

Million Hearts™

Preventing 1 million heart attacks
and strokes in 5 years

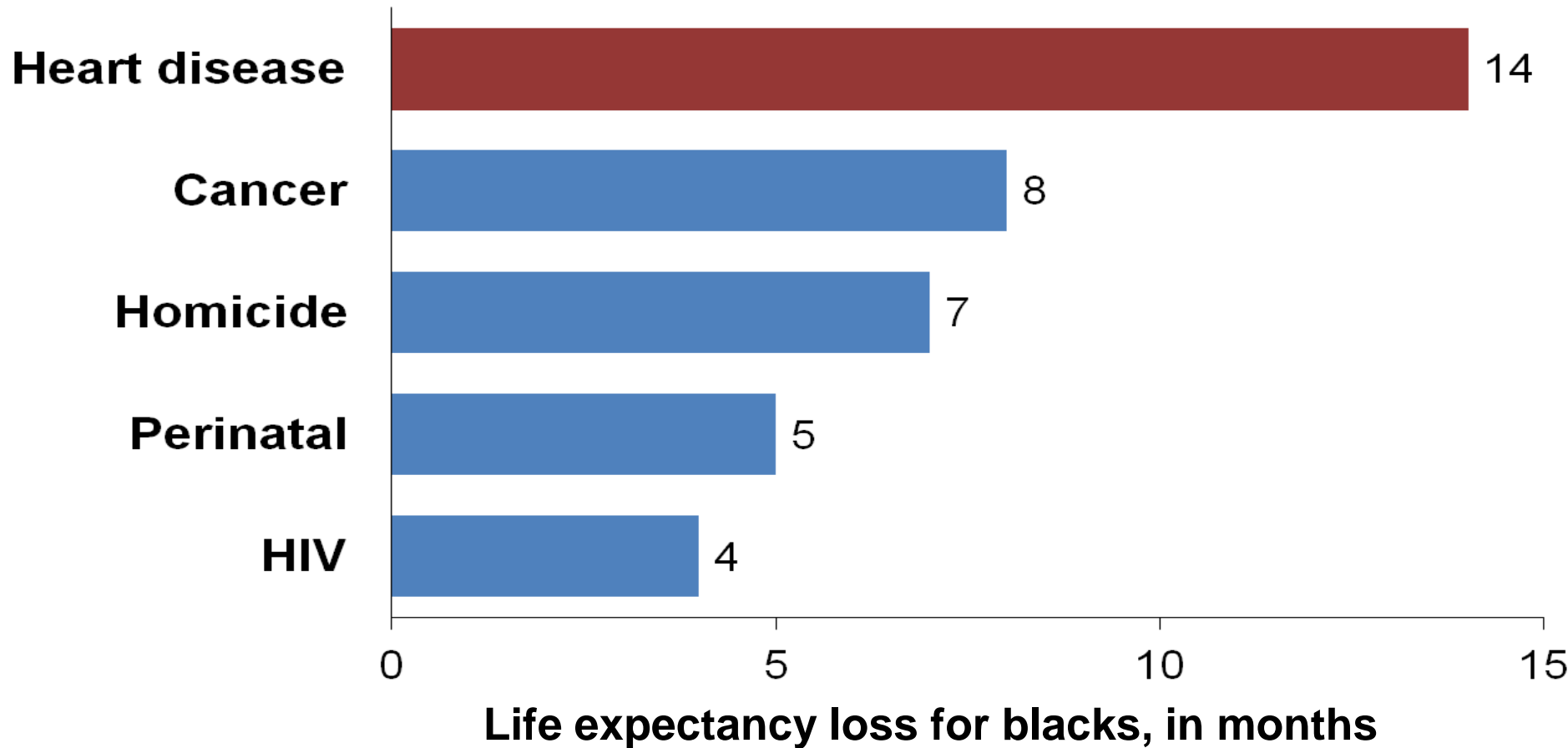


Heart Disease and Strokes are Leading Killers in the U.S.

- Cause 1 of every 3 deaths
- Over 2 million heart attacks and strokes each year
 - 800,000 deaths
 - Leading cause of preventable death in people < 65
 - \$444 B in health care costs, lost productivity
 - Treatment accounts for ~ \$1 of every \$6 spent
- Greatest expression of racial disparities in life expectancy



