



# Million Hearts® Overview

July 10, 2014

Janet Wright, MD  
Executive Director



## Today's Agenda

- Million Hearts---the Samuel Johnson moment
- Help from Public Health—it's huge
- The case for the ABCS
- Tips on “The How”



# Million Hearts®

**Goal: Prevent 1 million heart attacks  
and strokes by 2017**

- National initiative co-led by CDC and CMS
- In partnership with federal, state, and private organizations innovating and implementing
- To address the causes of 1.5M events and 800K deaths a year, \$312.6 B in annual health care costs and lost productivity and major disparities in outcomes



## Status of the ABCS

**A**spirin

People at increased risk  
of cardiovascular events  
who are taking aspirin

**54%**

**B**lood pressure

People with hypertension  
who have adequately controlled  
blood pressure

**53%**

**C**holesterol

People with high cholesterol  
who are effectively managed

**32%**

**S**moking

People trying to quit smoking  
who get help

**22%**



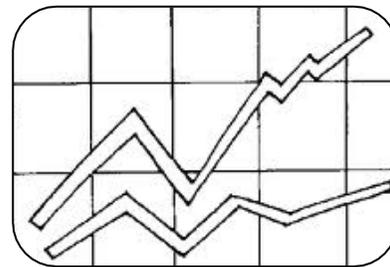
# Key Components of Million Hearts®

**Excelling in the ABCS**  
*Optimizing care*

Health  
Disparities

**Keeping Us Healthy**  
*Changing the context*

Prioritizing the  
ABCS



Health tools  
and technology



Innovations in care  
delivery



# Getting to a Million by 2017: Public Health Targets

Intervention	Pre-Initiative Estimate (2009-10)	2017 Target
Smoking prevalence	26% (all combustibles)	10% reduction (23.6%)
Sodium reduction	3580 mg/day	20% reduction (~2900 mg/day)
Trans fat reduction	0.6% of calories	100% reduction (0% of calories)



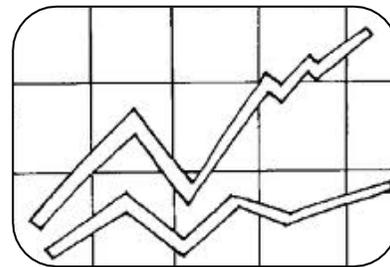
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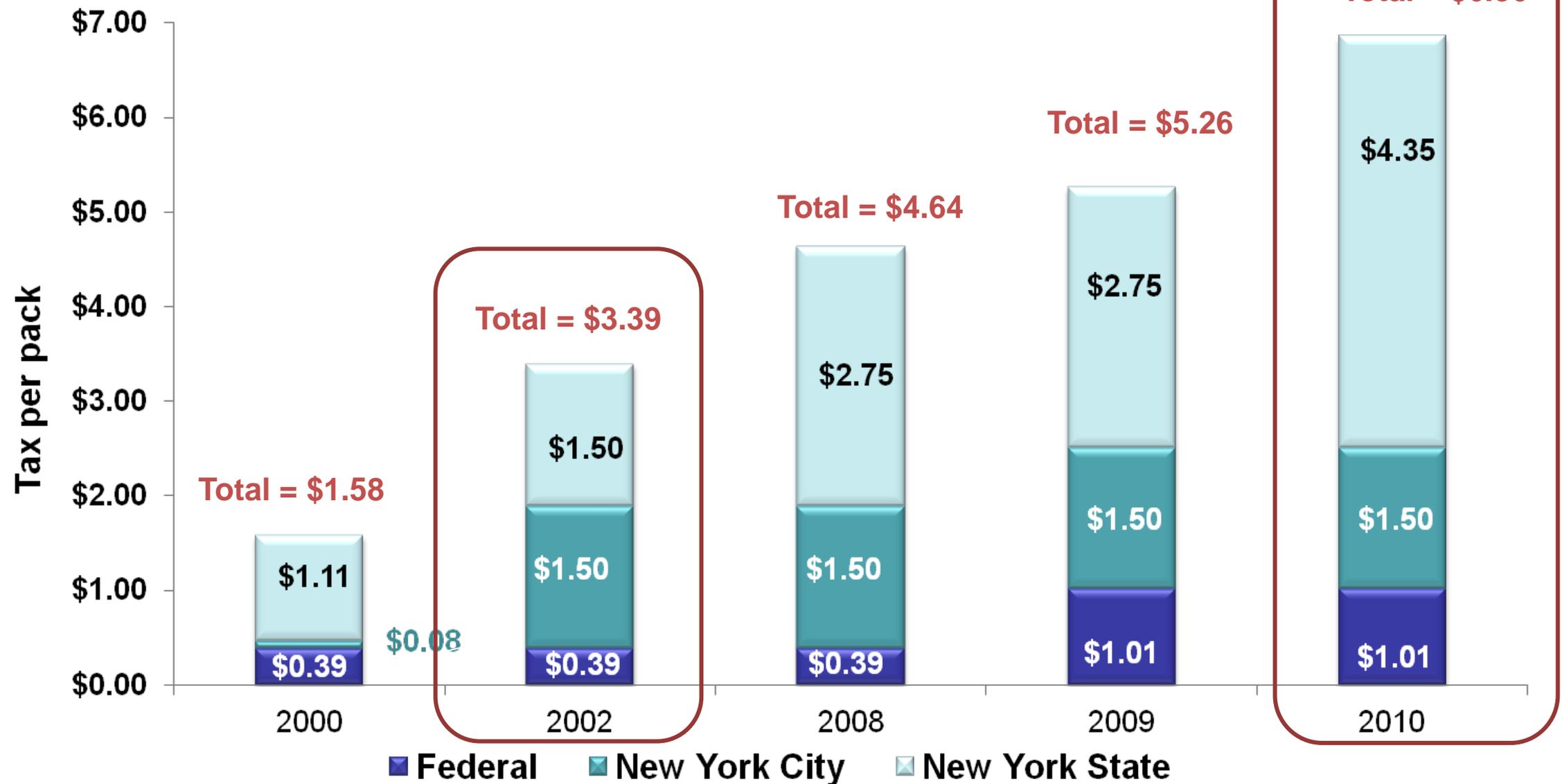
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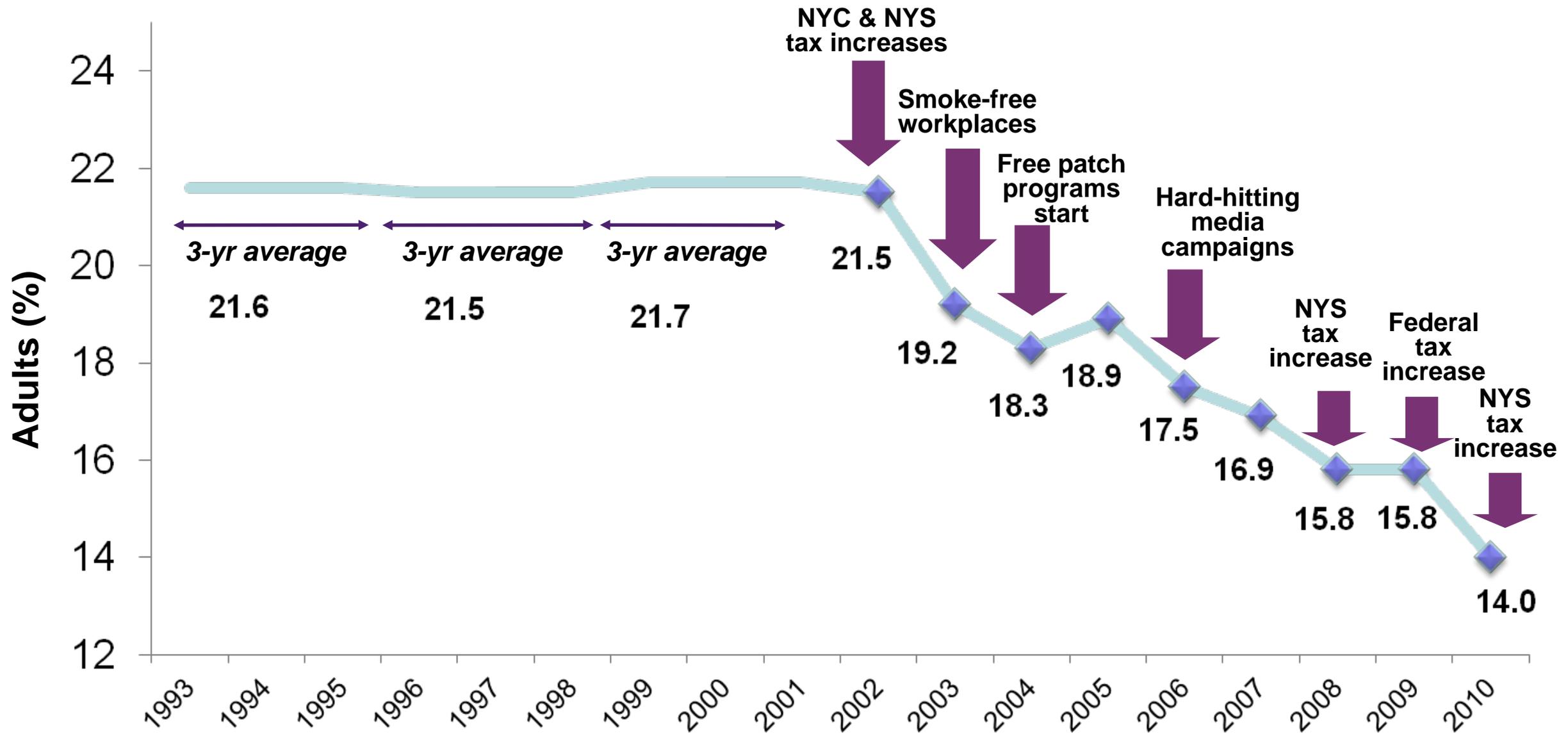


