

RESOURCES TO IMPROVE CARDIOVASCULAR HEALTH IN AMERICAN HEART MONTH & BEYOND

WI Chronic Disease Partners Call
January 25, 2022

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Sr. Community Impact Director



ITEMS TO BE COVERED

- American Heart Association: Focus on Equity
- **Resources for:**
 - Clinicians/Healthcare Care Organizations (HCOs)
 - Employers
 - General Public/Individuals
 - American Heart Month



2024 IMPACT GOAL

Every person deserves the opportunity for a full, healthy life. As **champions for health equity***, by 2024, the American Heart Association will advance cardiovascular health for all, including identifying and removing barriers to health care access and quality.

Addressing the drivers of health disparities, including the social determinants of health, structural racism, and rural health inequities, is the only way to truly achieve equitable health and well-being for all.

OUR WORK IN AMBULATORY QUALITY



- Provide clinical guidelines and protocols
- Offer free resources (infographics, research, webinars, podcasts and more) for both providers and patients
- Connect clinical partners to others around the country engaged in the same work
- Offer recognition opportunities for any health care provider that demonstrates a commitment to, and/or achieve, clinical excellence.



For HCOs with $\geq 70\%$ BP Control **AND** who attest to at least 4 of 6 **Accurate Measurement Practices**

- ♥ Aspirus Divine Savior Hospital & Clinics
- ♥ Aurora Health Care Medical Group
- ♥ Bellin Health
- ♥ Froedtert Menomonee Falls Hospital – Community Outreach Health Clinic
- ♥ Mercyhealth
- ♥ Mile Bluff Medical Center Clinics
- ♥ Muslim Community & Health Center
- ♥ ProHealth Medical Group



For HCOs committed to further improving BP Control **AND** who attest to at least 4 of 6 **Accurate Measurement Practices**

- ♥ Health Care Network, Inc.
- ♥ Milwaukee Health Services, Inc.
- ♥ Progressive Community Health Centers

New for 2021: [Target: BP](#) awarded Gold+ and Silver designations for those Health Care Organizations (HCOs) who attest to implementing at least **4 of the 6 Evidence Based Activities** that support accurate blood pressure measurement.

The American Heart Association & American Medical Association encourage all HCOs to pursue these effective strategies and offer support – and recognition – for doing so.



For HCOs with
≥70% BP Control.

- ♥ Ascension Wisconsin – 27 individual sites
- ♥ Froedtert Hospital
- ♥ HealthNet of Rock County
- ♥ NorthLakes Community Clinic – Lakewood & White Lake
- ♥ Prairie Clinic
- ♥ Primary Care Associates of Appleton
- ♥ Reedsburg Area Medical Center



For HCOs committed to
improving BP Control.

- ♥ Ascension Wisconsin – 31 individual sites
- ♥ City on a Hill Free Clinic
- ♥ Holy Family Memorial
- ♥ Hope Clinic and Care Center, Inc.
- ♥ N.E.W. Community Clinic
- ♥ NorthLakes Community Clinic – Ashland
- ♥ NorthLakes Community Clinic – Hayward
- ♥ NorthLakes Community Clinic – Iron River
- ♥ NorthLakes Community Clinic – Minong

For complete details on recognition through Target: BP, including a list of National Awardees please visit:
<https://targetbp.org/recognition-program/>



American Heart Association.

Check. Change. Control. Cholesterol™



- ♥ Froedtert Menomonee Falls Hospital – Community Outreach Health Clinic
- ♥ Kenosha Community Health Center, Inc.

For HCOs with ≥70% rate for guideline-based statin prescriptions.



- ♥ Muslim Community & Health Center
- ♥ Primary Care Associates of Appleton

For HCOs committed to improving cholesterol control.

For complete details on these programs (incl. recognition), visit:
[Heart.org/ChangeCholesterol](https://www.heart.org/ChangeCholesterol)
[KnowDiabetesByHeart.org/Quality](https://www.knowdiabetesbyheart.org/Quality)



American Heart Association.

Target: Type 2 Diabetes™



- ♥ Health Care Network, Inc.
- ♥ Mercyhealth
- ♥ Mile Bluff Medical Center Clinics
- ♥ Muslim Community & Health Center
- ♥ Primary Care Associates of Appleton

For HCOs with success in both CVD and Diabetes Control.



