Advancing Million Hearts®:
AHA and State Heart Disease and Stroke Partners Working Together in West Virginia

August 23, 2017
9:00 AM to 3:00 PM EST
Four Points by Sheraton Charleston
600 Kanawha Boulevard East
Charleston, West Virginia 25301

Meeting Purpose:
Connecting staff from AHA Affiliates, state health departments and other state and local heart disease and stroke prevention partners to establish and engage in meaningful relationships around Million Hearts® efforts.

Meeting Outcomes:
Attendees will have expanded their knowledge of evidence-based programs, collaboration strategies, tools, resources and connections to align programs and new initiatives that support Million Hearts®.

Expectations - Approach for the Day

John Bartkus, PMP, CPF
Principal Program Manager, Pensivia

11/8/2017
Logistics – Preparing for Afternoon Workgroups

ACTION: Before lunch is over, please add your name to the Flip-chart for the Workgroup you plan to attend/engage.

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
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<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COMMUNITY HEALTH WORKERS</strong></td>
<td><strong>COMMUNITY PHARMACISTS / PHYSICIANS</strong></td>
<td><strong>HYPERTENSION CONTROL</strong></td>
<td><strong>MEDICATION ADHERENCE</strong></td>
<td><strong>TEAM BASED CARE</strong></td>
</tr>
<tr>
<td>Adam Baus</td>
<td>Krista Capehart</td>
<td>Debbie Hennen</td>
<td>Stephanie Moore</td>
<td>Jessica Wright, Karli Wallace</td>
</tr>
<tr>
<td>Scott Eubank</td>
<td>Christine Compton</td>
<td>Julie Williams</td>
<td>Cynthia Kesley</td>
<td>Carla Van Wyk, Miriam Patanian</td>
</tr>
<tr>
<td>Whitney Garney</td>
<td>Julia Schneider</td>
<td>Tim Laws</td>
<td>John Clymer</td>
<td>April Wallace</td>
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<tr>
<td>Julie Harvill</td>
<td>Whitney Garney</td>
<td>Robin Rinker</td>
<td>Mary Jo Gareffol</td>
<td>April Wallace</td>
</tr>
</tbody>
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One of the sheets in your packet is “My Alignment Notes”

Opportunities I found to:
* Align with My work
* Align with Others work

If “Alignment” is a key goal of this meeting, then what would evidence of cultivating alignment be?

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**Preventing 1 Million Heart Attacks and Strokes by 2022**

Robin Rinker, MPH
Health Communications Specialist
Division for Heart Disease and Stroke Prevention
Centers for Disease Control and Prevention

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**Heart Disease and Stroke in the U.S.**

• More than 1.5 million people in the U.S. suffer from heart attacks and strokes per year
• More than 800,000 deaths per year from cardiovascular disease (CVD)
• CVD costs the U.S. hundreds of billions of dollars per year
• CVD is the greatest contributor to racial disparities in life expectancy

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**Million Hearts® 2022**

• **Aim:** Prevent 1 million—or more—heart attacks and strokes in the next 5 years
• National initiative co-led by:
  • Centers for Disease Control and Prevention (CDC)
  • Centers for Medicare & Medicaid Services (CMS)
  • Partners across federal and state agencies and private organizations

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**References**

While CV deaths have been declining for the past 40 years, the reduction in these deaths has slowed.

**Heart Disease and Stroke Trends 1950-2015**

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**Heart Disease and Stroke Trends 1950-2015**

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**Million Hearts® 2022**

**Priorities**

**Keeping People Healthy**

- Reduce Sodium Intake
- Decrease Tobacco Use
- Increase Physical Activity

**Optimizing Care**

- Improve ABCS
- Increase Use of Cardiac Rehab
- Engage Patients in Heart-Healthy Behaviors

