

Community Based Cardiovascular Improvements: *Translating Knowledge into Outcomes*

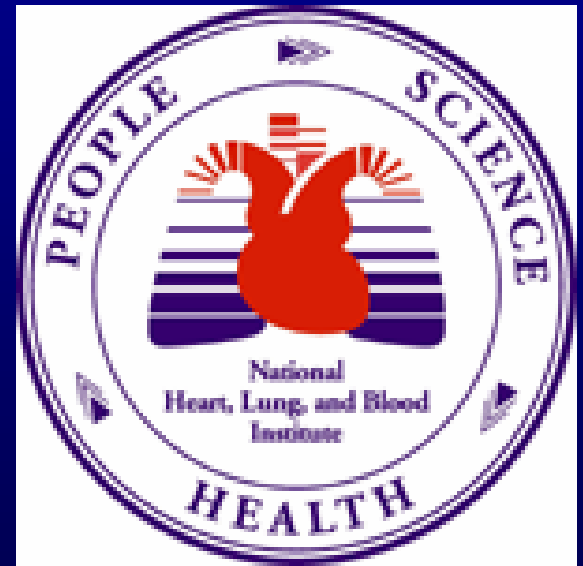
CARMEN– October, 2004

Richard J. Schuster, M.D., M.M.M.
Boonshoft Chair and Director
NHLBI EDUC Center of Excellence



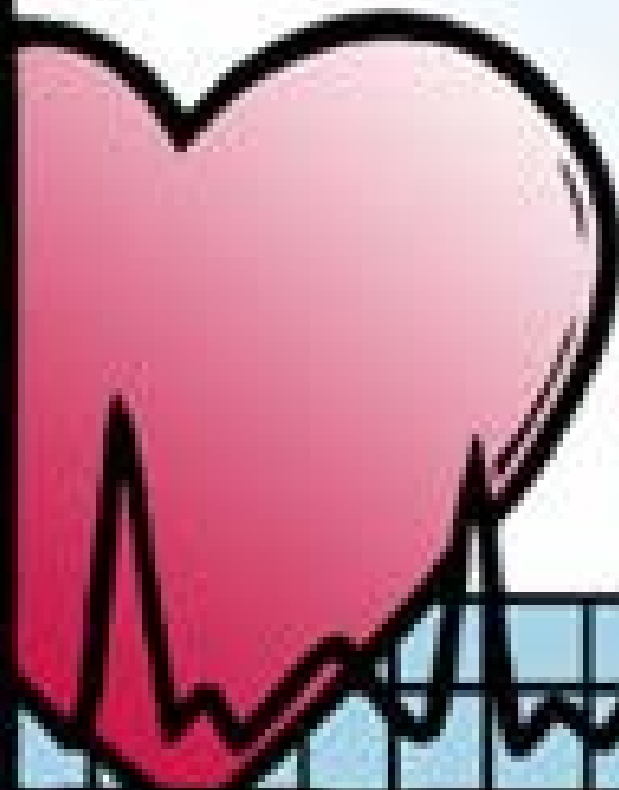
Enhanced Dissemination Utilization Center (EDUC)

- This project has been funded in whole or in part with federal funds from the National Heart, Lung, and Blood Institute, National Institutes of Health under contract number N01-HO-29235

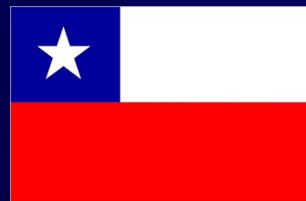


The
**WRIGHT
CHARTER**

*Cholesterol &
Hypertension
Awareness
Reduction
Treatment &
Education of
Risk factors*



CARMEN to Wright State



Why Focus on “Translation”

- We have failed!
 - Practitioner knowledge is good
 - Practitioner practice is poor
- How Poor? *
 - How many of your hypertensives do you believe are under control: 50 - 60%
 - How many of your hypertensives are actually under control: 25%

*Oliveria, et. al., Arch Intern Med. 2002 Feb 25;162(4):413-20.

Why Focus on “Translation”

- **We have failed!**
 - **We know what to do**
 - **The public receives mediocre care in the US**
- **How Poor?**
 - **Only 31% hypertensives in the US are under control ¹**
 - **Only 35% of people with high cholesterol know their condition ²**

¹ NHANES 1999-2000, Hajjar, JAMA, 2003, 290(22):199.