- ♥ Froedtert Menomonee Falls Hospital – Community Outreach Health Clinic
- ♥ HealthNet of Rock County
- ♥ Holy Family Memorial
- ♥ Hope Clinic and Care Center, Inc.
- ♥ Kenosha Community Health Center, Inc.
- ♥ NorthLakes Community Clinic – Ashland
- ♥ NorthLakes Community Clinic – Hayward
- ♥ NorthLakes Community Clinic – Iron River
- ♥ NorthLakes Community Clinic – Lakewood & White Lake
- ♥ NorthLakes Community Clinic – Minong
- ♥ Progressive Community Health Centers

For HCOs committed to improving both CVD and Diabetes Control.



American Heart Association.

Equipment Calibration & Validation

- 1) Calibrate all BP measurement devices
- 2) Check to see if devices are validated,

Staff Knowledge & Skills

- 3) Strengthen staff knowledge every 6-12 months
- 4) Test staff skills every 6-12 months

System of care

- 5) Use a protocol to consistently measure BP
- 6) Post the red graphic next to every device

Safe Car



Safe Driver



Safe Road



Validated Procurement Policy

VALIDATED BLOOD PRESSURE DEVICE PROCUREMENT POLICY & PROCEDURE TEMPLATE

Intended uses: Health care organizations and employers are encouraged to use this model policy developed by the American Heart Association (AHA) and American Medical Association (AMA)

Implementation guidance

1. Explore existing procurement options available to the organization including contracted medical supply vendors and distributors, and group purchasing organization arrangements.
2. Explore distribution options with vendors including direct to patient delivery, durable medical supply, pharmacy partners, or storage and inventory management within the organization
3. Some vendors provide drop shipping directly to patients to minimize the facility storage and time/expenses associated with distribution by ambulatory care offices and staff

PURPOSE: Policy Objectives

1. Create a systematic approach for using institutional resources in alignment with current clinical guidelines
2. Ensure equal and equitable patient access to high quality devices and avoid the potential for creating tiered or disparate access to validated devices through a supportive and inclusive structural policy

Suggested Language for Establishing an Organization-Wide Validated Blood Pressure Device Procurement Policy

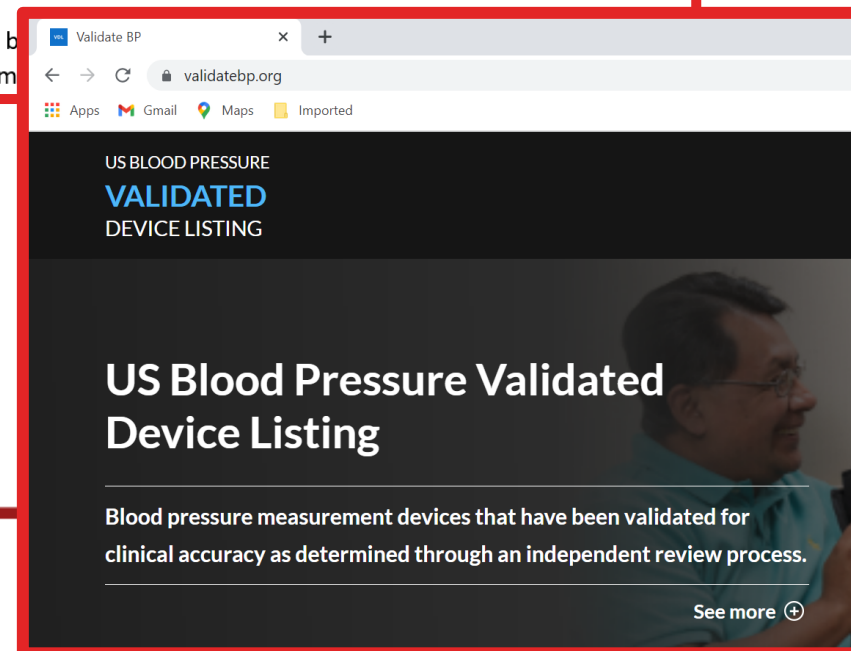
Basic Template

[Insert Name of HCO] Certification of Adoption:

Institutional Policy & Procedure for Procurement for Blood Pressure Measurement Devices Validated for Clinical Accuracy

[Insert name of HCO] is committed to systematically addressing uncontrolled high blood pressure to support longer, healthier lives for all the patients we serve, including ensuring equitable access to a best-practice standard of care through validated blood pressure measurement devices. Toward this end, we certify adoption of a procurement policy for blood pressure measurement devices validated for clinical accuracy.