**Improving Outcomes for Priority Populations**

<table>
<thead>
<tr>
<th>Priority Population</th>
<th>Intervention Needs</th>
<th>Strategies</th>
</tr>
</thead>
</table>
| Blacks/African Americans | • Improving hypertension control | • Targeted protocols  
| | • Medication adherence strategies | • Community-based program enrollment |
| 35-64 years olds | • Improving HTN control and statin use  
| | • Decreasing physical inactivity | • Automated referrals, hospital CR liaisons, referrals to convenient locations |
| People who have had a heart attack or stroke | • Increasing cardiac rehab referral and participation | • Air Quality Index tools |
| People with mental illness or substance abuse disorders | • Avoiding exposure to particulate matter | • Tailored quitline protocols |

**Goals**

- Reduce Sodium Intake
- Decrease Tobacco Use
- Increase Physical Activity

**Effective Public Health Strategies**

- • Enhance consumers’ options for lower sodium foods  
- • Institute healthy food procurement and nutrition policies |
- • Enact smoke-free space policies that include e-cigarettes  
- • Use pricing approaches  
- • Conduct mass media campaigns

**Keeping People Healthy**

Optimizing Care

- Improve ABCS
- Increase Use of Cardiac Rehab
- Engage Patients in Heart-Healthy Behaviors

**Improving Outcomes for Priority Populations**

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- • Conduct mass media campaigns
**Million Hearts® Resources and Tools**

- **Action Guides**—Hypertension control; Self-measured blood pressure monitoring (SMBP); Tobacco cessation; Medication adherence
- **Protocols**—Hypertension treatment; Tobacco cessation; Cholesterol management
- **Tools**—Hypertension prevalence estimator; ASCVD risk estimator
- **Health IT**
- **Clinical Quality Measures**
- **Consumer Resources and Tools**

**Million Hearts® Hypertension Champion in West Virginia**

2014: Roane County Family Health Care, Spencer, WV

**Partner Opportunities: Hospitals**

**Sample Actions to Consider**

- **Action:** Make healthy food and beverage choices available to patients, visitors, and staff
  - **Resource:** HHS/GSA Health and Sustainability Guidelines for Federal Concessions and Vending Operations
  - **Success Story:** Sodium Reduction Community Program Los Angeles County Department of Public Health
- **Action:** Implement comprehensive smoke-free policies
  - **Resource:** The Community Guide: Tobacco Use and Secondhand Smoke Exposure: Smoke-Free Policies
  - **Success Story:** Communities Putting Prevention to Work: Tobacco Use Prevention and Control
- **Action:** Institute automatic referral of eligible patients to cardiac rehab
  - **Resource:** Increasing Cardiac Rehabilitation Participation: From 20% to 70%; A Road Map From the Million Hearts Cardiac Rehabilitation Collaborative

**Partner Opportunities: Employers**

**Sample Actions to Consider**

- **Action:** Make healthy food and beverage choices available to all employees
  - **Resource:** HHS/GSA Health and Sustainability Guidelines for Federal Concessions and Vending Operations
  - **Success Story:** Sodium Reduction Community Program Los Angeles County Department of Public Health
- **Action:** Develop and support policies at worksites to encourage use of tobacco cessation services.
  - **Resource:** The Community Guide: Tobacco Use and Secondhand Smoke Exposure: Quitline Interventions
  - **Success Story:** North Carolina Division of Public Health: Tobacco Prevention and Control Branch: Expanding Comprehensive Coverage for Tobacco Cessation
- **Action:** Provide environmental supports for recreation or physical activity (e.g., onsite exercise facility, walking trails, bicycle racks).
  - **Resource:** CDC Worksite Health ScoreCard
  - **Success Story:** Bike Share Program Offers California State Employees Another Way to Be Active

**Partner Opportunities: Clinical Care Teams**

**Sample Actions to Consider**

- **Action:** Use standardized treatment protocols for hypertension treatment, tobacco cessation, and cholesterol management
  - **Resource:** CDC: Million Hearts® Protocols
- **Action:** Implement self-measured blood pressure monitoring (SMBP) interventions with clinical support
  - **Resource:** Million Hearts® Self-Measured Blood Pressure Monitoring: Action Steps for Clinicians
  - **Success Stories:** 2013 Hypertension Control Champions: Large Health Systems
- **Action:** Improve performance on Million Hearts® clinical quality measures on aspirin, BP control, cholesterol, smoking cessation, and cardiac rehab
  - **Resource:** Million Hearts® ABCS measures
  - **Success Story:** Association of State and Territorial Health Officials (ASTHO) Million Hearts Initiative
- **Action:** Leverage electronic health record (EHR) systems to excel in the ABCS
  - **Resource:** Million Hearts® EHR Optimization Guides
  - **Success Story:** Michigan Center for Effective IT Adoption

