Presentation Disclosure:
The opinions expressed by authors contributing to this presentation do not necessarily reflect the opinions of the US Department of Health and Human Services, the Public Health Service, the Centers for Disease Control and Prevention, or the authors’ affiliated institutions. Use of trade names is for identification only and does not imply endorsement.
Academy

In ancient Greece, the school of philosophy in the northwestern outskirts of Athens where Plato acquired property in about 387 BC and used to teach. At the site was an olive grove, a park, and a gymnasium sacred to the legendary Attic hero Academus (or Hekademos).
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4. A group of authorities and leaders in a field of scholarship who are often permitted to dictate standards, prescribe methods, and criticize new ideas.
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Centers of Learning
Knowledge
Critical thinking
Practical application
Million Hearts™

Goal: Prevent 1 million heart attacks and strokes by 2017

• 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
Heart Disease and Stroke

**Leading Killers in the United States**

- Cause 1 of every 3 deaths
- More than 2 million heart attacks and strokes each year
  - 800,000 deaths
  - Leading cause of preventable death in people <65
  - $312.6B in health care costs and lost productivity
  - Treatment costs are ~$1 for every $6 spent
- Greatest contributor to racial disparities in life expectancy

## Status of the ABCS

<table>
<thead>
<tr>
<th>ABCS</th>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A spirin</td>
<td>People at increased risk of cardiovascular events who are taking aspirin</td>
<td>47%</td>
</tr>
<tr>
<td>B blood pressure</td>
<td>People with hypertension who have adequately controlled blood pressure</td>
<td>46%</td>
</tr>
<tr>
<td>C cholesterol</td>
<td>People with high cholesterol who are effectively managed</td>
<td>33%</td>
</tr>
<tr>
<td>S smoking</td>
<td>People trying to quit smoking who get help</td>
<td>23%</td>
</tr>
</tbody>
</table>

CDC. MMWR. 2011;60(36);1248–51.
Key Components of Million Hearts™

Excelling in the ABCS
- Optimizing care
  - Prioritizing the ABCS
  - Health tools and technology
  - Innovations in care delivery

Keeping Us Healthy
- Changing the context
  - Trans fats
  - Sodium

Be one in a Million Hearts™
millionhearts.hhs.gov
Factors That Affect Health

Socioeconomic Factors

Changing the Context
*Make the healthy choice the default*

Long-Lasting Protective Interventions

Clinical Interventions

Counseling & Education

Examples in CV Health

- Eat healthy, be active
- Rx for hypertension, high cholesterol
- Brief intervention for alcohol, tobacco cessation
- 0g trans fat, salt, smoke-free laws, tobacco tax
- Poverty, education, housing, inequality

Largest Impact

Smallest Impact
Million Hearts™ Will Mean...

-4M

4 million fewer people will smoke

+10M

10 million more people with high blood pressure will have it under control
Power of Partnerships
Public-Sector Support

- Administration on Community Living
- Agency for Healthcare Research and Quality
- Centers for Disease Control and Prevention
- Centers for Medicare and Medicaid Services
- Food and Drug Administration
- Health Resources and Services Administration
- Indian Health Service
- National Heart, Lung, and Blood Institute, National Institutes of Health
- National Prevention Strategy
- National Quality Strategy
- Office of the Assistant Secretary for Health
- Substance Abuse and Mental Health Services Administration
- U.S. Department of Veterans Affairs
Private-Sector Support

- Academy of Nutrition and Dietetics
- Alliance for Patient Medication Safety
- America’s Health Insurance Plans
- American Association of Nurse Practitioners
- American College of Cardiology
- American College of Physicians
- American Heart Association
- American Medical Association
- American Medical Group Foundation
- American Nurses Association
- American Pharmacists’ Association and Foundation
- Association of Black Cardiologists
- Association of Public Health Nurses
- Blue Cross Blue Shield Association
- Commonwealth of Virginia
- Georgetown University School of Medicine
- HealthPartners
- Kaiser Permanente
- Maryland Dept of Health and Mental Hygiene
- Medstar Health System
- Men’s Health Network
- National Alliance of State Pharmacy Assns
- National Committee for Quality Assurance
- National Community Pharmacists Assn
- National Consumers League
- National Forum for Heart Disease and Stroke Prevention
- National Lipid Association Foundation
- New York State Department of Health
- Ohio State University
- Preventive Cardiovascular Nurses Association
- UnitedHealthcare
- University of Maryland School of Pharmacy
- Walgreens
- WomenHeart
- YMCA of America
## Getting to Goal

