



CDC Grand Rounds
Toolkit
February 21, 2012

Be one in a Million Hearts™



Dear colleagues:

Thank you for your interest in the CDC's Public Health Grand Rounds entitled **Preventing 1 Million Heart Attacks and Strokes by 2017: the Million Hearts Initiative**, which will be held on Tuesday, February 21, at 1 p.m. (EST).

This toolkit is designed to help you—and help you encourage others—to organize viewing parties to watch the Grand Rounds and spread the word about the Million Hearts™ initiative.

The kit includes a save-the-date card, email signature, press release for you to tailor to local media, partner email, sample tweets, and facilitator's questions to stimulate conversations after the Grand Rounds to help you continue to raise awareness about Million Hearts™. Suggested audiences include local public health and primary care associations, pharmacy and pharmacist partners, Medicaid contacts, Quality Improvement Organizations, academic and professional organizations, and others who you know have an interest in improving heart health.

Thank you for your ongoing commitment to Million Hearts™ in its goal to prevent 1 million heart attacks and strokes over the next 5 years, which will ultimately help Americans live longer, healthier, more productive lives.

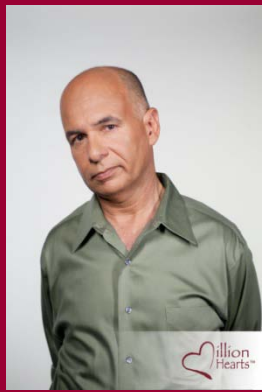
Sincerely,

Janet Wright, MD, FACC

Executive Director
Million Hearts™

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Million Hearts™

Preventing 1 million heart attacks
and strokes in 5 years

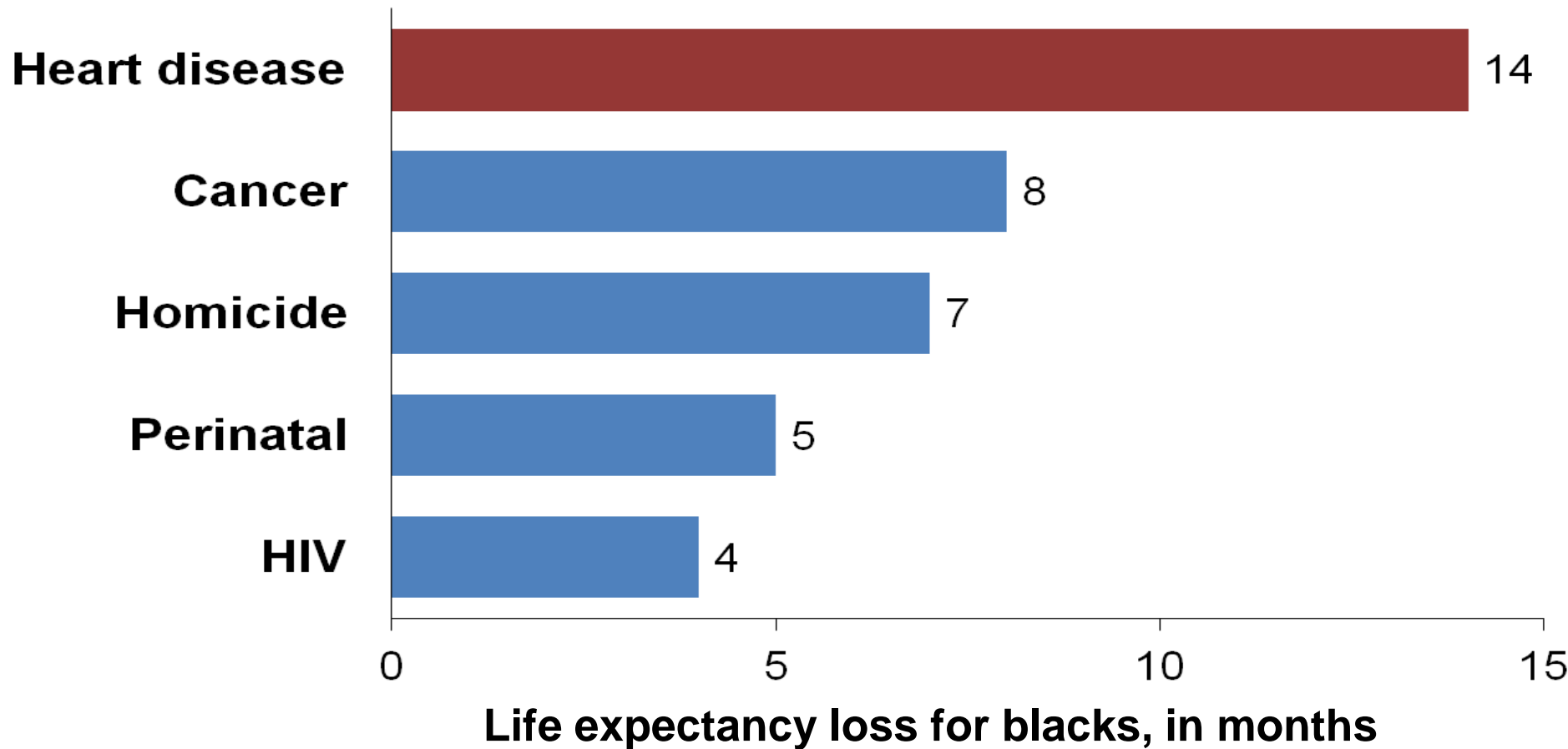


Heart Disease and Strokes are Leading Killers in the U.S.

- 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



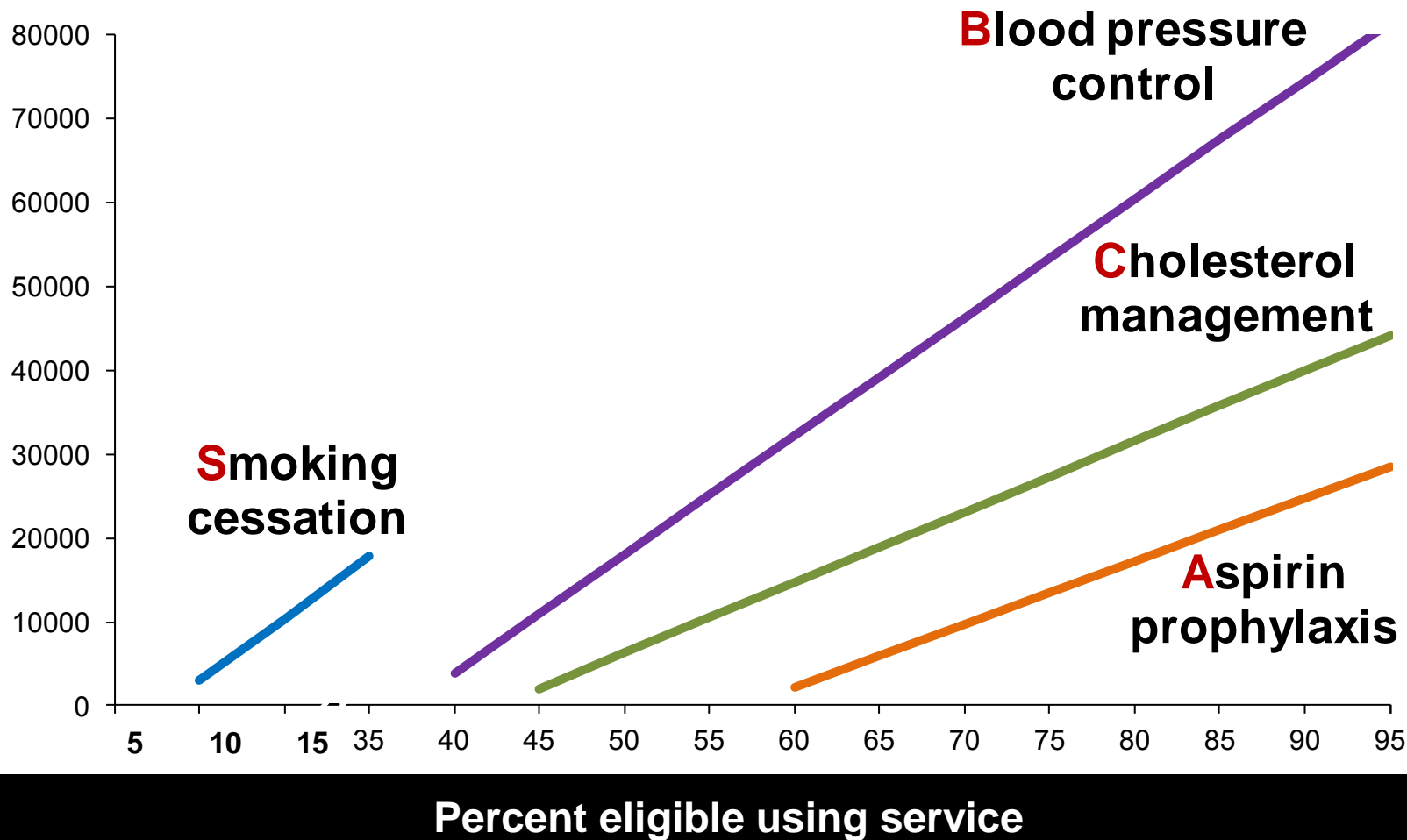
Status of the ABCS

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 located to the right of the navigation menu, with the placeholder text "Enter Search Keyword".