CVD Leading Cause of Shorter Life Expectancy Among African Americans



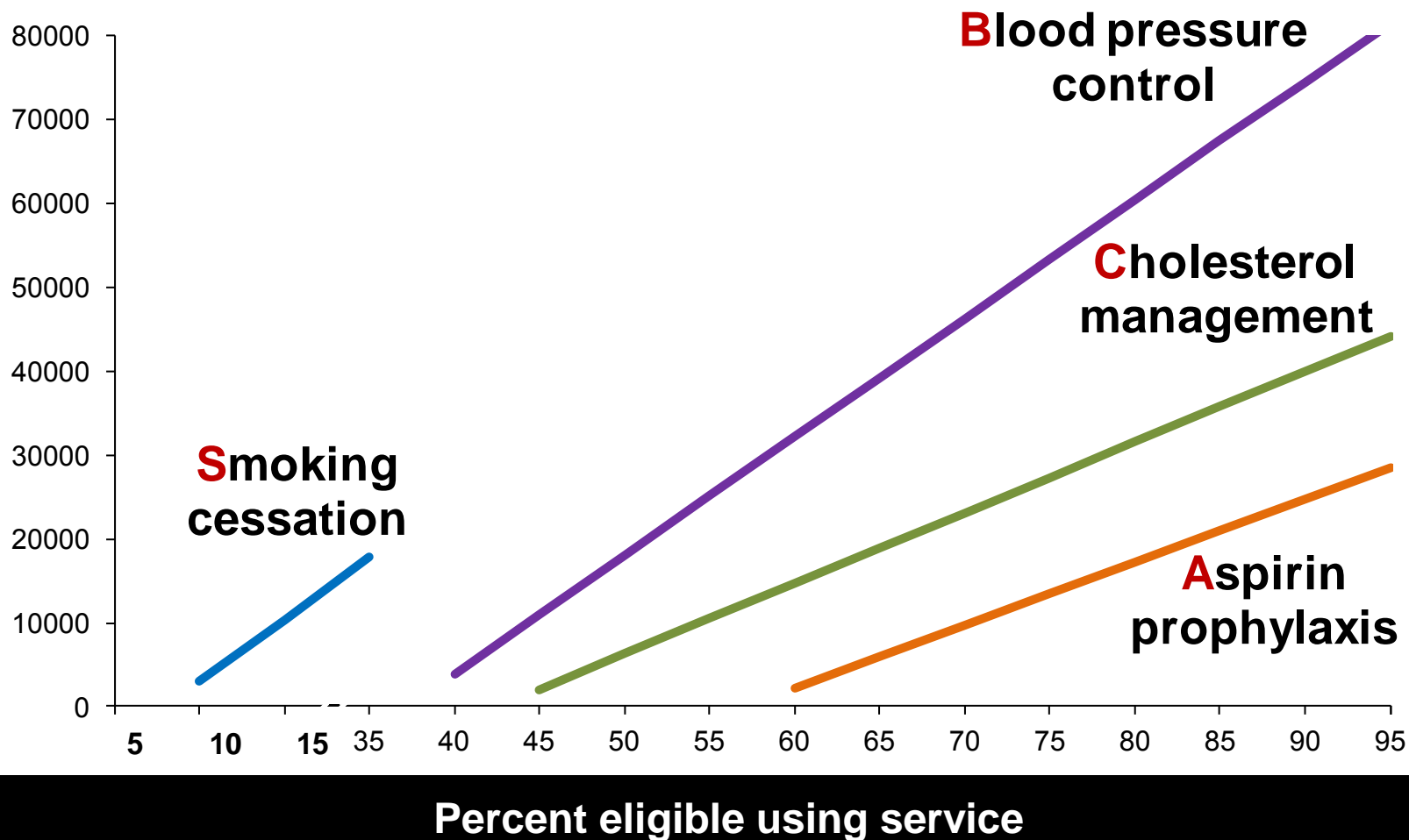
Status of the ABCS

A spirin	People at increased risk of cardiovascular disease who are taking aspirin	47%
B lood pressure	People with hypertension who have adequately controlled blood pressure	46%
C holesterol	People with high cholesterol who have adequately managed hyperlipidemia	33%
S moking	People trying to quit smoking who get help	23%

Source: *MMWR: Million Hearts: Strategies to Reduce the Prevalence of Leading Cardiovascular Disease Risk Factors --- United States, 2011, Early Release, Vol. 60*



Improved Cardiovascular Care Could Save 100,000 Lives/Year



Key Components of Million Hearts™

- **Community Prevention**
 - Reduce the number of people who need treatment
- **Clinical Prevention**
 - Optimize care for those who do



Community Prevention

Reducing the Number who Need Treatment

- Strengthen tobacco control and reduce smoking
 - Establish 100% smoke-free policies in worksites and public places
 - Expand access and affordability of cessation services
- Improve nutrition
 - Decrease sodium and artificial trans fat consumption
- Fund Community Transformation Grants



Clinical Prevention

Optimizing Care for Those who Need it

- Focus on the ABCS and align with incentives
- Fully deploy HIT to report and improve ABCS performance
- Innovate in Care Delivery to improve adherence and control of ABCS



Clinical Prevention

Focusing and incentivizing the ABCS

- Uniform, simplified set of ABCS measures
- Getting the ABCS into federal and state programs
 - Physician Quality Reporting System,
 - EHR meaningful use criteria
 - Community clinic measures
 - Guidelines from private sector organizations
 - Medicare Part D & MA/PD Plan Ratings
 - Quality Improvement Organization(s)
 - Community Transformation Grantee programs



