The Missouri Million Hearts Initiative

A partnership with the following members:
Missouri Department of Health and Senior Services
American Heart Association
Primaris
Missouri Primary Care Association
Missouri State Medical Association
Missouri Nurses Association
Pfizer Pharmaceuticals
Individual Organizations and Members

Behavioral Risk Factor Surveillance System (BRFSS) is a random-digit-dialed telephone health survey system that the data are weighted to be representative of the adult population in Missouri.
## Missouri Population Distribution

<table>
<thead>
<tr>
<th></th>
<th>Missouri</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 Total Population</td>
<td>6,044,171</td>
<td>316,128,832</td>
</tr>
<tr>
<td>White</td>
<td>84.8%</td>
<td>81.2%</td>
</tr>
<tr>
<td>Black</td>
<td>12.4%</td>
<td>13.1%</td>
</tr>
<tr>
<td>Other</td>
<td>2.8%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Percent Over 18</td>
<td>76.9%</td>
<td>76.7%</td>
</tr>
<tr>
<td>Percent Under 18 Popul</td>
<td>23.1%</td>
<td>23.3%</td>
</tr>
</tbody>
</table>

Source: 2013 National Center for Health Statistics (NCHS) Bridged Race Estimates File

## Missouri Socio-Economic Indicators

<table>
<thead>
<tr>
<th></th>
<th>Missouri</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Household Income</td>
<td>$48,363</td>
<td>$ 53,657</td>
</tr>
<tr>
<td>Percent Persons &lt; Poverty</td>
<td>15.5%</td>
<td>15.5%</td>
</tr>
<tr>
<td>Percent &lt;18 Persons &lt; Poverty</td>
<td>21.1%</td>
<td>21.7%</td>
</tr>
<tr>
<td>Percent 16+ Population Unemployed</td>
<td>6.8%</td>
<td>7.2%</td>
</tr>
<tr>
<td>Percent 25+ Population with &lt; Bachelor's Degree</td>
<td>72.5%</td>
<td>70.9%</td>
</tr>
</tbody>
</table>

Source: 2014 American Community Survey, US Census Bureau
Million Hearts®

Goal: Prevent 1 million heart attacks and strokes by 2017

• National initiative co-led by Centers for Disease Control and Prevention (CDC) and Centers for Medicaid & Medicare Services (CMS)
• In partnership with federal, state, and private organizations
• To address the causes of 1.5M events and 800K deaths a year, $312.6 B in annual health care costs, lost productivity, major disparities in outcomes

What the National Initiative Means in Missouri

If successful over five years, it will mean Million Hearts will have saved the lives of approximately 20,000 Missourians enough people to fill up the Scottrade Center in St. Louis or the Sprint Center in Kansas City
Feasibility Framework For Developing The MO Million Hearts Initiative

- Are there multiple stakeholders in the health system who can influence cardiovascular disease prevention?
- How do we integrate the fragmented and disconnected system?
- How can multiple stakeholders work together to address the issue?
- Is Missouri ready for cross-sector collaboration?

Missouri Readiness for Participation In Million Hearts

- Are there “champions” who can provide the necessary leadership?
- Are there sufficient resources to sustain the initiative for five years?
- Is there a history of collaboration among the champions?
- Is there an urgency to change the system for cardiovascular disease prevention and management?
Missouri’s Urgency for Changing the System

• Cardiovascular Disease Burden:
Heart Disease continues to be the leading cause of death in Missouri (14,210 in 2014; Heart Attack is 27.1% of all Heart Disease Deaths). Heart Disease is the leading cause of death in US. Stroke is the fifth cause of death in Missouri (3,010 in 2014).
Prevalence of Hypertension in Missouri is 32.0% in the general population and 39.8% in the African-American population. (2013)

• Behavioral Risk Factor Surveillance System (BRFSS) Data:
Missouri’s prevalence of smoking, physical inactivity, inadequate fruit and vegetable consumption, obesity, hypertension, high cholesterol and diabetes are all higher than the U.S. average.

Missouri’s Urgency for Changing the System

• Dr. Shumei Yun, Chronic Disease Epidemiologist, Missouri Department of Health and Senior Services:
“The medical costs for treating chronic diseases are a burden on the state’s economy and will increase as the population ages. Prevention and control of chronic diseases is essential to the physical and economic health of Missourians.”

