

MESSAGES FOR PHARMACIES & PHARMACISTS

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

Your help in engaging consumers, government, health care providers, professional pharmacy and pharmacist organizations, colleges of pharmacy and other groups at the regional, state, and local level is important to the success of Million Hearts™.

- With a pharmacy on average within two miles of every home in America, pharmacists are essential to Americans reaching their ABCS goals.
- Pharmacists are among the most accessible health care professionals. Offering patients a blood pressure screening and helping them understand their results is an important way to begin a conversation about the ABCS.
- Every pharmacist, regardless of practice setting, can help patients by monitoring refill patterns and teaching or coaching patients to improve medication adherence.
- Pharmacists teaming up to work with physicians, nurses, and other health professionals ensures a comprehensive approach to measuring and improving the ABCS.

Actions you can take to advance Million Hearts™ at the regional, state, and local levels include the following:

- **Provide visible and vocal support for Million Hearts™.** Pledge your organization's commitment on the Million Hearts™ website, and recruit at least 20 partners to do the same: <http://millionhearts.hhs.gov>
- **Align existing initiatives** and programs with Million Hearts™ goals. Examples include medication therapy management and education programs.
- **Convene partners, stakeholders and policy makers** for Million Hearts™ events such as the February 21 CDC Grand Rounds event broadcasted 1:00 – 2:00 PM EST. This session will be available for viewing live or archived at

<http://www.cdc.gov/about/grand-rounds/> and will feature CDC Director Tom Frieden, Million Hearts™ Executive Director, Janet Wright, CMS Chief Medical Officer Patrick Conway, and partner organizations and communities who are making the kinds of changes that promote cardiovascular health.

- Lead discussions following Grand Rounds or similar events with partners on how they can join the effort.
- **Share success stories** from communities on the Million Hearts™ website when available.
- **Build critical partnerships** with others in the community (Quality Improvement Organizations, American Heart Association Chapters, American College of Cardiology Chapters, public health chronic disease programs, Community Transformation Grant programs) around improving the ABCS.
- **Implement processes, systems, and structures** that improve surveillance and monitoring of customer medications (Monitor refill patterns for hypertension and cholesterol medications).
- **Help your customers** follow treatment instructions and improve medication adherence.
- **Educate your customers** about the most effective ways to control their risk factors for heart disease and stroke.
- **Provide access** to a free blood pressure monitoring device and encourage customers to use it.
- **Provide immediate help to people when blood pressure is high** (contacting providers).
- **Develop policies** to allow longer prescription refills for stable patients.
- **Encourage policies** that expand the use of generic medication when appropriate.

- **Integrate ABCS** into pharmacies' ongoing innovations for encouraging adherence.

Some of the existing investments in cardiovascular health that can be leveraged include:

- [Medication Therapy Management](#) for treatment of chronic diseases
- [Community Transformation Grants](#)
- [CMS Innovation Center Initiatives](#)
- [Medicare Quality Improvement Organization \(QIO\) Program](#) initiatives, including the Pharmacy Service Collaborative
- [Worksite wellness program](#) tax incentive programs and other employee wellness programs