# Changing the Context: Cigarette Excise Taxes



# Decline in Smoking in New York City, 2002–2010

## 450,000 Fewer Smokers



New York City Community Health Survey.

# Smoking Cessation: What Can You Do Today?

- Establish a smoke-free campus, business, and home
- Offer behavioral counseling and pharmacotherapy at no- or low-cost to employees
- Embed reminders in your EHRs to provide cessation support and whenever possible, link directly to a Quit Line (e-referral)
- Select and report on smoking cessation measure: NQF 0028/PQRS 226
- Use these resources:
  - National Network of Tobacco Cessation Quitline: Call 1-800-QUITNOW (1-800-784-8669). [TTY](https://www.tty.com) users call 1-800-332-8615.
  - [CDC information on smoking & tobacco use](#)
  - [NCI's tobacco & cancer information resources](#)
  - [Smokefree.gov](https://www.smokefree.gov)
  - [National Institutes of Health](#)
  - [American Lung Association—Tobacco Control Advocacy](#)



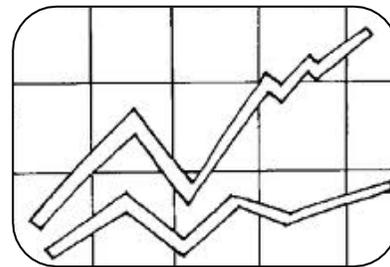
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# 44% of Sodium Intake Comes from Ten Types of Foods

Rank	Food Types	%
1	Bread and rolls	7.4
2	Cold cuts and cured meats	5.1
3	Pizza	4.9
4	...	4.5
5	...	3.8
6	...	3.8
7	...	3.3
8	Mixed seafood	3.3
9	Mixed dishes	3.2
10	Savory snacks	3.1

More than 75% of the sodium in our food is already there and mostly invisible in processed and restaurant foods.



# U.S. Dietary Guidelines for Americans

## *Recommendations for Sodium Intake*

- ❑ **Current average intake is ~3,400mg/day**
- ❑ **2,300 mg/day for general population**
- ❑ **1,500 mg/day for specific populations**

3400-1200 = 2300mg/d →  
11M cases HTN, 99K heart  
attacks, 66K strokes, 81K  
DEATHS annually  
and  
\$18 B in healthcare costs

- 400mg/d →  
35K heart attacks, 23K strokes, 28K  
DEATHs annually  
and  
\$7B in healthcare costs

~1/2 U.S. population and  
the majority of adults

# Sodium Reduction: What Can You Do Today?

- Establish purchasing requirements with nutrition standards for foods served in the cafeteria, vending machines, café carts, gift shops, and franchises
- Accept or reject a bid for food service based on nutrition standards
- Offer (only) healthful, lower sodium food at meetings
- Educate: the little things are the big things.....
- **Use these resources:**
  - [HHS and GSA Health and Sustainability Guidelines for Federal Concessions and Vending Operations](#)
  - [Dietary Guidelines for Americans](#)
  - [www.cdc.gov/salt/resources](http://www.cdc.gov/salt/resources)



<https://www.cspinet.org/nutritionpolicy/foodstandards.html>



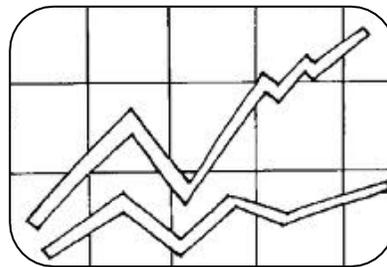
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# Keeping Us Healthy

## *Changing the Context: trans fat*

Eliminating *trans* fat in the American diet could prevent 10-20,000 heart attacks, 7-8,000 deaths—every year

- Citing new scientific evidence and findings from expert scientific panels, FDA takes first step to eliminate trans fat from processed foods\*
- *Federal Register* comment period ended Jan. 2014

\*FDA. Tentative Determination Regarding Partially Hydrogenated Oils; Request for Comments and for Scientific Data and Information. *Federal Register* Volume 78, Issue 217 (November 8, 2013)



## Getting to a Million by 2017: ABCS Targets

Intervention	Pre-Initiative Estimate (2009-2010)	2017 Population-wide Goal	2017 Clinical Target
<b>A</b> spirin when appropriate	54%	65%	70%
<b>B</b> lood pressure control	52%	65%	70%
<b>C</b> holesterol management	33%	65%	70%
<b>S</b> moking cessation	22%	65%	70%