**Stay Connected**

- **Million Hearts® eUpdate Newsletter**
- **Million Hearts® on Facebook and Twitter**
- **Million Hearts® Website**
- **Million Hearts® for Clinicians Microsite**
Million Hearts® for Clinicians Microsite

- Features Million Hearts® protocols, action guides, and other QI tools
- Syndicates LIVE Million Hearts® on your website for your clinical audience
- Requires a small amount of HTML code—customizable by color and responsive to layouts and screen sizes
- Content is free, cleared, and continuously maintained by CDC

Available at: https://tools.cdc.gov/medialibrary/index.aspx#/microsite/id/279017

WEST VIRGINIA BUREAU FOR PUBLIC HEALTH PROGRAMS AND RESOURCES THAT ALIGN WITH MILLION HEARTS®

Jessica G. Wright, RN, MPH, CHES
Director, Health Promotion and Chronic Disease

Melissa Raynes
Director, Office of Emergency Medical Services

Barbara Miller, RN
WISEWOMAN

Bureau for Public Health
Advancing Million Hearts

American Heart Association and Heart Disease and Stroke Prevention Partners Working Together in WV
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August 23, 2017

Updates from:
- West Virginia Department of Health and Human Resources (DHHR), Bureau for Public Health (BPH), Division of Health Promotion and Chronic Disease (HPCD)
- DHHR, BPH, Office of Emergency Medical Services
- WISEWOMAN
Division of Health Promotion & Chronic Disease

**Review:**
- Division’s mission, purpose and goals
- Hypertension and Prediabetes Awareness Project
- Synergy Project
- Team Based Care
- WV Well@Work campaign

**Division of Health Promotion & Chronic Disease**

- **Mission:** Advocating for chronic disease management and prevention
- **Purpose:** To create the systems, practices and environments to facilitate the prevention and management of chronic disease
- **Goals:**
  - Reduce obesity
  - Improve key chronic disease health indicators

**Hypertension & Prediabetes Awareness Project**

**Project Background**
- **Purpose:** Increase patient awareness of prediabetes and hypertension in selected local health departments
- **Tools:** Centers for Disease Control and Prevention (CDC) Prediabetes Screening Test; Million Hearts Blood Pressure Stoplight Card; patient survey and prediabetes self-care booklet
- **Locations:** Randolph County Health Department, Grant County Health Department and Mineral County Health Department
- **Duration:** 1-3 months
- **Goals:** Awareness, education, referrals, establishment of a screening algorithm for health departments, and creation of a local health department hypertension/prediabetes awareness model

**Results**

If not previously diagnosed with high blood pressure, what color on the “Be One in a Million” card did your blood pressure fall into? (n=647)

![Blood Pressure Results](image)

If blood pressure was checked, what color on the ‘Be One in a Million’ card did your blood pressure fall into? (n=880)

![Blood Pressure Results](image)
**Hypertension & Pre-diabetes Awareness Project**

**What’s next:**
- Continue to recruit those who have not participated
- Continue to encourage health departments to formally engage with the providers in the county
- Encourage connecting with diabetes prevention programs in the community or beginning one in the health department
- Support the American Heart Association (AHA) – Check Change Control
- Expand to other health care providers to utilize tools and make referrals
- Conduct Evaluation Assessment with those who have participated over the last 4 years to identify practice changes, new or revised protocols, increased referrals and lessons learned