² NHANES 1999-2000, Ford, Circulation, 2003, 107(17):2185.

Physician Behavior Change

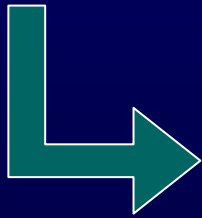
“Eisenberg’s Rules” ***

- Education [Grand Rounds]
- Administrative Changes [“Hassles”]
- Participation
- Financial Incentives
 - Rewards
 - Penalties
- Feedback

*** Nash, David, “Three Faces of Quality,” ACPE

Getting the Numbers Better

The Hawthorne Effect?



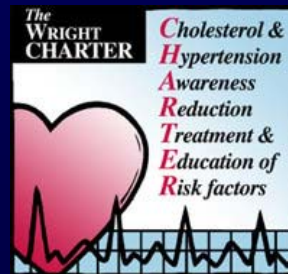
Getting the Numbers Better: *Beyond The Hawthorne Effect*

- **Show doctors their numbers**
- **Review Guidelines**
- **Give them expectations**
- **Show them the numbers again**

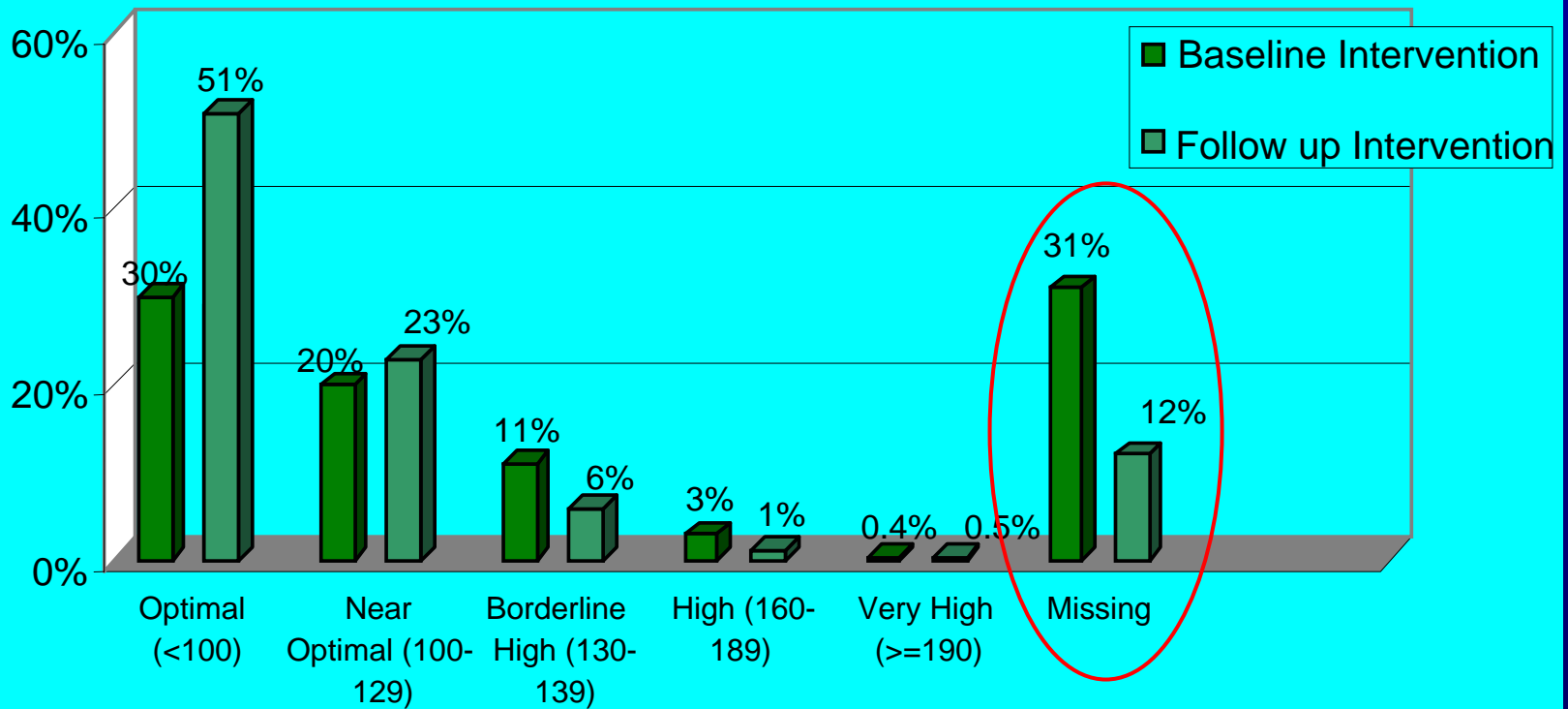


Cholesterol Management in Patients with Coronary Artery Disease Program

- **Target Population:** Coronary Artery Disease Patients
- **Program:** Physicians receive clinical outcomes
- **Program:** Patients receive
 - Personally signed letter from their physician giving them a target LDL cholesterol
 - NHLBI produced reading material
 - Wallet card to record their “metabolic syndrome” number
 - Follow-up phone call



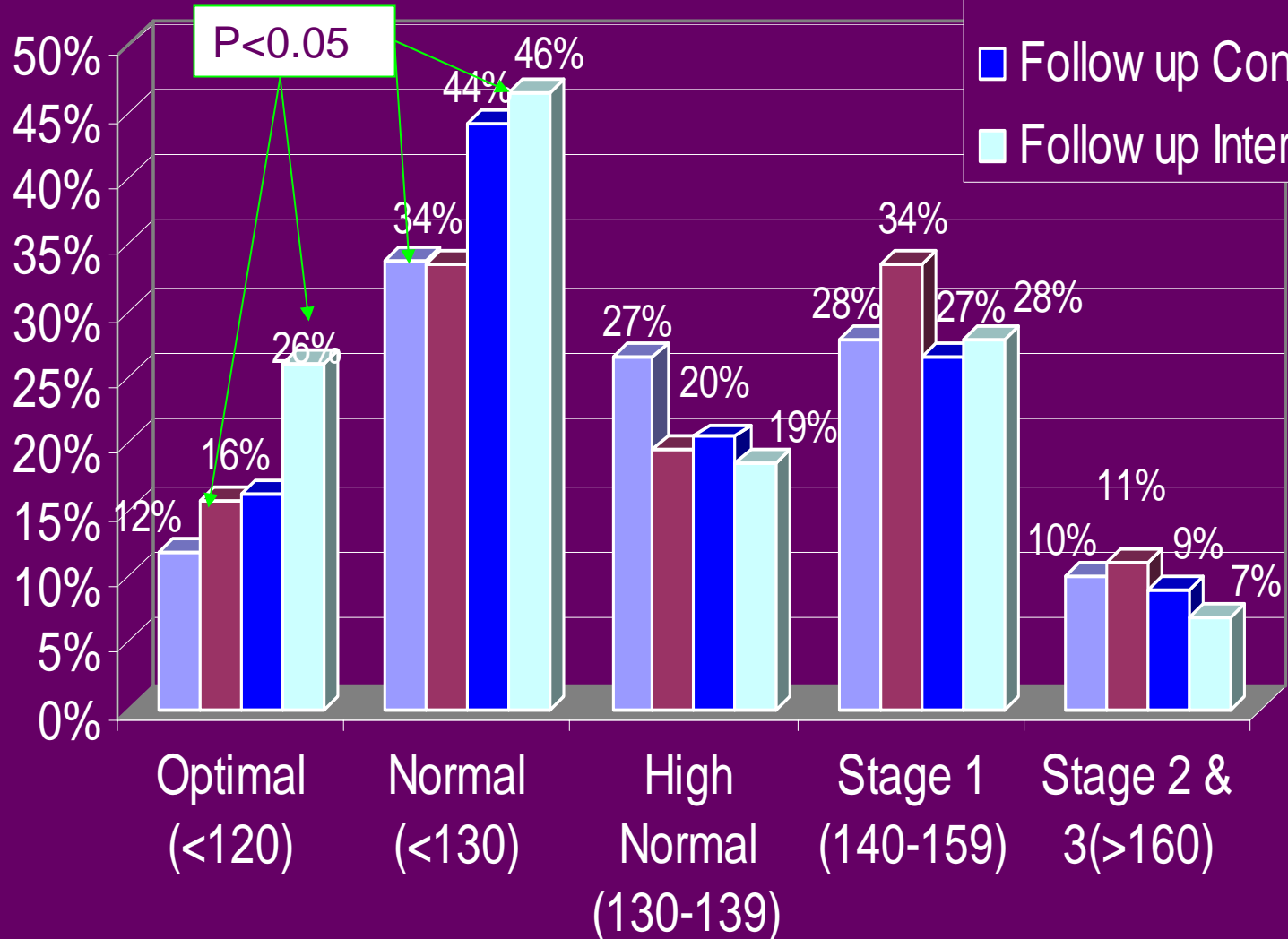
LDL Levels (ATP III Guidelines)