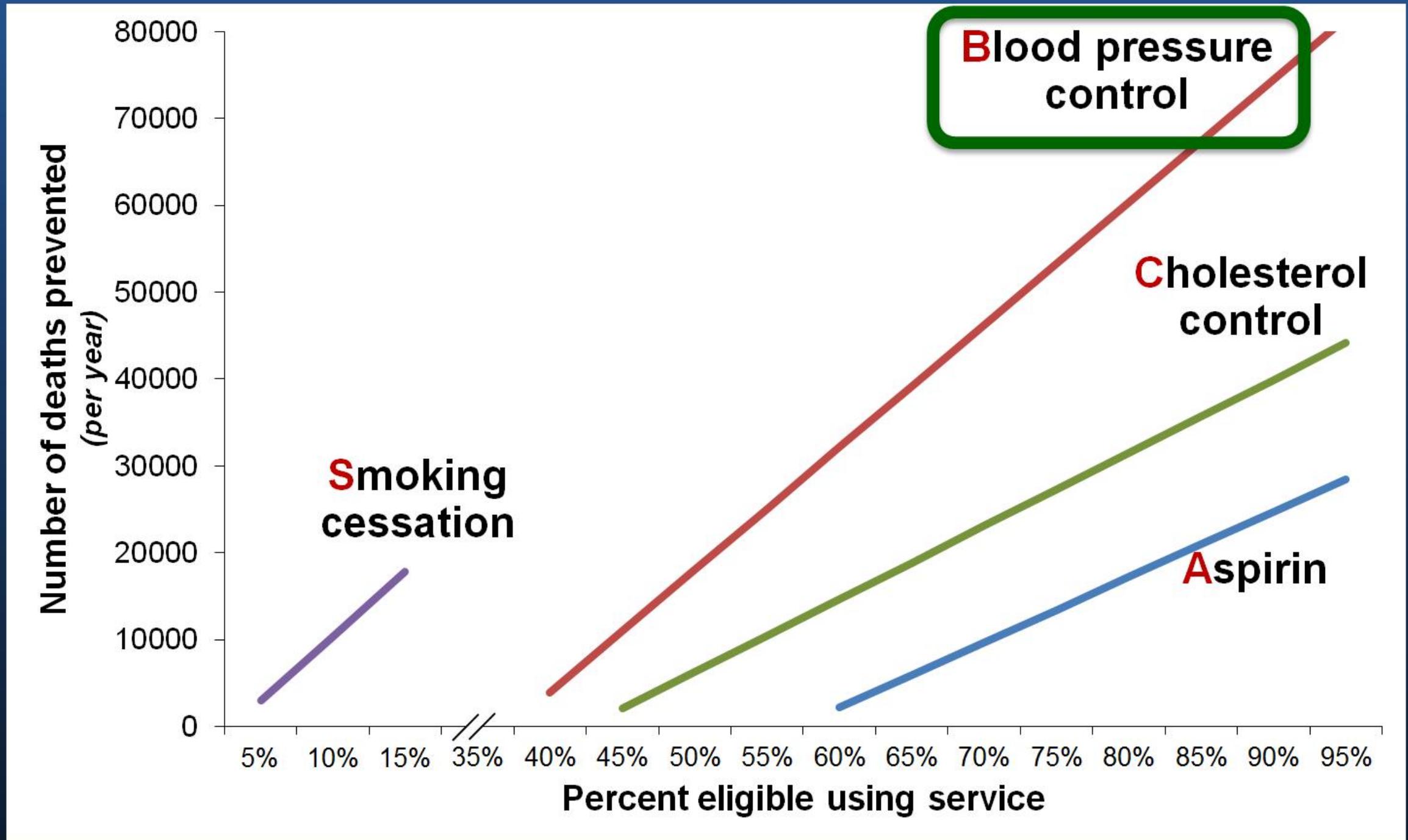


## Why Excellence in the ABCS?

- Right thing to do for patients
- Right thing to do for sustainability
- Easy as .....

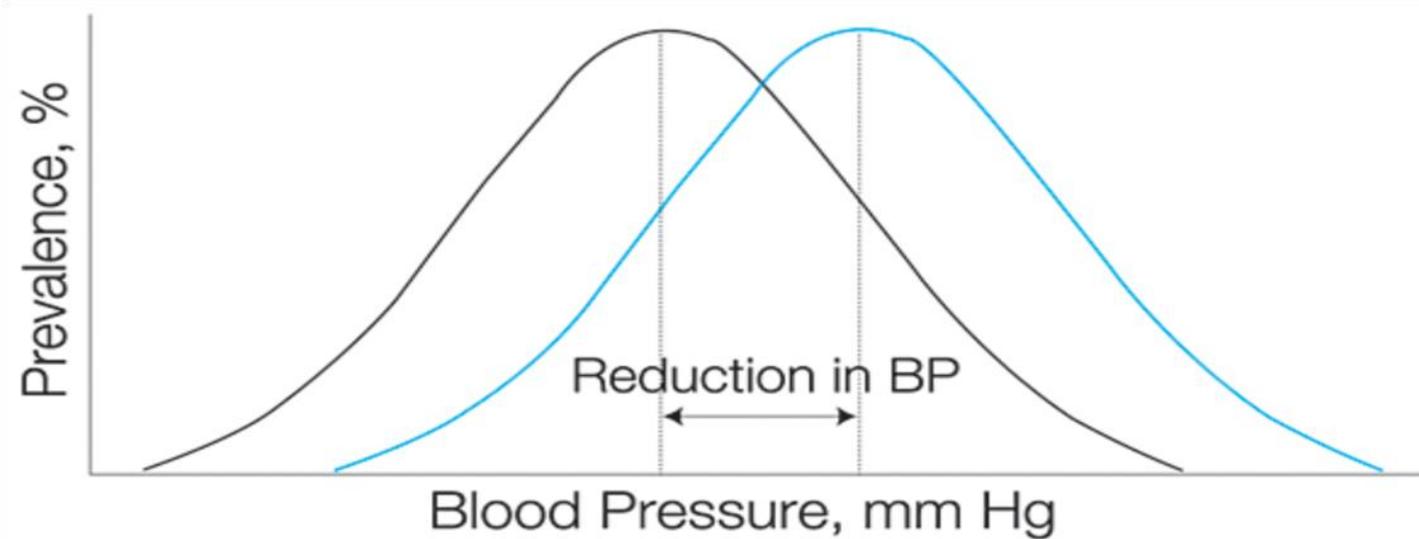


# Improved cardiovascular care could save 100,000 lives/year in U.S.



## It Doesn't Take Much to Have a BIG Impact

### Small Reductions in Systolic BP Can Save Many Lives

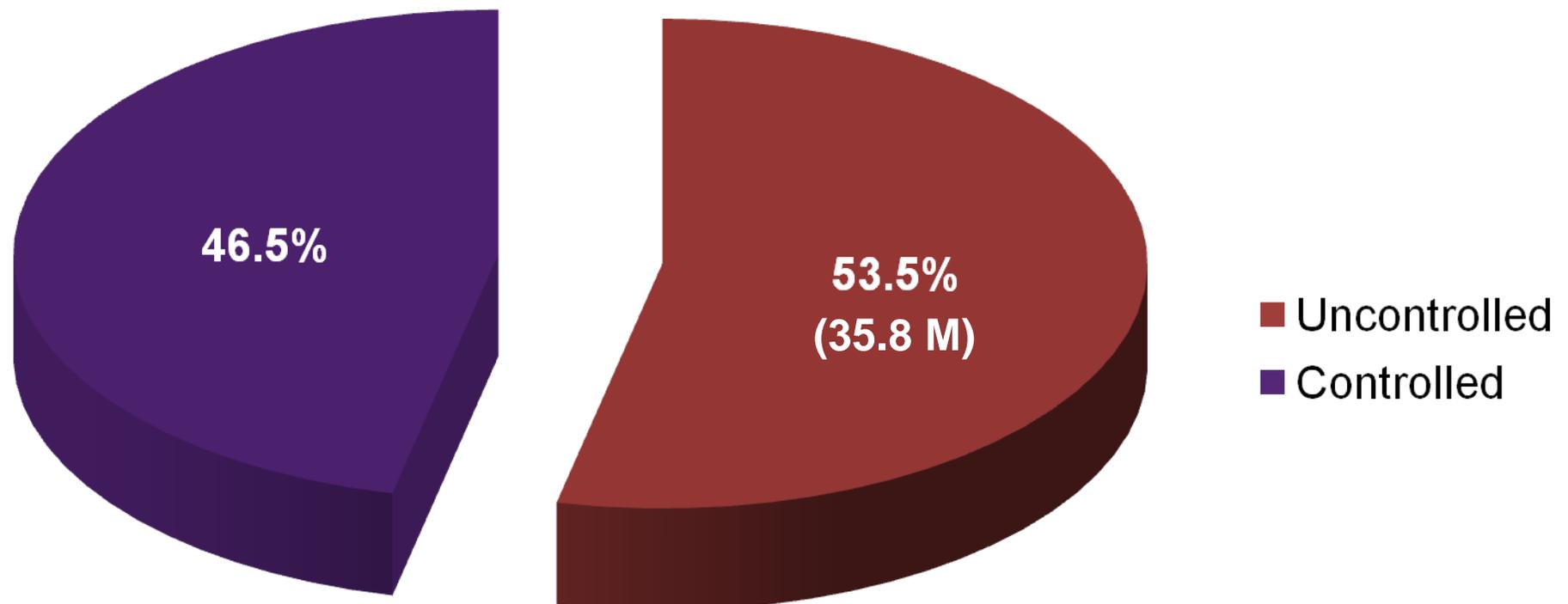


Reduction in BP, mm Hg	% Reduction in Mortality		
	Stroke	CHD	Total
2	-6	-4	-3
3	-8	-5	-4
5	-14	-9	-7