**Synergy Project**

- Synergy TEAM: HPCD, West Virginia University (WVU) Office of Health Services Research, WVU School of Pharmacy Wigner Institute, West Virginia Academy of Family Physicians, and Quality Insights, Inc.
- Four focus areas for interventions: Mineral County, Mid-Ohio Valley (six counties), Greenbrier County and Putnam/Kanawha counties
- Enhancing EHR usage and providing t/a for treating patients with high blood pressure
- Utilize the Chronic Disease Electronic Management System (CDEMS) to identify undiagnosed hypertensive patients in health systems & assess blood pressure adherence
- Promote practice protocols for team based care
- Protocols for self management for high blood pressure

**Team Based Care**

- 129 providers in Kanawha and Putnam counties received education modules specific for hypertension: medication adherence; self-management plans; high blood pressure control; team based care (Quality Insights partnership)
- 10 pharmacists trained in the American Pharmacists Association (APhA) Pharmacy-Based Cardiovascular Disease Certificate Program (WVU Sch of Pharmacy Wigner Institute)
- Pharmacy Collaborative Practice Agreements
  - Training conducted August 18, 2017
  - Approximately 80 participants
  - Follow up for technical assistance
- Medicaid Health Home (diabetes, pre-diabetes, obesity, anxiety, depression)

**Well@Work WV**

- Working with 84 worksites to assess health needs
- Develop a plan
- Utilize AHA resources:
  - Check, Change, Control
  - Food and Beverage Tool Kit
- American Diabetes Association – Stop Diabetes@Work
- National Diabetes Prevention Program
- 56 worksites have food service policies that include sodium reduction
- 243 visits to sodium reduction worksite page
- HPCD implementing Check, Change, Control as a staff activity

**Collaboration with Tobacco Prevention**

HPCD also supports tobacco prevention initiatives including:
- Cessation
- Clean Indoor Air
- Youth Prevention

**Contact**

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Director
Division of Health Promotion & Chronic Disease
West Virginia Department of Health and Human Resources
Bureau for Public Health
Jessica.G.Wright@wv.gov
(304) 356-4229
www.chronicdisease.org
Office of Emergency Medical Services

Mission: Ensure quality pre-hospital and emergency care within a changing environment

STEMI Initiatives:
Definition: ST-Elevation Myocardial Infarction (STEMI) is a very serious type of heart attack during which one of the heart’s major arteries (one of the arteries that supplies oxygen and nutrient-rich blood to the heart muscle) is blocked. ST-segment elevation is an abnormality detected on the 12-lead ECG

Stroke Initiatives: Protocols, medical direction, proposed stroke rule, Stroke Advisory Council

Cardiac Arrests

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<tr>
<th>Year</th>
<th>Count</th>
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<tr>
<td>2014</td>
<td>2,981</td>
</tr>
<tr>
<td>2015</td>
<td>3,514</td>
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<tr>
<td>2016</td>
<td>3,675</td>
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Primary Provider Impression

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<tbody>
<tr>
<td>427.50 – Cardiac Arrest</td>
<td>3,335</td>
<td>2,727</td>
<td>3,137</td>
</tr>
<tr>
<td>427.90 – Cardiac Rhythm Disturbance</td>
<td>5,044</td>
<td>4,419</td>
<td>5,237</td>
</tr>
<tr>
<td>786.50 – Chest Pain/Discomfort</td>
<td>24,024</td>
<td>21,958</td>
<td>24,131</td>
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Secondary Provider Impression

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<tr>
<td>427.50 – Cardiac Arrest</td>
<td>413</td>
<td>310</td>
<td>470</td>
</tr>
<tr>
<td>427.90 – Cardiac Rhythm Disturbance</td>
<td>2,075</td>
<td>1,425</td>
<td>2,111</td>
</tr>
<tr>
<td>786.50 – Chest Pain/Discomfort</td>
<td>3,716</td>
<td>2,985</td>
<td>3,962</td>
</tr>
</tbody>
</table>

EMT Treatment Protocol
Contacts

Melissa Raynes  
Director  
Office of Emergency Medical Services  
West Virginia Department of Health and Human Resources  
Bureau for Public Health  
350 Capitol Street, Room 425  
Charleston, WV 25301  
304-558-3956  
Fax: 304-558-8379  
E-Mail: Melissa.J.Raynes@wv.gov