*The Burden of Chronic Diseases in Missouri: Progress and Challenges* Missouri Medicine | November/December 2013| 110:6 | 505
Status of the ABCs in the US

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aspirin</td>
<td>People at increased risk of cardiovascular disease who are taking aspirin</td>
<td>47%</td>
</tr>
<tr>
<td>Blood pressure (BP)</td>
<td>People with hypertension who have adequately controlled blood pressure</td>
<td>46%</td>
</tr>
<tr>
<td>Cholesterol</td>
<td>People with high cholesterol who are effectively managed</td>
<td>33%</td>
</tr>
<tr>
<td>Smoking</td>
<td>People trying to quit smoking who get help</td>
<td>23%</td>
</tr>
</tbody>
</table>


Prevalence of Heart Disease Risk Factors, Missouri, 2011-2014

<table>
<thead>
<tr>
<th>Year</th>
<th>Current Smoker</th>
<th>BP</th>
<th>HCL</th>
<th>Heart Attack</th>
<th>Stroke</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>25.0</td>
<td>34.3</td>
<td>40.4</td>
<td>4.7</td>
<td>3.6</td>
</tr>
<tr>
<td>2012</td>
<td>23.9</td>
<td>32.8</td>
<td></td>
<td>5.0</td>
<td>3.5</td>
</tr>
<tr>
<td>2013</td>
<td>22.1</td>
<td>32.0</td>
<td>38.8</td>
<td>5.4</td>
<td>3.2</td>
</tr>
<tr>
<td>2014</td>
<td>20.6</td>
<td></td>
<td></td>
<td>5.4</td>
<td>3.7</td>
</tr>
</tbody>
</table>

Note: Since the weighting methodology changed beginning with the 2011 BRFSS data you cannot compare prevalence estimates of prior years (2010, 2009, etc.) with 2011 onward.
Missouri Million Hearts Partnership -
A Collective Impact Approach

• Strong Background Organization
• Common Agenda - Utilized Strategic Doing Action Planning:
  Designed for Voluntary Networks Comprised of Volunteers
• Mutually Supportive Activities: Implementation Teams
  – Community Engagement
  – Patient Engagement Team
  – Communications (Messaging and Advocacy)
  – Community/Regional MO Million Hearts Chapters
  – MO Million Hearts Data Group
  – Evaluation
• Continuous Communication

STRATEGIC DOING ACTION PLANNING:
Defines a clear pathway with initiatives and action plans
Prevalence of High Blood Pressure by Demographic Characteristics, Missouri, 2013

Red line is Healthy People 2020 Target

Red bars indicate HBP prevalence is significantly higher than one or more groups

Missouri Million Hearts Partnership- A Collective Impact Approach

- Community Engagement

The purpose of this program is to eliminate high blood pressure and other related chronic diseases (diabetes for example) as health disparities among African-Americans and help achieve the goal of improving cardiovascular health by 20%, while reducing cardiovascular mortality by 20% by 2020 (AHA 2020 Impact Goal)
Missouri Million Hearts Partnership - A Collective Impact Approach

• Patient Engagement: Guiding Principles
  – Health Literacy
  – Shared Decision-Making
  – Quality Improvement

Missouri Million Hearts Partnership - A Collective Impact Approach

• Barriers to Partnership Effectiveness:
  – Public and Stakeholder Awareness
  – Communications Infrastructure
  – Provider Engagement/Utilization of the ABCS of heart disease and stroke prevention
  – Community Engagement
  – Health System Participation
  – Sustained Funding
  – Evaluation
Missouri Million Hearts Partnership-
A Collective Impact Approach

• Strategies for Enhancing Partnership Effectiveness:
  – Building Website www.heart.org/momillionhearts
  – Stakeholder Workshop
  – Flyer for Community/Stakeholder Engagement
  – CME Program on Self-Managed Blood Pressure with Clinical Support

Strategies For Raising Public Awareness
Missouri Million Hearts Partnership -
A Collective Impact Approach

• Strategies for Enhancing Partnership Effectiveness:
  – Development/Support of Provider Champions
  – Development of Community/Regional Million Hearts Chapters
  – Targeted promotion to Hospitals and Health Systems Facing Penalties for Readmissions
  – Linking and Leveraging Resources from Insurance Companies and Foundations

Million Hearts Provider Champion

• Serves as an expert resource for the MO Million Hearts Collaborative
• Promotes the Million Hearts Initiative to health professionals and patients
• Enhances knowledge on heart attack, stroke and related modifiable risk factors
• Supports local community-based patient-resources to reduce smoking prevalence, improve nutrition, reduce blood pressure
• Supports and reinforces healthy choices and healthy behaviors: Is aware of barriers to patient access to healthy choices and behaviors
• Promotes the use of Health Information Technology
**MAP* Activities Supporting MO Million Hearts Strategic Focus**

- **Strategy 1: Increased Use of Team-Based Care in Health Systems**
  - Missouri Community Health Worker Program
  - Community Health Center – Pharmacist Integration (CHC-PI)
  - Pharmacist Services Expansion

- **MAP – Missouri Actions to Prevent Chronic Disease and Control Risk Factors**

**MAP Activities Supporting MO Million Hearts Strategic Focus**

- **Strategy 2: Increased Implementation of Quality Improvement Processes in Health Systems**

Projects with Local Public Health Agencies (LPHA) and small clinical practices to increase electronic health record adoption and the use of health information technology to improve practice performance and clinical outcomes.
CONCLUSION

• Public Health has a vital role in the transformation of the health care system in the United States by facilitating stakeholder engagement, developing/maintaining surveillance systems and spearheading evidence-based interventions such as Million Hearts to enhance quality and address disparities in care.

Thank You for Your Attention!

Questions?

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