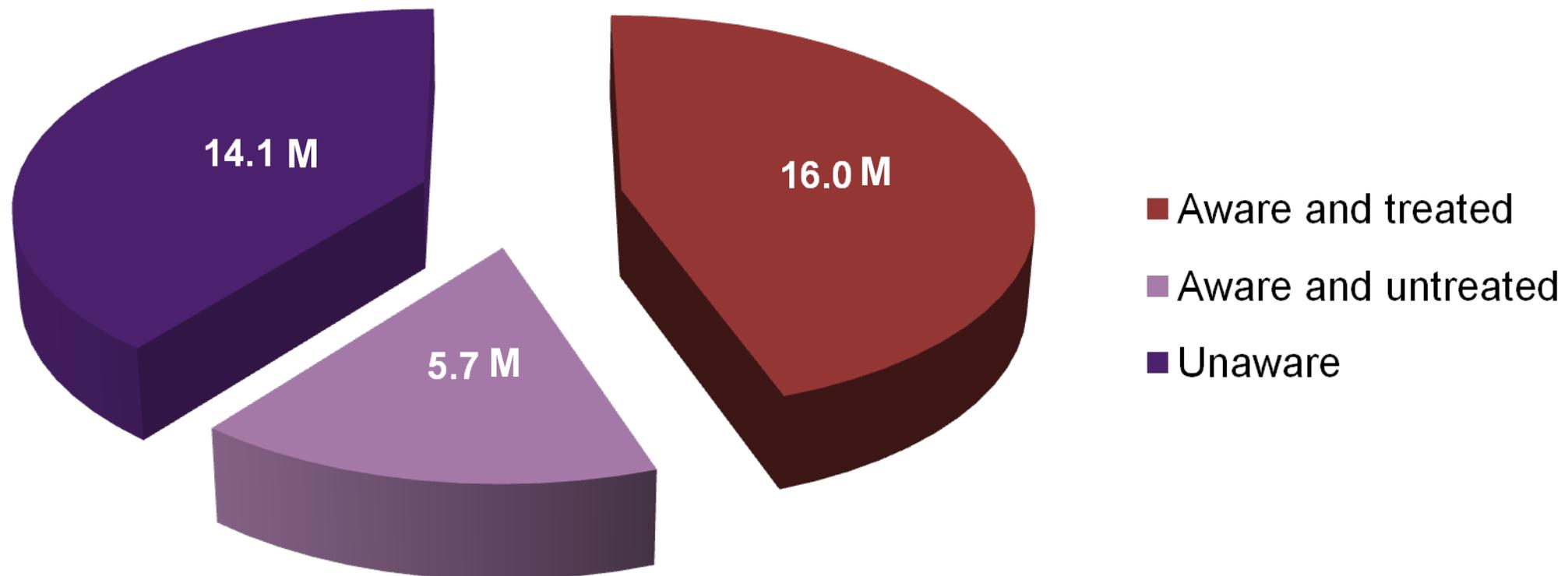
# Fewer than Half of Americans with Hypertension are Under Control

**67 MILLION**  
**ADULTS WITH HYPERTENSION (30.4%)**

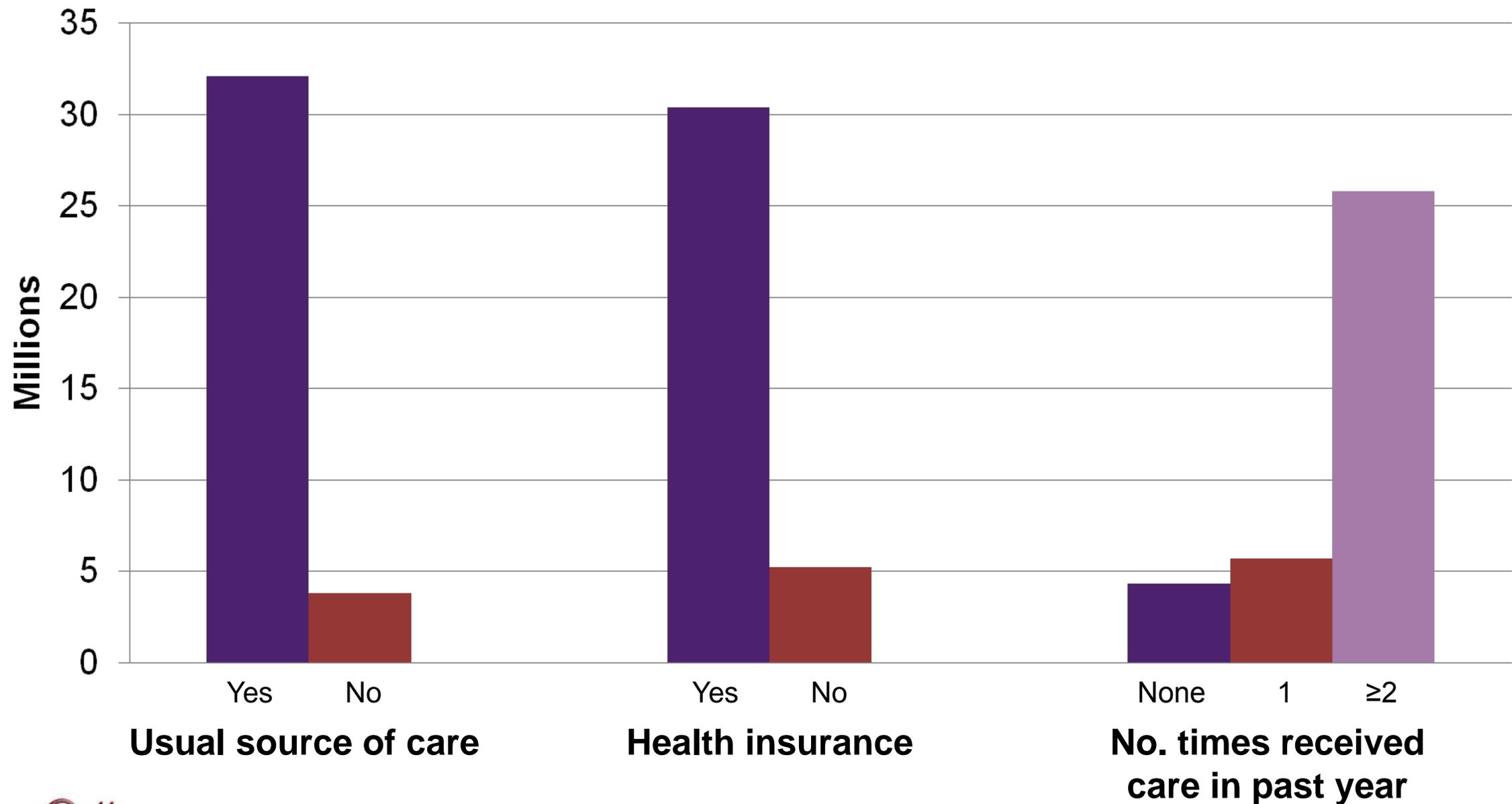


# Awareness and Treatment among the 36M with Uncontrolled Hypertension

**36 MILLION**  
**ADULTS WITH UNCONTROLLED HYPERTENSION**



# The 36 M People with Uncontrolled Hypertension



# CMS Programs Supporting Million Hearts

## Center for Clinical Standards and Quality

Physician Quality Reporting System  
Medicare and Medicaid Electronic Health Record Incentive Program

Value Based Modifier

Quality Improvement Organizations (QIOs)

## Center for Medicare

Annual Wellness Visit, Health Risk Assessment, Personalized Preventive Plans

Medicare Advantage Plan Star Ratings and Quality Bonuses; Chronic Care Improvement Programs for the ABCS