West Virginia WISEWOMAN  
Barbara Miller, RN  
WVU School of Nursing/WISEWOMAN

Mission

• Decrease risk of heart disease and stroke in low income women aged 30-64 by reducing cardiovascular risk factors through lifestyle changes  
• Utilize evidence based programs that support lifestyle changes

Aligning with Million Hearts

WISEWOMAN  
• Each provider site has at least 1 Certified Tobacco Specialist on site

Million Hearts Target  
• Changing the environment  
• Reduce smoking

Continued

WISEWOMAN  
• All participants are assessed for tobacco use and secondhand exposure  
• Referrals for cessation are tracked  
• Reimburse for CTT’s time

Million Hearts Target  
• Reduce smoking

Continued

WISEWOMAN  
• Utilize health coaching  
• Developed a booklet “Take Charge of YOUR Health” that provides information regarding sodium and fats  
• Partner with WVU Extension to provide the Eating Healthy, Being Active program

Million Hearts Target  
• Changing environments  
• Reduce sodium  
• Eliminate trans fats
Optimizing Care in the Clinical Setting

- Hypertension Self-Management Module
- Blood Pressure Control
- Cholesterol Management
- Smoking Cessation Treatment
- Pay for TOPS
- Pay for cholesterol testing
- Encourage physical activity
- Ongoing health coaching

Addressing Tobacco Use in a BIG Way

- WV WISEWOMAN partnered with the WV Clinic’s Tobacco Treatment Certification Program to bring the Mayo Clinic’s Tobacco Treatment Certification Program to West Virginia twice. A total of 59 Certified Treatment Specialists (CTTS) completed the program

Contact Information

- Ashli Cottrell 304-356-4394
  Ashli.Cottrell@wv.gov
- Robin Seabury 304-356-4415
  Robin.A.Seabury@wv.gov
- Barbara Miller 304-356-4447
  Barbara.M.Miller@wv.gov

QUALITY INSIGHT WORK AND ALIGNMENT WITH MILLION HEARTS®

Debbie L. Hennen, RN
Project Coordinator, Quality Insights

An Overview

DEBBIE HENNEN, RN
WV Project Coordinator
How Can We Help

• Quality Insights’ Quality Innovation Network offers a wealth of free evidence-based resources to improve cardiac health.

• We also convene Learning and Action Networks (LANS) to give healthcare providers, community organizations and patients the opportunity to share, learn and make a difference.

• Our efforts align with the Million Hearts® initiative that seeks to prevent one million heart attacks and strokes.

Collaboration with Million Hearts®

• Quality Insights works closely with Million Hearts® to engage clinicians and beneficiaries to improve cardiac health. Through this relationship, Dr. Janet Wright has recorded four webinars specifically for our QIN:
  – Million Hearts® Overview
  – Million Hearts®: Hypertension Protocols
  – Million Hearts® 2022: Getting to a Million is Possible
  – Million Hearts® and Cardiac Rehab: Saving Lives, Restoring Health

Million Hearts®, Quality Insights & MIPS

• Improvement Activities
  – IA_PM_5: Population Management - Data Reporting/Benchmarking
  – IA_PM_6: Population Management - PFE Cardiac Toolkit

• Quality
  – 236 - Controlling High Blood Pressure
  – 204 - Ischemic Vascular Disease (IVD): Use of Aspirin or Another Antiplatelet
  – 226 - Preventive Care & Screening: Tobacco Use: Screening & Cessation Intervention (topped out for claims reporting)
  – 318b - Cholesterol Fasting (LDL-C) Test Performed AND Risk-Stratified Fasting LDL-C

• Advancing Care Information
  – Patient-Generated Health Data - Advancing Care Information Objectives & Measures

Promoting Blood Pressure Control Protocol

• Working with physician offices to promote the development of internal blood pressure (BP) control protocols
  – Accurate BP readings – 7 Simple Tips To get an Accurate BP Reading
  – Million Hearts® BP Protocol template
  – PDSA BP Control
  – PDSA Smoking Cessation

Home Health and Million Hearts®

• The Home Health Quality Improvement (HHQI) National Campaign provides evidence-based tools and resources for the nation’s 13,000+ CMS-reporting home health agencies.