Clinical Prevention

Information Technology

- HIT will enable clinicians to target interventions and support behavior change for clinician and patient
 - Registries
 - Point of care clinical decision support
 - Systematic assessment of cardiac risk
 - Use of recall reminders and order sets
 - Monitoring of medication adherence



Clinical Prevention

Innovations in Care Delivery

- Medical and Health Homes, Bundled Care, ACOs
 - Embedding and incentivizing the ABCS
- Mobilize the best change agents
 - Pharmacists, health coaches, lay workers, community orgs, nurses, clinical peer specialists
- Effective ABCS care practices through support, evaluation, and rapid dissemination of innovations
 - Team-delivered
 - Adherence-promoting
 - More continuous and patient-selected



Public and Private Sector Support

A list of Million Hearts™ public and private sector partners is featured on the [Million Hearts™ website](#)

The screenshot shows the Million Hearts website homepage. At the top left is the Million Hearts logo, a heart shape with the text 'Million Hearts™'. To the right of the logo is a navigation menu with links: 'The Initiative', 'About Heart Disease & Stroke', 'Be One in a Million Hearts™', 'Resources', 'Connected', and 'Events'. A search bar is also present with the placeholder text 'Enter Search Keyword'. Below the navigation is a large banner with a background image of a diverse group of people. On the left side of the banner, there is a red box with the text 'Help us prevent 1 million heart attacks and strokes over five years.' and a 'Get Started' button. In the center of the banner, it says '80,000,000 adults affected' and '1 in 3 people in the U.S. have some form of heart disease, which can include severe chest pain, heart attacks, heart failure, and stroke.' A 'Learn More' button is on the right. Below the banner, there are three columns of content. The first column is titled 'The Initiative' and describes the national initiative. The second column is titled 'Remember Your ABCS' and lists: A — Appropriate Aspirin Therapy, B — Blood Pressure Control, C — Cholesterol Management, S — Smoking Cessation. The third column is titled 'Join the Conversation' and includes social media links for Facebook, Twitter, and YouTube. At the bottom, there are sections for 'Resources' (Partner Tools, Watch the Videos) and 'News & Events' (Event: Air Pollution & CVD, 04/03/2012).

Home | Text Size: A A A

The Initiative About Heart Disease & Stroke Be One in a Million Hearts™ Resources Enter Search Keyword Connected Events

Help us prevent 1 million heart attacks and strokes over five years.

Share your commitment as:

Individual

Get Started

80,000,000 adults affected

1 in 3 people in the U.S. have some form of heart disease, which can include severe chest pain, heart attacks, heart failure, and stroke.

Learn More

The Initiative

Million Hearts™ is a national initiative to prevent 1 million heart attacks and strokes over five years. Million Hearts™ brings together communities, health systems, nonprofit organizations, federal agencies, and private-sector partners from across the country to fight heart disease and stroke.

Learn More

About Heart Disease & Stroke

Heart disease and stroke are an epidemic in the United States today. The good news is that many of the major risk factors for these conditions can be prevented and controlled.

Overview | Risk Factors | Prevention | Consequences & Costs

Resources

Partner Tools » Watch the Videos »

Remember Your ABCS

- A — Appropriate Aspirin Therapy
- B — Blood Pressure Control
- C — Cholesterol Management
- S — Smoking Cessation

Join the Conversation

- Facebook: Become a fan of Million Hearts™
- Twitter: Follow @MillionHeartsUS
- YouTube: Subscribe to CDCStreamingHealth

News & Events

Event: Air Pollution & CVD
04/03/2012

Medical System Messages

- **Clinicians**

- Emphasize power of prevention; create systems to get an “A” in the ABCS; use decision supports and registries to drive performance; deploy teams

- **Pharmacists**

- Monitor and influence refill patterns; team up; teach adherence!

- **Insurers**

- Measure and incentivize performance on the ABCS; collect and share data for quality improvement; empower consumers

- **Individuals**

- Know your numbers—and goals
- Take aspirin, if advised
- Get aggressive with BP and Cholesterol
- Cut sodium and trans-fats
- If you smoke, quit



Community Messages

- **Retailers and Employers**
 - Offer blood pressure monitoring and educational resources; focus on improving ABCS care in retail and worksite clinics
- **Government**
 - Support community and systems transformation to reduce tobacco use and improve nutrition, including smoke-free policies and food procurement standards; provide data for action; expand coverage for the uninsured
- **Foundations**
 - Support consumer and provider outreach and *activation*
- **Advocacy groups**
 - Monitor and demand progress toward goal and promote actions that prevent heart attacks and strokes



Million Hearts™ : Getting to Goal

Population metric	Baseline	2017 ¹	Clinical target ²
Aspirin for those at high risk	~50%	65%	~70%
Blood pressure control	~50%	65%	~70%
Cholesterol management	~33%	65%	~70%
Smoking prevalence	~20%	17%	—
Average sodium intake	3.5g/day	20% ↓	—
Average artificial trans fat intake	1% of calories/day	50% ↓	—

1 Population-wide indicators

2 Clinical systems