Part D Medication Therapy Management



# CMS Programs Supporting Million Hearts

## Center for Medicaid, Children's Health Insurance Program, and Survey and Certification

Medicaid Core Quality Reporting Measures

Medicaid Electronic Health Records Incentive Program

Medicaid Incentives to Prevent Chronic Disease

Medicaid Smoking Cessation Services

Medicaid Health Homes

## Center for Consumer Information and Insurance Oversight

ABCS in Essential Health Benefits



# CMS Programs Supporting Million Hearts

## Center for Medicare and Medicaid Innovation

State Innovation Models

Comprehensive Primary Care

Accountable Care Organizations

Federally Qualified Health Center Patient Centered Medical Home

Health Care Innovation Awards, I and II

## Medicare-Medicaid Coordinating Office

Targeted State Demonstrations and Innovations



# 2013 Million Hearts® Hypertension Control Champions

- Dr. Luz Ares, Broadway Internal Medicine; Queens, NY
- Cheshire Medical Center; North-Hitchcock; Keene, NH
- Dr. Jen Brull; Plainville, MA
- Dr. Nilesh V. Desai; Solo to 70K  
Pawhuska Indian Health Center; Pawhuska, OK
- Kaiser Permanente; 8.3M patients; Philadelphia
- River Falls Medical Center; 3.4 M w HTN; River Falls, WI
- ThedaCare; Appleton, WI; ~81% control
- Veterans Health Administration

**Million Hearts®**



**2013  
Hypertension  
CONTROL**

**CHALLENGE**



# Broadway Internal Medicine; Queens, NY



## Champions' Secrets to Success in Hypertension Control

- Find and grow an in-house champion
- Deploy a team—working off the same playbook
  - Teach self-monitoring of BP and provide clinical support
  - Tackle obstacles in adherence
  - Use a standardized treatment approach
- Use your EHR as a tool for quality
  - Capture and analysis of performance data
  - Registry of the uncontrolled
  - Patient portal and reminders
  - Proactive outreach between visits



# The Evidence, Translated



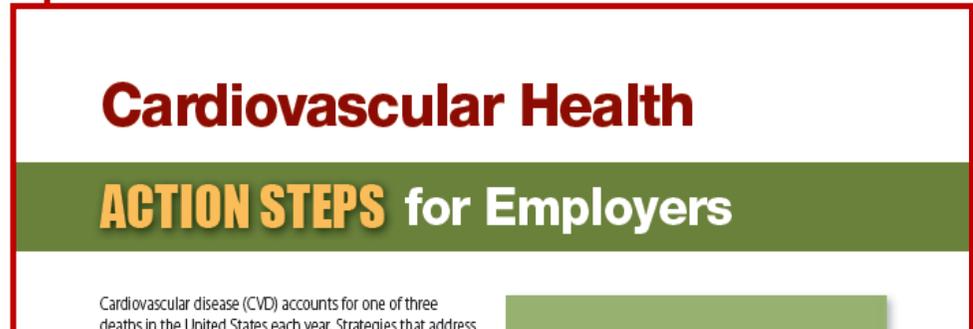
## Hypertension Control

### ACTION STEPS for Clinicians



## Self-Measured Blood Pressure Monitoring

### ACTION STEPS for Public Health Practitioners



## Cardiovascular Health

### ACTION STEPS for Employers

Cardiovascular disease (CVD) accounts for one of three deaths in the United States each year. Strategies that address



Help prevent **1 million** heart attacks and strokes by 2017.

e-update

American Heart Month 2013

### Tools You Can Use

- **Self-Measured Blood Pressure Monitoring: Action Steps for Public Health Practitioners**—This new guide focuses on integrating self-measured blood pressure monitoring into chronic disease prevention efforts.
- **Million Hearts™ en español**—Visit our newly translated website, chock full of information and resources for Spanish speakers.
- **More materials in Spanish**—Several new resources provide strategies and tips to help consumers understand and manage their risk factors for heart disease



Welcome to a special American

Centers for Disease Control and Prevention  
**MMWR**

Morbidity and Mortality Weekly Report

Early Release / Vol. 62

September 3, 2013

Vital Signs: Avoidable Deaths from Heart Disease, Stroke, and Hypertensive Disease — United States, 2001–2010

## Million Hearts® Webinar Series

Nurse Practitioners and Million Hearts®

Partnering to Achieve Blood Pressure Control for the Nation

# Impactful Measures in Impactful Programs, 2013

Quality Measure PQRS/NQF	Medicaid	Meaningful Use	HRSA Uniform Data System	VA	PQRS CV Prevention Measures Group	PQRS GPRO	CMMI Comp Primary Care	ACOs
<b>A</b> spirin 204/0068		Stage 1 optional St 2 opt	✓		✓	✓		#30
<b>B</b> P Screening 317					✓	✓		#21
<b>B</b> P Control 236/0018	✓	St 1 opt St 2 core	✓	✓	✓	✓	✓	#28
<b>C</b> holesterol Control 316		St 2 opt						
<b>C</b> holesterol Control in Diabetes 2/0064		St 1 opt St 2 opt		✓	✓	✓*	✓	#23*
<b>C</b> holesterol Control in IVD 241/0075		St 1 opt St 2 opt		✓	✓	✓	✓	#29
<b>S</b> moking Cessation 226/0028		St 1 core St 2 core	✓		✓	✓	✓	#17

# NorthShore Undiagnosed Hypertension Project

- Set of algorithms run in the EHR background
- Ambulatory BP monitor readings in follow-up
- Interdisciplinary team working to control BP
- Non-disruptive, actionable alerts to treating provider
- Eliminating hypertensive patients “hiding in plain sight”



# Clinical Decision Support Tools

CDC and the Office of the National Coordinator for Health Information Technology (ONC) will

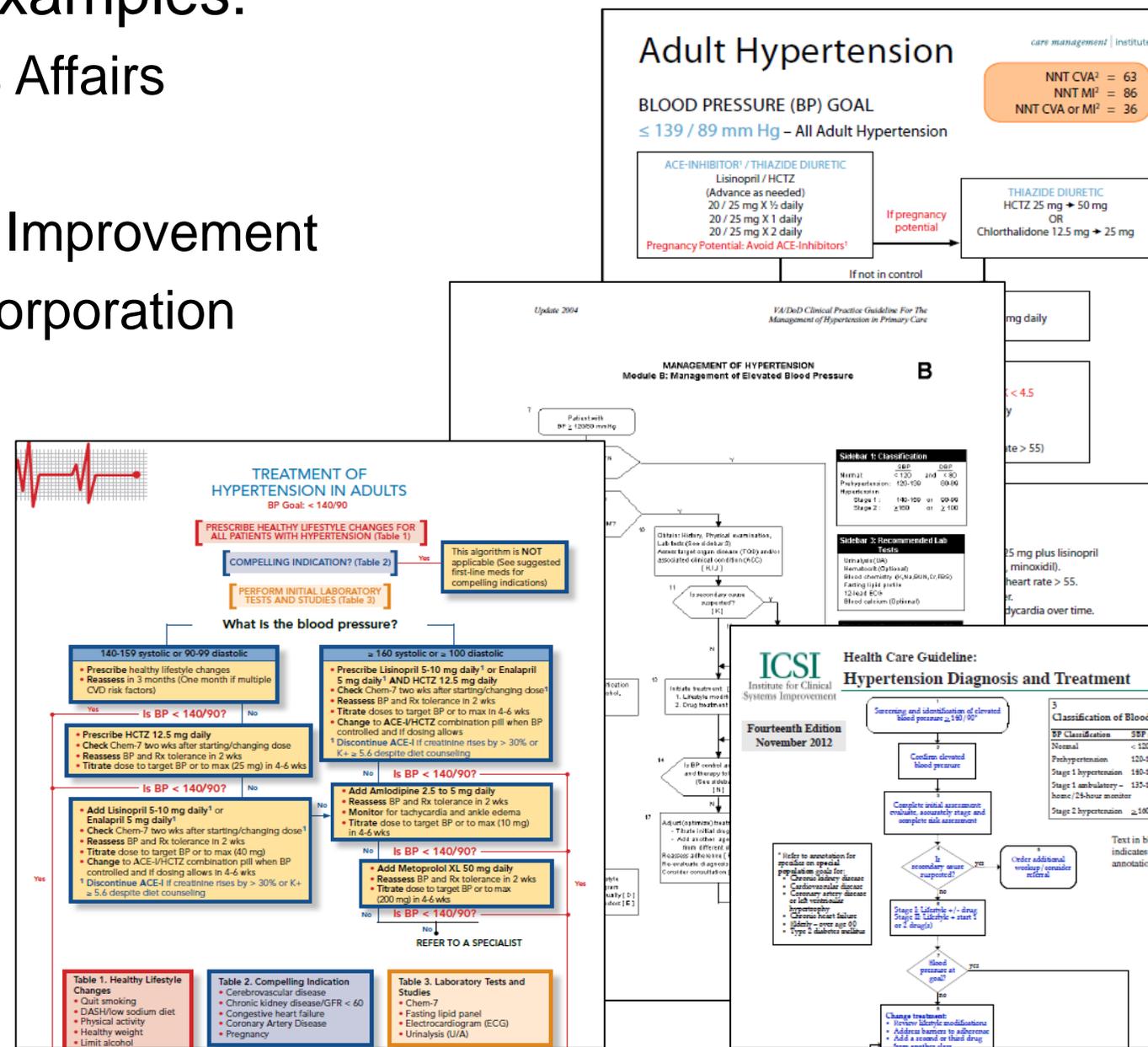
- Develop and/or standardize evidence-based CDS tools that align with Million Hearts® electronic clinical quality measures
- Leverage the ONC Health e-Decisions Standards & Interoperability Framework project
- Year 1
  - Blood pressure control
  - Smoking/tobacco assessment and intervention