As of [insert date], ALL newly acquired blood pressure measurement devices will be validated for clinical accuracy as determined by the [insert name of HCO] procurement process.



The screenshot shows a web browser window with the URL validatebp.org. The page content includes the text "US BLOOD PRESSURE VALIDATED DEVICE LISTING" and a large heading "US Blood Pressure Validated Device Listing". Below the heading, it states: "Blood pressure measurement devices that have been validated for clinical accuracy as determined through an independent review process." At the bottom right, there is a "See more" link with a plus icon.

TARGET: **BP**™



SELF-MEASURED BLOOD PRESSURE (SMBP)

- National Hypertension Control Initiative
 - Goal is to support CHC's in reaching 80% BP Control
 - Focus on Comprehensive SMBP
 - 8 funded sites in Wisconsin

- 1815 Grant
 - Supporting WAFCC

- Reimbursement for SMBP services
 - Medicaid and Medicare covering CPT Codes 99473 and 99474

TARGET:BP™ |

Self-measured blood pressure

Quick start guide

Self-measured blood pressure (SMBP) monitoring refers to the regular measurement of blood pressure (BP) by a patient in their home or elsewhere outside the clinical setting. SMBP enables health care providers to better diagnose and manage hypertension and helps patients take an active role in the process. Here are some steps you can take to incorporate evidence-based SMBP resources into your workflows.

1 Assess how your health care organization currently uses SMBP.

It is important to understand how you and your health care organization currently use SMBP in order to identify ways to improve.

Use the [SMBP Pre-assessment tool](#) to help establish a baseline.

GET DOWN

WITH YOUR BLOOD PRESSURE

1 GET IT

2 SLIP IT

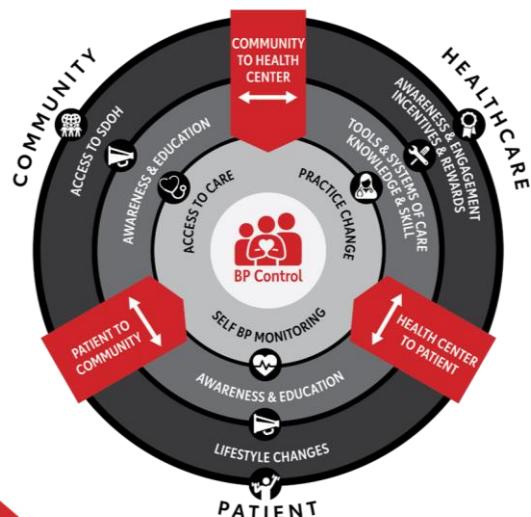
3 CUFF IT

4 CHECK IT

Check it every day. Self-monitoring is power.

heart.org/HBPControl

In partnership with HHS Office of Minority Health and Health Resources and Services Administration under cooperative agreements CPM420227 and CPM420228.



QUICK START GUIDES

Measure accurately

Quick start guide

Measuring blood pressure (BP) accurately in the clinical setting is critical to improving BP control. Here are some steps you can take to help incorporate evidence-based BP measurement techniques into your practice.

1. Assess how your health care organization currently measures BP

It is important to understand how you and your health care team currently measure BP in order to identify ways to improve. Use the following tools to help establish a baseline:



Quick BP measurement quiz



Measure accurately pre-assessment



Technique quick check

2. Build your health care organization's knowledge in BP measurement

- Watch the [measure accurately webinar](#) and receive CME or CE
- Host a journal club discussion on the [AHA Scientific Statement on BP Measurement](#)
- Watch the [AHA Scientific Statement on BP Measurement webinar](#) and receive CME or CE

3. Train your care team on evidence-based BP measurement techniques

Use the following tools to help train care team members on how to measure BP more accurately in the clinical setting:



BP positioning challenge



Steps to accurately measure BP



Technique quick check
Tip: conduct monthly audit



BP measurement infographic
Tip: place in every exam room

To receive the latest BP measurement information from Target: BP, sign up for the [newsletter](#).