← Outcomes

105 Physician Primary Care Group

Systolic BP Levels (JNC VI)

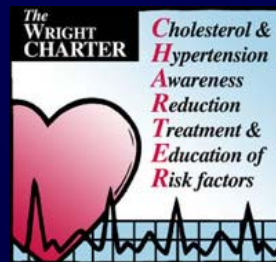


- Baseline Control
- Baseline Intervention
- Follow up Control
- Follow up Intervention

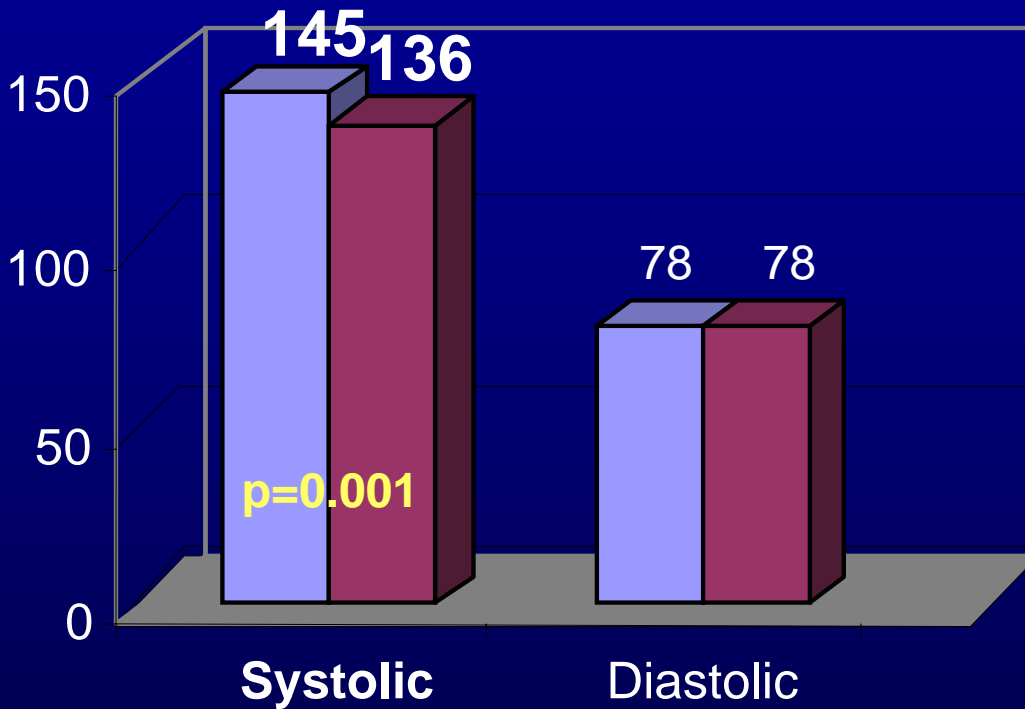
P < 0.05

Hypertension - Obesity Management Program

- **Target Population**: African American & Appalachian Populations
- **Program**:
 - Physicians receive feedback on their clinical performance
 - Physicians measure waist size as a “vital sign” during visits of hypertensive patients



