

MESSAGES FOR INSURERS

Your help is vital to the success of Million Hearts™:

- Million Hearts™ aligns with insurers' efforts to provide high-quality care, promote patient engagement, and incorporate best practices and quality improvement tools.
- America's health insurers may be the health care stakeholder best equipped to measure and incentivize performance on the ABCS, and to collect and share data for quality improvement.
- Many insurers are already leading outreach campaigns to help patients know their numbers, make better health choices, and reduce their risk for chronic disease.
- Million Hearts™ can help insurers deploy value-based insurance design or other incentives to support behavior change among patients with or at risk for heart attack and stroke.

Important actions you can take to advance Million Hearts™ include:

- **Increase awareness of heart disease and stroke and their risk factors** to empower your covered members to take control of their heart health:
 - Educate consumers about high blood pressure and cholesterol and what they can do to prevent or control these conditions.
 - Empower patients to ask what they can do to improve their care.
- **Align insurance plan health initiatives** and programs with Million Hearts™ goals. For example:
 - Implement incentive programs for members to reduce their heart disease risk through lower premiums, less cost sharing, and incentives for behavior change and self-management.
 - Support education programs, tobacco prevention incentives, wellness programs, and recognition programs.

- Leverage the power of health information technology to drive quality improvement through reminders, decision support, registries, and provider or health system feedback reports.
 - Collect and share data for quality improvement.
 - Integrate ABCS improvement with existing quality improvement efforts, practice redesign, value-based purchasing decisions, and benefits design.
 - Include coverage for community-based or on-site weight control programs for members at high risk of heart disease and stroke.
- **Pledge your organization's commitment and share success stories on the Million Hearts™ website: <http://millionhearts.hhs.gov>**