Act Rapidly

Quick start guide

Therapeutic inertia—failing to start or intensify treatment when blood pressure (BP) is high—is a common problem and a leading factor contributing to suboptimal BP control rates. This can leave patients with serious unmanaged risk which can be addressed by acting rapidly. Here are some steps you can take to help decrease therapeutic inertia in your health care organization.

1. Assess how your health care organization currently acts on uncontrolled high BP.

It is important to understand how care team members currently act on uncontrolled high BP in order to identify ways to improve. Use the following tool to help establish a baseline.



Use the [Act Rapidly Pre-assessment](#) to help establish a baseline.

2. Build the care team's knowledge on how to help manage uncontrolled high BP



Watch the [Act Rapidly Webinar](#) and receive CME/CE credit.

Partner with Patients

Quick start guide

By partnering with patients to engage in self-management of their blood pressure (BP) and helping to remove obstacles to increase treatment adherence, care teams can help save and extend lives. Here are some steps your health care organization can take.

1. Assess how your health care organization currently encourages communication, medication adherence, and lifestyle intervention through patient partnership.

It is important to understand how you and your health care organization currently partner with patients in order to identify ways to improve.



Use the [Partner with Patients Pre-assessment](#) to help establish a baseline.

2. Build your team's knowledge in evidence-based lifestyle interventions that can help patients manage hypertension.



Watch the [Lifestyle Interventions for Patients with Hypertension Webinar](#) and receive CME/CE credit.

3. Build your team's knowledge in self-measured blood pressure (SMBP).

SMBP has been shown to improve patient adherence to antihypertensive medications. Use the following tool to learn how to implement SMBP in your health care organization.



[SMBP Quick Start Guide](#)

[TargetBP.org/tools](https://targetbp.org/tools)

TARGET: **BP**[™]



Continuing Education Webinar

REGISTER NOW!

Partnering with Patients Using Lifestyle Modification and Motivational Interviewing – Step 3b in Hypertension Control

**Wednesday, February 23rd
12:00 – 1:00 p.m. CST**

Experts share insight on:

- Evidence-based lifestyle interventions
- Collaborative communication & motivational interviewing techniques
- Timely resources for staff & patients



Jun Ma, MD, PhD, FAHA, FABMR, FSBM

Founding Dir., Vitoux Program on Aging & Prevention
Assoc. Head of Research, Dept. of Medicine
University of Illinois Chicago



Kimberly A. Ketter, AGNP-C, CDE

Adult/Geriatric Nurse Practitioner &
Certified Diabetes Educator
Advisory Group Member
National AHA's Know Diabetes by Heart