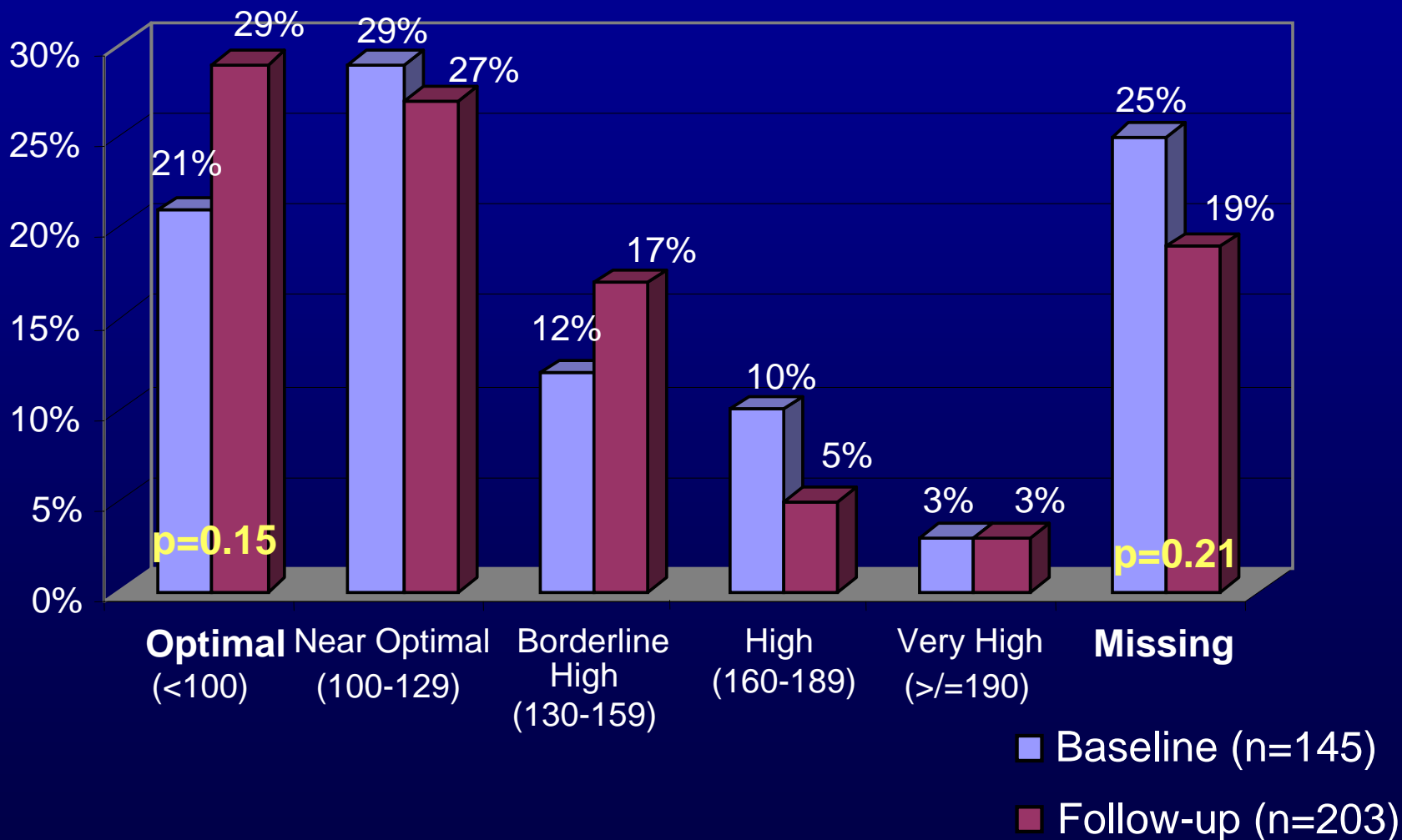
Mean Blood Pressure Levels at Baseline and at 1 Year Follow-up



Urban Health Centers

- Baseline (n=145)
- Follow-up (n=203)

LDL Levels Based on ATP III Guidelines



Mass Media: Social Marketing

Educate the Public

(Just Like the Drug Companies)