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Baseline</th>
<th>Target</th>
<th>Clinical target</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong> Aspirin for those at high risk</td>
<td>47%</td>
<td>65%</td>
<td>70%</td>
</tr>
<tr>
<td><strong>B</strong> Blood pressure control</td>
<td>46%</td>
<td>65%</td>
<td>70%</td>
</tr>
<tr>
<td><strong>C</strong> Cholesterol management</td>
<td>33%</td>
<td>65%</td>
<td>70%</td>
</tr>
<tr>
<td><strong>S</strong> Smoking cessation</td>
<td>23%</td>
<td>65%</td>
<td>70%</td>
</tr>
<tr>
<td>Sodium reduction</td>
<td>~ 3.5 g/day</td>
<td>20% reduction</td>
<td></td>
</tr>
<tr>
<td>Trans fat reduction</td>
<td>~ 1% of calories</td>
<td>50% reduction</td>
<td></td>
</tr>
</tbody>
</table>

Unpublished estimates from Prevention Impacts Simulation Model (PRISM).
Prevalence of Hypertension Control among U.S. Adults with Hypertension

67 million adults with hypertension (30.4%)

46.5%

53.5%
(35.8M)

Uncontrolled
Controlled

Awareness and Treatment among 36M Adults with Uncontrolled Hypertension

- 16.0 M Aware and treated
- 5.7 M Aware and untreated
- 14.1 M Unaware

Prevalence of Uncontrolled Hypertension, by Selected Characteristics

![Bar chart showing prevalence of uncontrolled hypertension by usual source of care, health insurance, and number of times received care in past year.](chart.png)

What It Will Take to *Detect, Connect, Control*

- Awareness of performance gaps and actions
- Skills to measure, analyze, improve
- A blanket of blood pressure monitors
- Standardized protocol or algorithm
- Timely, low-cost loop of measurement and advice
- Effective team care models
- Access and persistence to meds
- Business case
The Nation’s BP Control Plan

- Identify the undiagnosed
- Move the treated to controlled
- Coach self-management
- Drive measurement and reporting
- Educate and activate about high sodium intake
The Nation’s BP Control Plan

- Identify the undiagnosed 14 MILLION
Be one in a Million Hearts™

HeartHealth MOBILE

Risk Assessment

Male  Female

Age:  42
Weight:  200 lbs
Height:  5 ft 9 in
Do you currently smoke?  N  Y
Have you had a heart attack?  N  Y
Have you had a stroke?  N  Y

Elevated to Very High

Your risk of having a heart attack or stroke compared with other Americans of your age and gender:

* provide Blood Pressure, Cholesterol and Diabetes HbA1c, we will show you an accurate risk score and recommendations to improve your heart health.

Risk Assessment

Action

Screening Locations
Education Resources
Share the App
About Us

Marshfield Clinic and Archimedes IndiGO: www.hearthealthmobile.com
The Nation’s BP Control Plan

- Identify the undiagnosed  
  14 MILLION
- Move the treated to controlled  
  16 MILLION
Million Hearts™ Team Up. Pressure Down. Tools

Teaming up to keep my blood pressure down.
My high blood pressure greatly raises my risk of heart attack and stroke, but I can take steps to reduce my risk and lead a longer, healthier life.

TODAY, I WILL:

* TAKE my blood pressure medication as prescribed.
* CHECK my blood pressure at the pharmacy or with my at-home monitor.
* TALK to my pharmacist or doctor if I have questions about my blood pressure or medication.
* ENGAGE in at least 30 minutes of physical activity and EAT a low in salt diet with at least five servings of fruits and vegetables a day.

Learn more at http://millionhearts.hhs.gov

Pharmacists, take the time to...

![Icon of a pharmacist and patient with medicines]

Heart Disease and Stroke Prevention Toolkit

Diet and Exercise

- Decrease salt, sugar, and fat
- Increase fruits, vegetables, and whole grains
- Be physically active

Medications

- Take medications as prescribed
- Follow instructions of healthcare provider

Healthcare Team Talk to your healthcare provider about...

- Medications
- Diet
- Exercise
- Stress
- Weight
- Smoking
- Alcohol
- Cholesterol

New Patients: Make an appointment with your primary care provider for a blood pressure check.

Healthy Behaviors

- Live a healthy lifestyle
- Stay active
- Eat a healthy diet
- Manage stress
- Avoid smoking
- Limit alcohol

For more info: http://millionhearts.hhs.gov
The Nation’s BP Control Plan

- Identify the undiagnosed: 14 MILLION
- Move the treated to controlled: 16 MILLION
- Coach self-management: 67 MILLION
100 Congregations for Million Hearts™

The Commitment

For the next year, we will focus on 2 or more of these actions and share our progress:

- **Designate a Million Hearts™ Advocate**
- Deliver pulpit and other leadership messages
- Distribute wallet cards for recording BP readings
- Promote and use the Heart Health Mobile app
- Facilitate connections with local health professionals and community resources
The Nation’s BP Control Plan

