessation (also known as the **ABCS**) for the prevention of heart attack and stroke.
- Serve on the **Missouri Million Hearts Advisory Council** and provide input on building infrastructure to prevent heart attack and stroke.

Other medical professionals **interested in joining** the Million Hearts initiative in Missouri as a physician champion are encouraged to contact **Robin Hamann** with the **American Heart Association** at **618-416-2530**.

About the Million Hearts Initiative:

Heart disease and stroke are the **first and fourth leading causes of death** in the United States. Heart disease is responsible for 1 in every 3 deaths in the country Million Hearts aims to **prevent heart disease and stroke** by:

- Improving **access** to effective health care.
- Improving the **quality** of care.
- Focusing clinical attention on the **prevention** of heart attack and stroke.
- Activating the public to lead a **heart-healthy lifestyle**.
- Improving the prescription and adherence to **appropriate medications** related to aspirin therapy, blood pressure control, cholesterol management and smoking cessation.

The Million Hearts Initiative will focus, coordinate and enhance cardiovascular disease prevention activities **across the public and private sectors** in an unprecedented effort to prevent 1 million heart attacks and strokes over five years and demonstrate to the American people that improving the health system can save lives. Million Hearts will scale-up proven clinical and community strategies to prevent heart disease and stroke across the nation.

Million Hearts **brings together existing efforts and new programs** to improve health across communities and help Americans live longer, healthier, more productive lives. For more information, including the variety of national, state and local partners, the public is encouraged to visit <http://millionhearts.hhs.gov>.

About the American Heart Association:

The American Heart Association (AHA) is the nation's oldest and largest voluntary health organization dedicated to fighting heart disease and stroke. The AHA's mission is to build healthier lives by preventing, treating and defeating these diseases – America's No. 1 and No. 4 killers. The association funds cutting-edge research, conducts lifesaving public and professional educational programs, and advocates to protect public health. One of the many ways the AHA promotes healthier lives is by supporting healthcare professionals' quest for continuous quality improvement. Get With The Guidelines® is a program that helps ensure consistent application of the most recent American Heart Association/American Stroke Association scientific guidelines for patient treatment. The program includes in-hospital modules for heart failure, stroke and resuscitation as well as a program for outpatient practices. For more information, please visit www.heart.org.

About the Missouri Department of Health and Senior Services:

The Missouri Heart Disease and Stroke Prevention Program (MHDSP) is funded by the Centers for Disease Control and Prevention (CDC)'s National Heart Disease and Stroke Prevention Program. MHDSP works with partners to promote policy and system changes that help to control high blood pressure and cholesterol; increase awareness of the signs and symptoms of heart attack and stroke; improve emergency response and quality of health care; and eliminate health disparities among population groups. Aligning with the Million Hearts initiative, the majority of MHDSP's resources address the "ABCS" of heart disease and stroke prevention, with the main focus on preventing and controlling high blood pressure and reducing sodium intake. For more information, please visit: <http://health.mo.gov/living/healthcondiseases/chronic/index.php>.

About Primaris:

Primaris is Missouri's Quality Improvement Organization, under contract with the Centers for Medicare & Medicaid Services. Primaris' mission is to improve health care delivery and outcomes by promoting excellence, advancing knowledge and developing innovative solutions for physicians, other providers, businesses, government, patients and consumers. Primaris seeks to reduce cardiac risk factors by linking physicians to resources for care coordination and patient self-management. Primaris also support practices in using their EHRs to coordinate care and measure improvement in the health of patients at risk for heart attack. For more information, please visit www.primaris.org.

About the Missouri Primary Care Association:

The Missouri Primary Care Association's mission is to promote access to community-based, high-quality health services and to reduce health disparities for all Missourians. To learn more, visit www.mo-pca.org.

About the Missouri Pharmacy Association:

Established in 1879, the Missouri Pharmacy Association's mission is to promote the role of pharmacists in patient care relationships as the medication expert. To learn more, visit www.MORx.com.

###