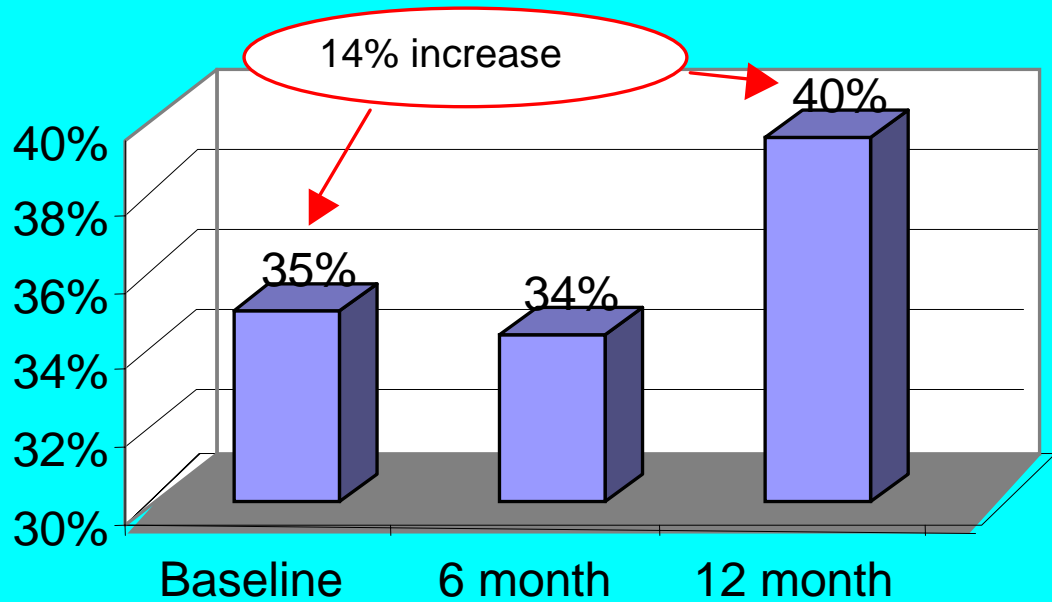


Know Your Numbers

- Project type: Mass Media Social Marketing Campaign
- Entering 4th Year
- \$600,000 Campaign
- Outcomes:
 - African American Middle-aged women - Early effect
 - Middle-aged women - Effect
 - General population – Late effect

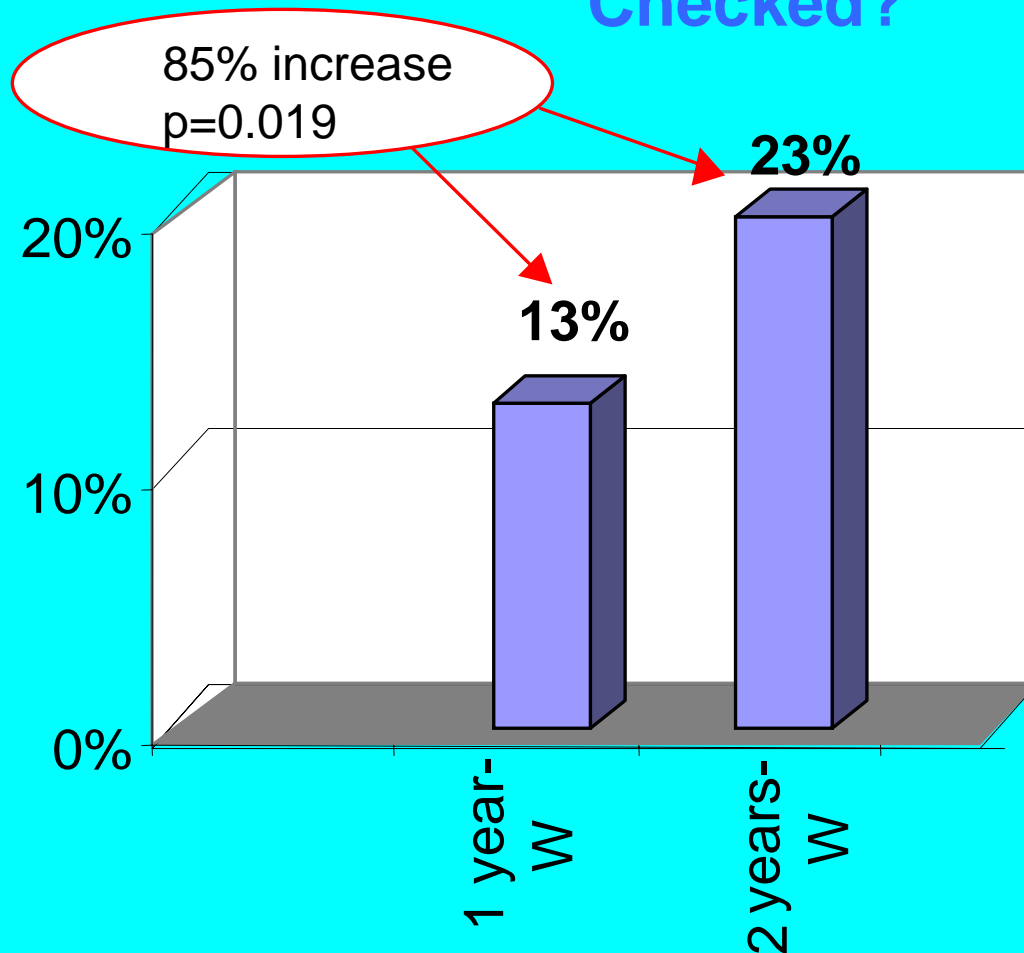


Do You Know Your Cholesterol Numbers?