# Protocol Resources

- <http://millionhearts.hhs.gov/resources/protocols.html>
- Evidence-based protocols examples:
  - U.S. Department of Veterans Affairs
  - Kaiser Permanente
  - Institute for Clinical Systems Improvement
  - NYC Health and Hospitals Corporation
- Customizable template
- Key protocol components
- Implementation guidance



# ONC Challenge: EHR Innovations for Improving Hypertension

- **Schedule**

- phase one submission period: July-Oct. 6;
- phase one winners announcement: Oct. 27;
- phase two submission period: Oct. 28-July 31, 2015; and
- phase two winner announcement: August/September 2015.

- Phase one: four winners, each receiving \$5,000

- Phase two: one winner, \$30,000

- <http://challenge.sites.usa.gov/challenge/ehr-innovations-for-improving-hypertension-challenge/>



# ONC Challenge: EHR Innovations for Improving Hypertension

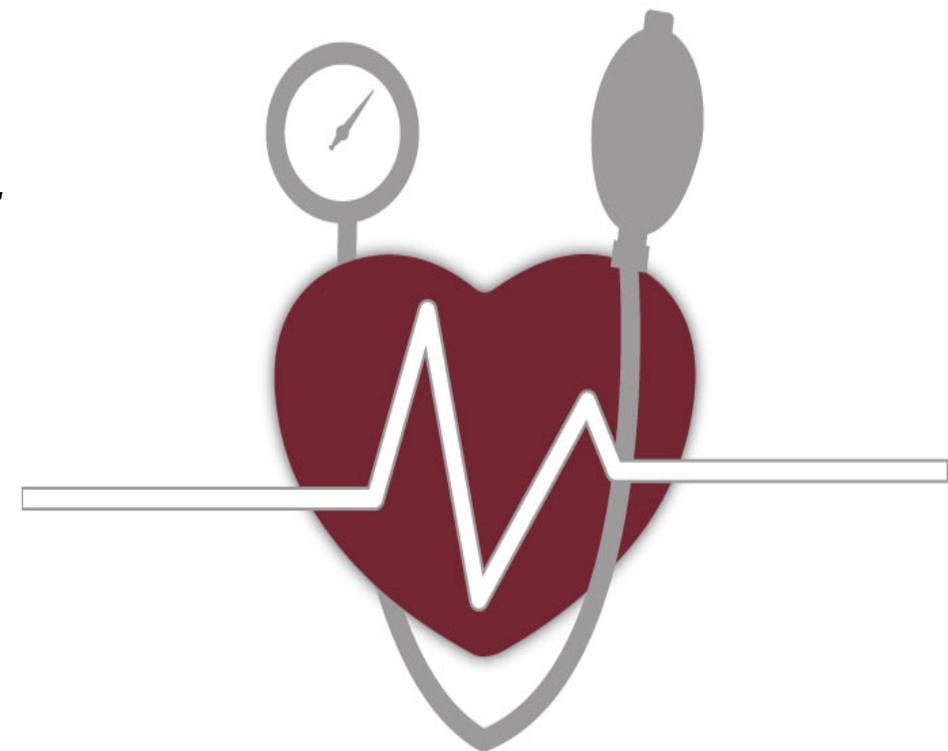
*“The goal is to gather specific descriptions of health IT tools and approaches used by individual practices to implement an evidence-based BP treatment protocol that has led to improvement in control (Phase 1) and identify models for quickly and widely spreading these to other practices (Phase 2).”*

*A comprehensive clinical decision support approach supports these **5 protocol elements**:*

- *1. Blood pressure measurement/recording*
- *2. Blood pressure follow-up*
- *3. Initiation and titration of medications*
- *4. Patient engagement*
- *5. Workup/referral for poor control”*

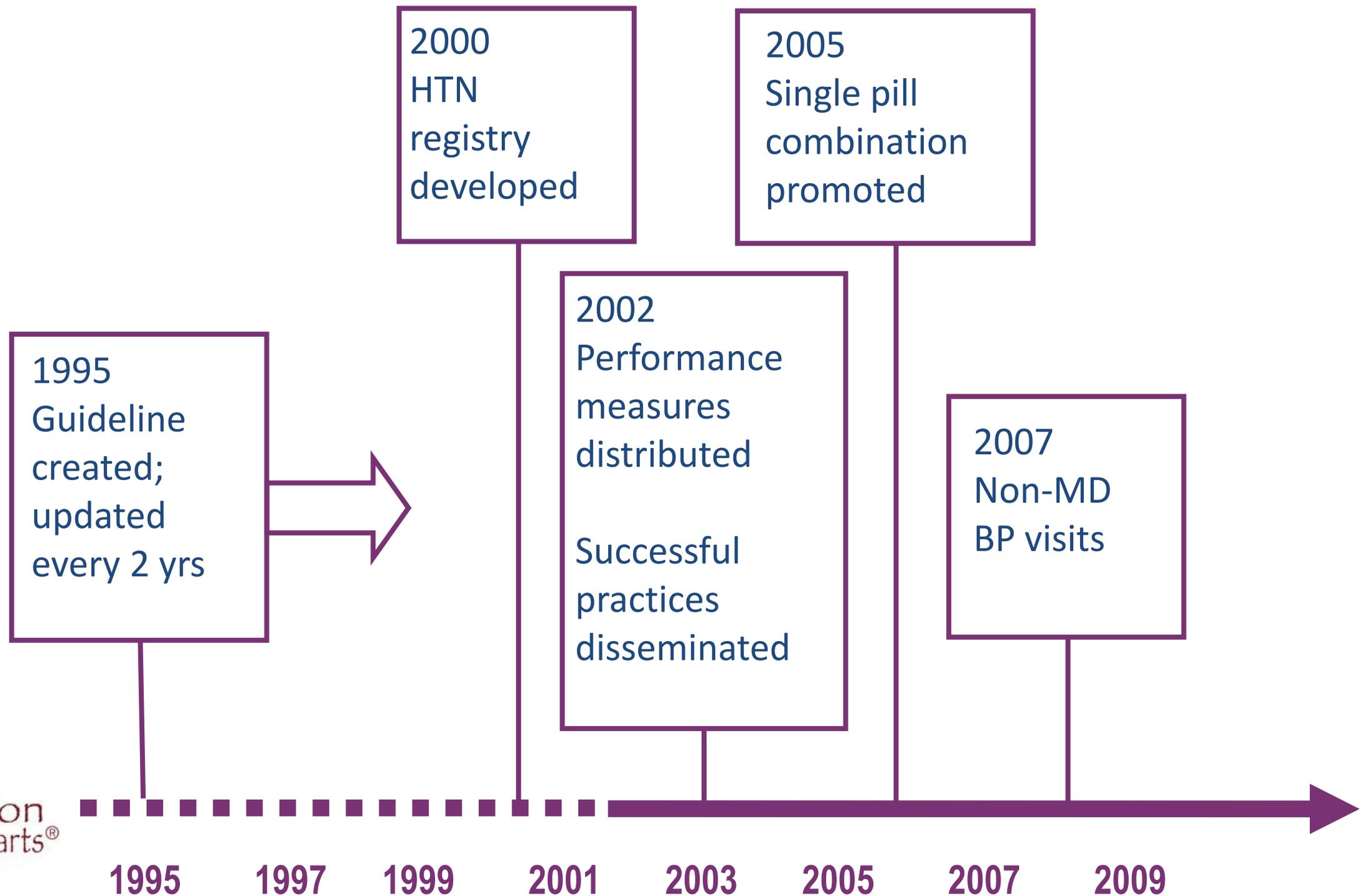


EHR INNOVATIONS FOR  
IMPROVING  
HYPERTENSION



CHALLENGE

# Kaiser Permanente Northern California *Implementation Timeline*





# How Can You Prevent a Million, Starting Today?

- **Send a clear signal** that heart attacks and strokes are preventable with good habits and good care
  - Make CV health a priority in your home, your practice, your hospital, your community
  - A small change--practiced over time—brings BIG returns in health