• This initiative intentionally aligns with Million Hearts® goals of preventing heart attacks and strokes and includes National Quality Forum (NQF) / Physician Quality Reporting System (PQRS) ABCS Measures.

• HHQI created a nationwide Home Health Cardiovascular Data Registry (HHCDR).

Contact Us

• Practices with 15 or fewer clinicians:
  – Email qpp-surs@qualityinsights.org

• Practices with 16 or more clinicians:
  – Email dhennen@qualityinsights.org

This material was prepared by Quality Insights, the Medicare Quality Innovation Network - Quality Improvement Organization for West Virginia, Pennsylvania, Delaware, New Jersey, and Maryland under contract with the Centers for Medicare & Medicaid Services (CMS), an agency of the U.S. Department of Health and Human Services. The contents presented do not necessarily reflect CMS policy. Publication number QI-B1-WV-081017
Overview of the American Heart Association and Programs and Resources that align with Million Hearts®

Christine Compton, MPH
Government Relations Director for West Virginia

Cynthia Keely, BA, RRT
Director Quality and Systems Improvement

Mission

Building healthier lives, free of cardiovascular diseases and stroke.

Our 2020 Impact Goal

By 2020 to improve the cardiovascular health of all Americans by 20% while reducing deaths from cardiovascular diseases and stroke by 20%.

Building a Culture of Health

A culture in which people live, work, learn, play and pray in environments that support healthy behaviors, timely quality care and overall well-being.
AHA and Million Hearts® Spotlight on West Virginia

Advocacy

• Policy Goals
  Organized by category, based on scientific research and modified each year based on latest data and how many people impacted

• You’re the Cure Network WV Advocacy Committee
  Grassroots advocacy network and statewide advocates

Advocacy Priorities

• Tobacco-Free: Support comprehensive smoke-free policies at the local level. Advocate to prevent pre-emption of existing ordinances.
• Access to Care: Advocate for Medicaid coverage of comprehensive smoking cessation services and medications to be provided for little or no cost.
• Access to Care: Advocate for healthcare that is affordable and accessible by protecting Medicaid expansion, enacted by executive order in 2013.
• Healthy Eating: Advocate for an increase in the state’s sugary drink tax to be at least 1.1 cents per ounce and include a provision that allocates a portion of the tax for research.

Tobacco-Free

• Reduce tobacco use in West Virginia
• Increasing price of tobacco products – 2016
• Defending our smoke-free protections
• Working to ensure the US Food and Drug Administration has the authority to regulate tobacco, including e-cigarettes

Quality & Systems Improvement

Get With The Guidelines & Mission: Lifeline

When medical professionals apply the most up-to-date evidence-based treatment guidelines, patient outcomes improve.

Quality & Systems Improvement Priorities

Get With The Guidelines: AFIB, CAD, HF, Resus, Stroke

Patient Management Tools (PMT)

• Real-time data collection
• Point-of-care education materials
• Integrated decision support
• Arrival, discharge, and follow-up care forms
• Professional education opportunities – workshops/webinars
• Education

AHA Quality Improvement Field Staff Support
• Recognition – national/local for hospital team achievement
• Center for Medicare and Medicaid (CMS) data submission*
• Performance feedback reporting for continuous QI
• Cost Effectiveness

AHA and Million Hearts® Spotlight on West Virginia

Quality & Systems Improvement Priorities

Get With The Guidelines & Mission: Lifeline Quality Awards

• Cabell Huntington Hospital
• Camden Clark Medical Center
• Charleston Area Medical Center
• Davis Medical Center
• Ohio Valley Medical Center
• St. Mary’s Medical Center
• United Hospital Center
• Wheeling Hospital
• WVU Hospital
AHA and Million Hearts®
Spotlight on West Virginia