- Identify the undiagnosed  14 MILLION
- Move the treated to controlled  16 MILLION
- Coach self-management  67 MILLION
- Drive measurement and reporting  >67 MILLION
2012 Million Hearts™ BP Control Champions
Kaiser Permanente Colorado and Ellsworth Medical Clinic
Kaiser Permanente Northern California

**Implementation Timeline**

- **1995**: Guideline created; updated every 2 yrs
- **2000**: HTN registry developed
- **2002**: Performance measures distributed; Successful practices disseminated
- **2005**: Single pill combination promoted
- **2007**: Non-MD BP visits
- **2009**:
Kaiser Permanente Northern California
Heart Attack Rates Declining

The NEW ENGLAND JOURNAL of MEDICINE
The Nation’s BP Control Plan

- Identify the undiagnosed 14 MILLION
- Move the treated to controlled 16 MILLION
- Coach self-management 67 MILLION
- Drive measurement and reporting >67 MILLION
- Educate and activate about high sodium intake 315 MILLION
Campeones del control de la hipertensión 2012

SODIUM
Sodium adds up

Regular v. Lower Sodium

Tips You Can Use to REDUCE SODIUM

Resources
Ohio State University

- School of Nursing hosted educational blood pressure screening events and connected attendees with health care providers.
- Colleges of Medicine, Pharmacy, Nursing, and other disciplines use a Million Hearts™-focused model for multidisciplinary collaboration to improve heart health.
Georgia State University

- Nursing students organized neighborhood health fairs for local residents.
- Students performed blood pressure checks, measured body mass index, and discussed results and healthy behavior changes with residents.
- Efforts emphasize importance of nurse’s role in helping individuals assess, improve heart health.
Georgetown University

• School of Medicine emphasizes the science of cardiovascular risk factor control and disease prevention at all levels of medical curriculum.
• Specific emphasis on the public health toll of vascular disease and the beneficial effects of ABCS, sodium reduction, and trans fat elimination.
• Medical students put ABCS messages into practice during clinical rotations at MedStar-Georgetown University Hospital, Washington Hospital Center, and Hoya Clinic.
Groves of Academe

- Knowledge
- Critical thinking
- Practical application
  - Healthcare
  - Health

What we learn here informs and improves practice—and outcomes—in the field
What Can Academic Communities Do?

- **Prioritize** excellence in the ABCS
- **Engage** and **inspire** creative thinking via brown bags, grand rounds, student and faculty colloquia
- **Identify, test, and deploy** models that work
  - Behavior change
  - Medication **adherence**
  - Team care
- Collaborate with community **experts** and resources
- **Share** what works—and doesn’t—with us
Academic Communities As Employers

• Offer convenient and affordable lifestyle counseling and monitoring for high blood pressure and cholesterol
• **Make the connection** to care easy and expected
• **Cover** tobacco cessation and blood pressure **meds**
• **Ban tobacco use** on campus
• Offer more **healthy food options** in vending machines, cafeterias, and snack bars and at meetings
• **Nudge recreation and physical activity** with walking trails, bike racks, slow elevators (!), and more
• **Organize physical activity programs** for employees
What Does the Future Look Like?
The Future State

- Lower sodium foods are abundant and inexpensive
- BP monitoring starts at home and ends with control
- Data flows seamlessly between settings
- Professional advice when, where, how, and from whom it is most effective
- No or low co-pays for medications
- High performance on BP control is rewarded

Adding web-based pharmacist care to home blood pressure monitoring increases control by >50%

Resources

- Vital Signs: Where’s the Sodium?

- Innovations and Progress Notes: How others have achieved high performance
  [www.millionhearts.hhs.gov/aboutmh/innovations.html](http://www.millionhearts.hhs.gov/aboutmh/innovations.html)

  - Vital Signs: Getting Blood Pressure Under Control
    [www.cdc.gov/vitalsigns/Hypertension/index.html](http://www.cdc.gov/vitalsigns/Hypertension/index.html)

- Team Up. Pressure Down.
  [http://millionhearts.hhs.gov/resources/teamuppressuredown.html](http://millionhearts.hhs.gov/resources/teamuppressuredown.html)

- Community Guide: Team-Based Care
  [www.thecommunityguide.org/cvd/teambasedcare.html](http://www.thecommunityguide.org/cvd/teambasedcare.html)

- SDOH Workbook: Promoting Health Equity, a Resource to Help Communities Address Social Determinants of Health

- Program Guide for Public Health: Partnering with Pharmacists in the Prevention and Control of Chronic Diseases

- Data Trends & Maps
  [http://apps.nccd.cdc.gov/NCVDSS_DTM](http://apps.nccd.cdc.gov/NCVDSS_DTM)
Join Us:
Take the Pledge
Decide to Partner
Be One in a Million

millionhearts.hhs.gov