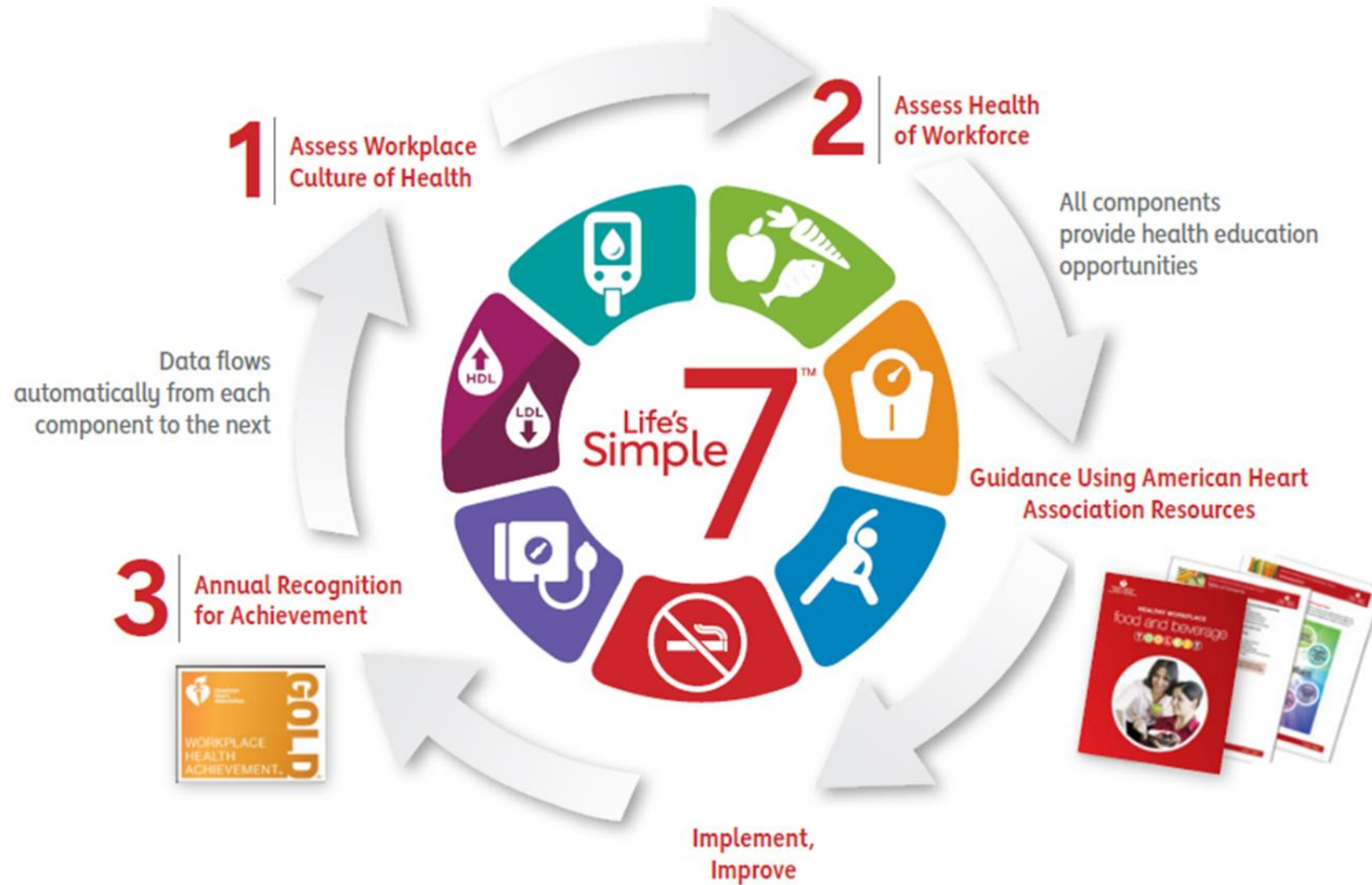


American Heart Association®
Workforce Well-being
Advantage™



RESOURCES FOR EMPLOYERS

THE CYCLE OF CONTINUOUS QUALITY IMPROVEMENT





American Heart Association®

Check. Change. Control.® in Wisconsin!

Key Features of Check. Change. Control.®

- The four-month high blood pressure self-monitoring program includes educational materials.
- Participants set goals and track blood pressure and other lifestyle habits.
- Participants have access to www.heart.org for resources such as articles, videos and fact sheets about chronic health conditions and management strategies.
- On-site Ambassadors encourage participation with support with AHA staff.