14% increase in the number of women who know their cholesterol numbers.
 $p=.191$ between baseline and 12 month.

Did Seeing the KYN Commercial Prompt You to Have Your Blood Pressure or Cholesterol Checked?

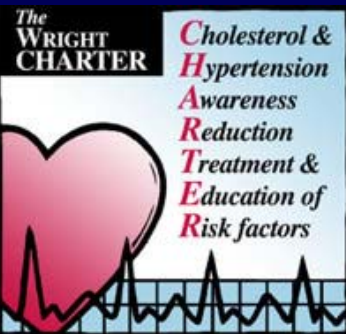


12,711 middle-aged women had either their cholesterol or BP checked in 2 years from the KYN campaign

Physician Obesity Awareness Program

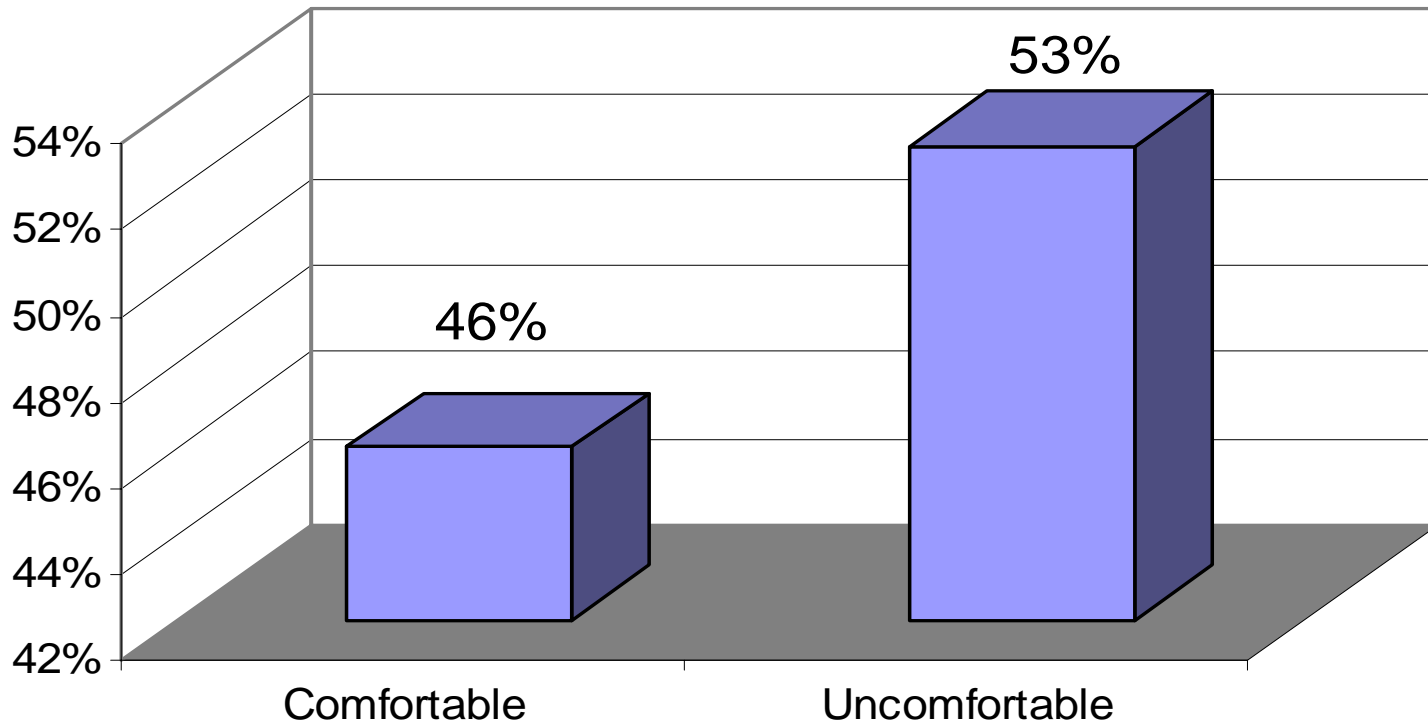
Program

- Physicians identify obesity as a CV risk factor
- Routinely record the recommendation to lose weight in the medical record using a sticker in the body of the medical record