# How Can You Prevent a Million, Starting Today?

## □ Measure and Report Progress on the ABCS.

- Adopt and excel on the Million Hearts Clinical Quality Measures
- Use health IT to understand the gaps, monitor progress, improve adherence
- Recognize and reward high performers
- Share their lessons learned and best practices



# How Can You Prevent a Million, Starting Today?

## □ Find Those at Risk: Detect.Connect.Control.

- Find the undiagnosed by combing EHR data for people with elevated readings and no diagnosis of HTN
- Adopt and use a standardized treatment protocol to help achieve control for those people already on treatment ([www.millionhearts.gov](http://www.millionhearts.gov))
- Eliminate obstacles like co-pays for smoking cessation, hypertension, and cholesterol lowering meds and for BP checks
- Deploy teams to teach and support patients: nurses, pharmacists, dieticians, community health workers
- Ensure that community-based resources are identified and activated to help people achieve and maintain control





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**Become a Partner**



**Be One in a Million Hearts®**

**[millionhearts.hhs.gov](http://millionhearts.hhs.gov)**



**Million Hearts®**



**@MillionHeartsUS**



**CDC StreamingHealth**



## Key Resources

[millionhearts.hhs.gov](http://millionhearts.hhs.gov)



Million Hearts®



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CDC StreamingHealth

## 2014 Strategic Directions

- **Send a Clear Signal**

*You can prevent a heart attack or stroke by doing 1, 2, 3...*

The public and patients

Healthcare professionals and systems

Public health professionals and communities

Payers and purchasers

Target Audiences

- **Measure and Report Progress**

- *Reach. Results. December 2016?*

- **Find Those at Risk for Heart attack and Stroke**

- *Detect. Connect. Control.*

- Address Aspirin use, Cholesterol, and Smoking

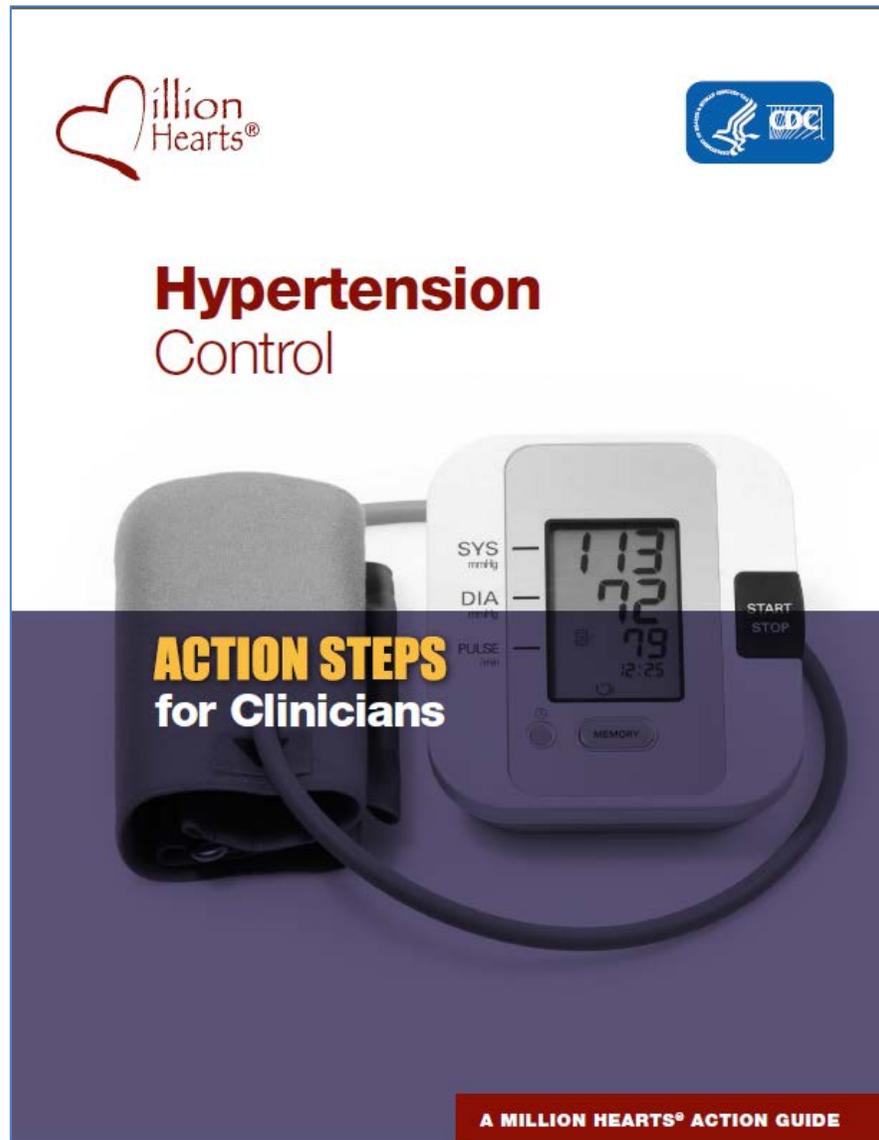


## Million Hearts® Resources

- [Hypertension Treatment Protocols](#)
- [Hypertension Action Steps for Clinicians](#)
- [Hypertension Control Champions](#)
- [Self-Measured Blood Pressure Monitoring guide](#)
- Spanish language [website](#)
- [100 Congregations for Million Hearts](#)
- [EHR Innovations for Improving Hypertension Challenge](#)
- [Million Hearts Healthy Eating & Lifestyle Resource Center](#)
- Grand Rounds:
  - [Million Hearts® Grand Rounds](#)
  - [Hypertension Grand Rounds: Detect, Connect, and Control](#)
- [Million Hearts® E-update](#)
- Visit [www.millionhearts.hhs.gov](http://www.millionhearts.hhs.gov) to find more resources