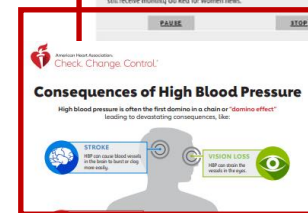
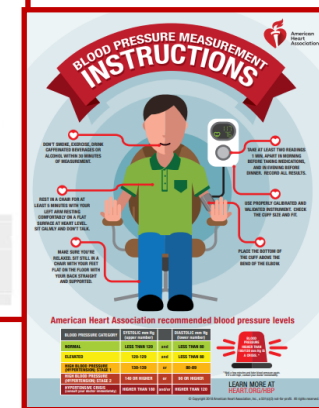
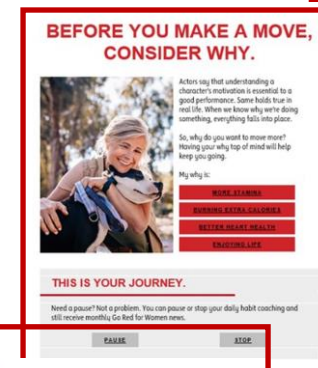
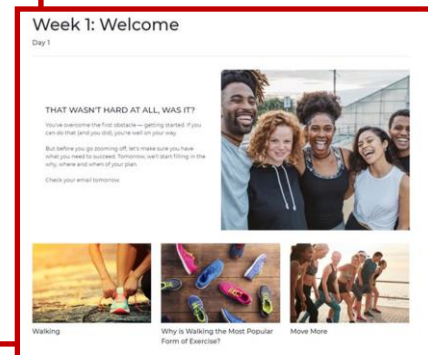
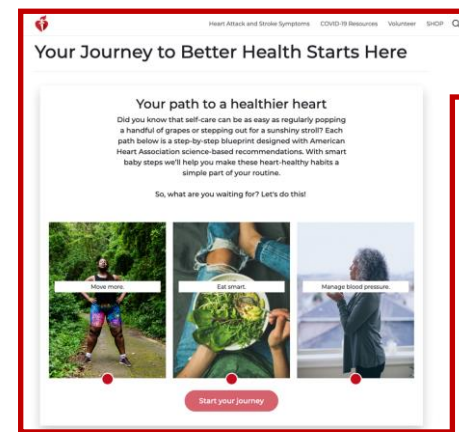
Benefits of Check. Change. Control.®

ORGANIZATIONS:

- Create a culture of health throughout your organization.
- Engage participants in interactive educational experiences to develop healthy habits and reduce risk for heart disease and stroke.
- Build camaraderie among participants.

PARTICIPANTS:

- Support personal goals toward better health.
- Monitor and track progress.
- Have access to a blood pressure monitor (if made available by the site).



<https://tinyurl.com/26dym25d>

Sponsored locally by:



CEO ROUNDTABLE RESOURCES



Driving Health Equity in the Workplace





American Heart Association.
Workforce Well-being
Advantage™

Wisconsin Workplace Health Symposium

**The Opportunity Before Us:
Reset. Refocus. Reengage.**

Tuesday, March 15, 2022.

Join us in-person at the Marcus Majestic Theater in Brookfield. A remote option will be available as well.

\$50 Registration

heart.org/WorkplaceHealthWI



FEATURED SPEAKER

Beth Ridley

The Brimful Life

RESOURCES FOR GENERAL PUBLIC/ INDIVIDUALS

- ♥ **Answers By Heart.** Review clear guides on various cardiovascular conditions, treatments and more to assist with your understanding. heart.org/AnswersByHeart.
- ♥ **EmpoweredToServe.** Resources to help address health equity. Ready-made presentations, infographics, videos and more. Also, special challenges and scholarships. EmpoweredToServe.org
- ♥ **Healthy For Good.** Learn simple ways you can make health your daily reality, for good. Sign up for occasional newsletters and tips. HealthyForGood.heart.org
- ♥ **Healthy For Life.** A series of modules designed around the how and why of better nutrition, includes education on grocery shopping, food preparation, storage, and more. HealthyForLife.heart.org
- ♥ **Recipe Database.** Not sure what “makes” a healthy meal? Access 1000s of options here. You can sort by meal type, dietary requirement, ingredients, etc. Includes videos & preparation guides. recipes.heart.org
- ♥ **Social Media.** Follow us on Facebook, Twitter, or Instagram @[AHAWisconsin](https://twitter.com/AHAWisconsin) for inspiring stories, healthy tips, new events, and ways to act on policy initiatives.
- ♥ **Support Network.** Heart disease and stroke take an incredible mental as well as physical toll on both the patient and their family/friends. Connect with others who are or have experienced similar events. You can give or receive support. heart.org/SupportNetwork

Reclaim
Your
Rhythm



FRIDAY, FEBRUARY 4, 2022

NATIONAL WEAR RED DAY[®]

WearRedDay.org
#WearRedDay
@AHAWisconsin



IN SUPPORT OF THE AMERICAN HEART
ASSOCIATION



1901 WEARS RED

www.wearredday.org

LEARN MORE

Learn about your heart health and share with family and friends. Share pictures of how you "Go Red!"



@AHAWisconsin

www.heart.org

TAKE ACTION

you're | **the**
cure



yourethecure.org

QUESTIONS OR ASSISTANCE?



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- AHA Chronic Disease Update
- Heart @ Work