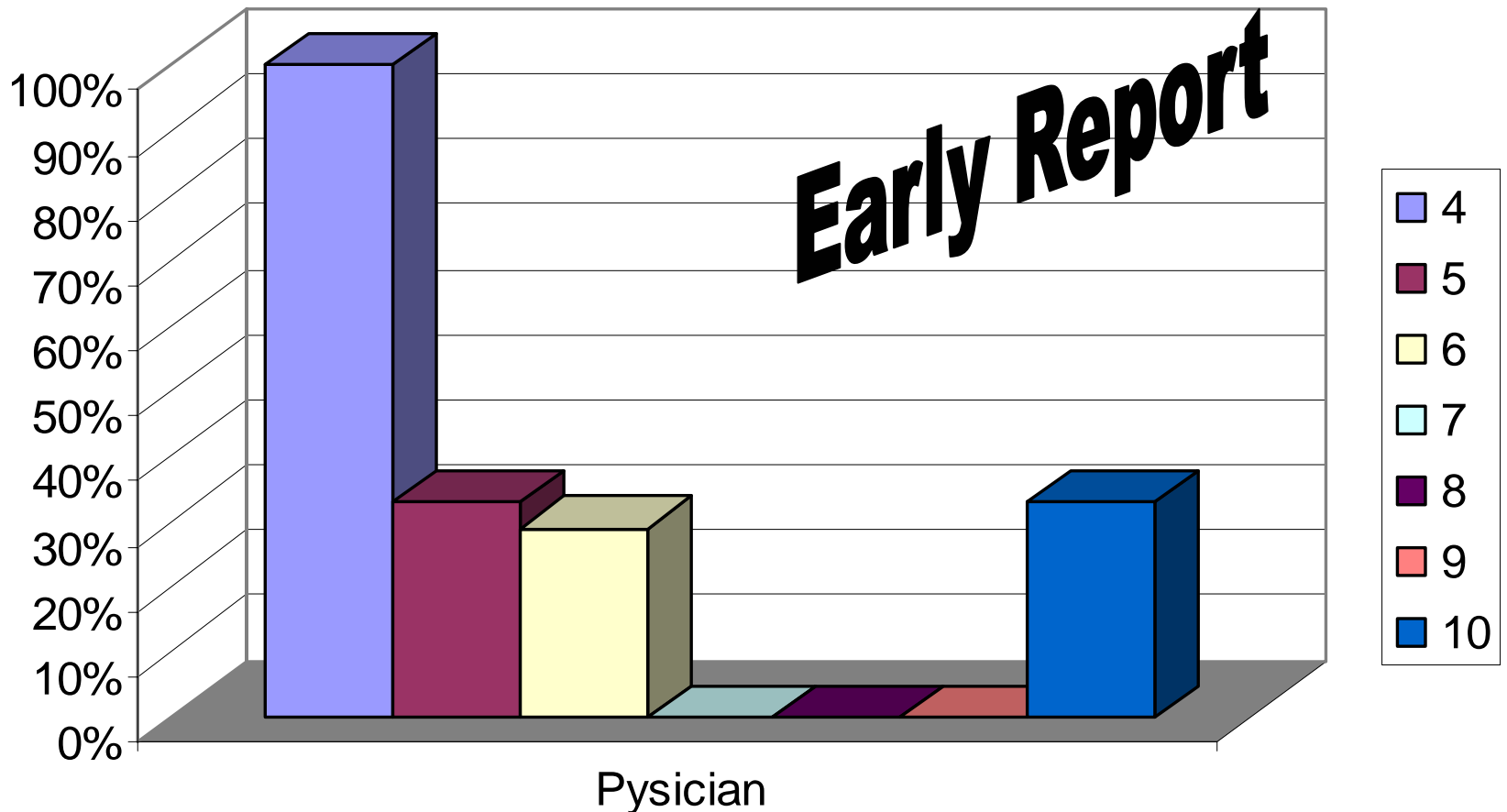
How Comfortable are Physicians in Discussing Obesity with their Patients ?

Are You Comfortable Talking About Obesity?



Have Physicians Responded?

Calculated Sticker Use in Obese Patients



Community Based Cardiovascular Improvements: *Translating Knowledge into Outcomes*

CARMEN– October, 2004

Richard J. Schuster, M.D., M.M.M.
Boonshoft Chair and Director
NHLBI EDUC Center of Excellence