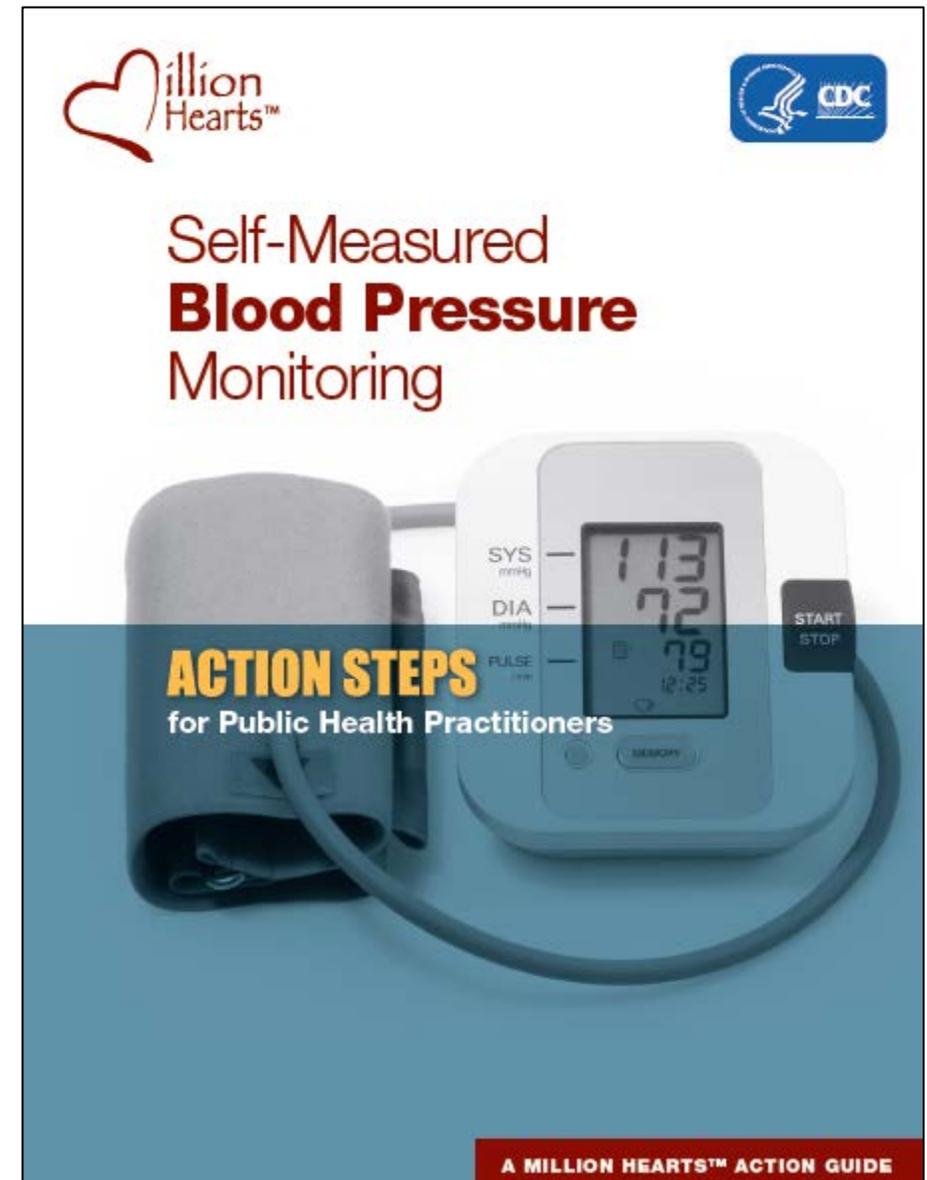
# Action Steps for Clinicians



- Evidence- and practice-based strategies for blood pressure control
- Organized into 3 categories:
  - Delivery system design
  - Medication adherence
  - Patient reminders and supports
- [http://millionhearts.hhs.gov/resources/action\\_guides.html#htnGuide](http://millionhearts.hhs.gov/resources/action_guides.html#htnGuide)

# Self-Measured BP Monitoring (SMBP)

- Strong evidence supporting SMBP plus clinical support for improving BP
- Includes info on:
  - Monitor types
  - Feedback loops
  - Coverage



# Action Steps for Employers

## Cardiovascular Health

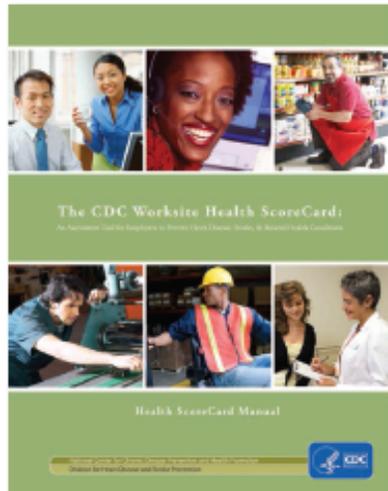
### ACTION STEPS for Employers

Cardiovascular disease (CVD) accounts for one of three deaths in the United States each year. Strategies that address major CVD risk factors, such as high blood pressure, high cholesterol, and smoking, can greatly reduce the burden of CVD. However, only 46% of American adults with high blood pressure and 33% of adults with high cholesterol have these conditions under control, and only 23% of smokers who are trying to quit receive help.<sup>1</sup>

The Department of Health and Human Services launched the Million Hearts® Initiative to address CVD risk factors and reduce the burden of heart attack and stroke in the United States. The goal of this initiative is to prevent one million heart attacks and strokes by 2017 by putting into action proven and effective interventions in communities and clinical settings. Million Hearts® brings together health systems, nonprofit organizations, communities, federal agencies, and private-sector partners from across the country to fight heart disease and stroke.<sup>2</sup>

Employers can play an integral role in helping individuals improve their cardiovascular health by creating worksites that support blood pressure control, cholesterol management, tobacco control, good nutrition, and physical activity.

The purpose of this document is to provide a selection of concrete action steps that employers can take at their worksites to help individuals improve cardiovascular health. These strategies are drawn from the Centers for Disease Control and Prevention (CDC) Worksite Health ScoreCard (HSC), a comprehensive tool designed to help employers assess the extent to which they have implemented evidence-based health promotion interventions in their worksites and prioritize approaches to health promotion.<sup>3</sup>



Although the HSC highlights many health topic areas, the selections in the table on the reverse reflect high-impact strategies that can specifically improve cardiovascular health. Organizational supports, including commitment to worksite health promotion at all levels of management, an annual health promotion budget, and an active health promotion committee, also are critical to successful execution of health promotion strategies.

For the complete list of strategies and related resources, including necessary organizational supports, or to assess the full health promotion landscape at your worksite, please refer to the HSC: [www.cdc.gov/dnndsp/pubs/docs/HSC\\_Manual.pdf](http://www.cdc.gov/dnndsp/pubs/docs/HSC_Manual.pdf).



A MILLION HEARTS® ACTION GUIDE

- Evidence-based strategies for CV health
- Based on the CDC Worksite Health ScoreCard

# 100 Congregations for Million Hearts®

## *The Commitment*

In addition to designating a **Million Hearts® Advocate** we will focus on **two** or more of these actions for the next year and share our progress:

- Deliver pulpit and other leadership messages
- Distribute wallet cards and journals for recording blood pressure readings
- Promote and use the Heart Health Mobile app
- Facilitate connections with local health professionals and community resources



## Activated Public Sector Partners

- Administration on Community Living
- Agency for Healthcare Research and Quality
- Environmental Protection Agency
- Federal Occupational Health
- Food and Drug Administration
- Health Resources and Services Administration
- Indian Health Service
- National Heart, Lung, and Blood Institute
- National Institute for Neurological Diseases
- Office of the Assistant Secretary for Health
- Office of the National Coordinator for Health Information Technology
- Office of Personnel Management
- Substance Abuse and Mental Health Services Administration
- U.S. Department of Veterans Affairs



# Activated Private Sector Partners

- Academy of Nutrition and Dietetics
- Aetna
- Alliance for Patient Medication Safety
- America's Health Insurance Plans
- American Academy of Family Practitioners
- 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
- Arkansas Dept of Health
- Asso of Black Cardiologists
- Asso of Public Health Nurses
- Be There San Diego
- Blue Cross Blue Shield Asso
- Cherokee Nation Health Svcs
- Commonwealth of Virginia
- Georgetown University School of Medicine
- HealthPartners
- Humana
- Kaiser Permanente
- LDI Ctr for Health Incentives & Behavioral Economics, UPenn
- Maryland Dept of Health and Mental Hygiene
- Medstar Health System
- Mended Hearts
- Men's Health Network
- Minnesota Heart Health Program
- National Alliance of State Pharmacy Associations
- National Association of NPs in Women's Health
- National Committee for Quality Assurance
- National Community Pharmacists Association
- National Consumers League
- National Forum for Heart Disease and Stroke Prevention
- National Lipid Association Foundation
- New Mexico Heart Institute
- NY State Department of Health
- Ohio State University
- Pennsylvania Dept of Health
- Presbyterian Health Care Svcs
- Prescribe Wellness
- Preventive Cardiovascular Nurses Association
- Society for Women's Health Research
- SureScripts
- UnitedHealthcare
- University of Maryland School of Pharmacy
- Walgreens
- Walk with a Doc
- WomenHeart
- YMCA of America



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