Quality & Systems Improvement Priorities
2017 Mission: Lifeline EMS Recognition
• Berkeley County Emergency Ambulance Authority
• Cabell County EMS
• Harrison County EMS
• Kanawha County Emergency Ambulance Authority
• Marion County Rescue Squad
• Martinsburg Fire Department
• Mon EMS
• Morgan County EMS
• Putnam County EMS
• Wheeling Fire Department

AHA and Million Hearts®
Spotlight on West Virginia

Quality & Systems Improvement Priorities
Target: BP - Can Make A Difference
• AHA and AMA partnered and launch Target: BP in 2015 to improve blood pressure control and build a healthier nation.
• National initiative to reduce the number of Americans who have heart attacks and strokes by urging medical practices, health service organizations, and patients to prioritize blood pressure control.
• Based on the most current AHA guidelines, Target: BP supports physicians and care teams by offering access to the latest research, tools, and resources to reach and sustain blood pressure goal rates of less than 140/90 mmHg within the patients populations they serve.
• https://targetbp.org/

Blood Pressure Strategies

Increase and sustain blood pressure control from 54% to over 70% through healthcare system participation in Target BP

IMPACT: 7.12 MM

Increase % of hypertensive patients that are self-monitoring through community and employer based SMBP programs (Y-BP and CCC)

IMPACT: 500K

Implement policy agenda to support increased hypertension control (Home-monitor coverage, Y-BP coverage, etc.)

IMPACT: 7-12.5M (Complementary)

Blood Pressure Ecosystem

Policy Agenda

Million Hearts

Healthcare System (Target: BP)

Self Monitoring Blood Pressure

(Y-BP, CCC, etc.)

Ad Council Stroke

AMA/AHA HBP Campaign

Ad Council Hypertension

Objectives

• Increase adoption and utilization of cholesterol management guidelines through professional education and quality improvement programs.
• Increase understanding of and adherence to evidence-based treatment guidelines through public and patient education.

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.
Tools and Resources

Online Tools
- My Life Check
- Heart Attack Risk Calculator
- AHA’s Smoking Cessation Tools and Resources
- AHA Healthy Workplace Food and Beverage Toolkit July 2016

Resources
- Get With The Guidelines – [www.heart.org/quality](http://www.heart.org/quality)
- Check.Change.Control
- Target: BP - [https://targetbp.org/](https://targetbp.org/)

Discussion

1. Is there a program you were unaware of that you would like to explore further for implementation or application in the state?
2. On which topics would you like additional information?
3. Other questions?

Contact Information

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Director, Quality and Systems Improvement
American Heart Association
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Cell: 304-549-0296
Cynthia.Keely@heart.org

Q & A

CATERED LUNCH
Resume at 12:15

AFTERNOON BREAKOUTS / FACILITATED DISCUSSIONS

John Bartkus, PMP, CPF
Principal Program Manager, Pensivia
Defining
Objectives

Deliverables

Actions

Defining the Destination
Plan the Route
Drive!

Use this Conversation as a Vehicle to Identify & Cultivate Alignment.

Afternoon Workgroup Meeting Rooms

1 COMMUNITY HEALTH WORKERS 2 COMMUNITY PHARMACISTS / PHYSICIANS 3 HYPERTENSION CONTROL 4 MEDICATION ADHERENCE 5 TEAM BASED CARE

KANAWHA ROOM MOUNTAIN STATE ROOM CAPITOL CITY C CAPITOL CITY A CAPITOL CITY B

Adam Roux Scott Eubank Whitney Garney Julie Harvill Krista Capehart Christine Compton Julia Schneider Debbie Hennen Julie Williams Tim Lewis Robin Rinder Stephanie Moore Cynthia Keeler John Clymer Mary Jo Garofoli Jessica Wright, Carla Van Wyk Miriam Paterson April Wallace

Workgroups have until 2:00pm. At 2:10pm, Report-Outs Start!

REPORTS FROM WORKGROUPS AND PLANS FOR FOLLOW-UP

Start at 2:10!

EVALUATION AND FEEDBACK PROCESS

Whitney R. Garney
WRG Consulting

WRAP UP & ADJOURN

April Wallace
Program Initiatives Manager, Million Hearts® Collaboration