The main content area features a large red banner with the text: "Help us prevent 1 million heart attacks and strokes over five years. Share your commitment as: Individual [dropdown arrow] Get Started". To the right of this banner, a large statistic is displayed: "80,000,000 adults affected". Below this, it says "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 red arrow button labeled "Learn More" points to the right.

Below the banner, the page is divided into several sections:

- The Initiative**: A paragraph describing the national initiative to prevent 1 million heart attacks and strokes over five years, mentioning the involvement of communities, health systems, nonprofit organizations, federal agencies, and private-sector partners.
- About Heart Disease & Stroke**: A paragraph stating that heart disease and stroke are an epidemic in the United States today, but that many of the major risk factors can be prevented and controlled.
- Remember Your ABCS**: A list of four items: A — Appropriate Aspirin Therapy, B — Blood Pressure Control, C — Cholesterol Management, S — Smoking Cessation.
- Join the Conversation**: Three social media links: "Become a fan of Million Hearts™" (Facebook), "Follow @MillionHeartsUS" (Twitter), and "Subscribe to CDCStreamingHealth" (YouTube).
- Resources**: A section with a link "Partner Tools »" and "Watch the Videos »".
- News & Events**: A section with the text "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



TALKING POINTS

What is Million Hearts™?

- Aims to prevent 1 million heart attacks and strokes in the U.S. over the next five years.
- Aligns public and private partners from across the country to leverage a wide range of existing heart disease and stroke prevention programs, policies, and activities as well as create new programs.
- Improves health across communities and help Americans live longer, more productive lives.
- Launched in September 2011 by the Department of Health and Human Services (HHS); the Centers for Disease Control and Prevention (CDC) and Centers for Medicare & Medicaid Services (CMS) are the co-leaders of Million Hearts™.

MESSAGES FOR VOLUNTARY/COMMUNITY-BASED & MEMBER ORGANIZATIONS AND ADVOCACY GROUPS

Million Hearts™ is a public-private initiative led by CDC and CMS to prevent 1 million heart attacks and strokes in the U.S. over the next five years by focusing the nation on evidence-based **community and clinical prevention** actions. Heart disease and stroke are two of the leading causes of death in the United States, making cardiovascular disease responsible for one of every three deaths in the country. Together, heart disease and stroke are among the most widespread and costly health problems facing the nation, accounting for \$444 billion in health care expenditures and lost productivity in 2010 alone.

Million Hearts™ priorities include:

- **Empowering Americans to make healthier choices** by preventing tobacco use and limiting sodium and trans fat consumption. This can reduce the number of people who need medical treatment such as blood pressure or cholesterol medications to prevent heart attacks and strokes.
- **Improving care** for people who do need treatment by encouraging a targeted focus on the “**ABCS**” –**A**spirin for people at risk, **B**lood pressure control, **C**holesterol management and **S**moking cessation – which address the major risk factors for cardiovascular disease and can help to prevent heart attacks and strokes.

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

Your help in engaging government, health care providers, consumers, and other groups at the regional, state and local level is vital to the success of Million Hearts™.

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

- **Drive awareness of the initiative:**
 - Conduct presentations and host partner recruitment events with existing coalitions, leadership groups, advisory groups or committee meetings; push out earned media; share success stories; pledge your organization's commitment on the Million Hearts™ website <http://millionhearts.hhs.gov>, and recruit at least 20 partners to do the same.
 - One opportunity is Million Hearts™ events such as the February 21 CDC Grand Rounds 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.

- **Align existing initiatives** and programs with Million Hearts™ goals.

- **Provide policy support** for related Million Hearts™ priorities, including draft sample policies (e.g. eliminating co-pays for blood pressure and smoking cessation medications, capturing the ABCS in all electronic health records, measuring ABCS in all health systems, and reporting on smoke-free and sodium reduction policies annually).

- **Share success stories** on the Million Hearts™ website when available.

- **Disseminate** consumer and provider education related to the ABCS and community prevention.

- **Monitor** whether progress is being made in your community.

MESSAGES FOR EMPLOYERS

Million Hearts™ is a public-private initiative led by CDC and CMS to prevent 1 million heart attacks and strokes in the U.S. over the next five years by focusing the nation on evidence-based **community and clinical prevention** actions. Heart disease and stroke are two of the leading causes of death and disability in the United States, making cardiovascular disease responsible for one of every three deaths in the country. Together, heart disease and stroke are among the most widespread and costly health problems facing the nation, accounting for \$444 billion in health care expenditures and lost productivity in 2010 alone.

Employees at risk for heart disease and stroke can increase the cost of doing business through increased absenteeism, workers' compensation, health benefits, and lost productivity. In 2002, employers paid an average of \$18,618 per employee for all costs related to health and lost productivity. Four of the top ten most expensive health conditions to U.S. employers—high blood pressure, heart attacks, diabetes, and angina pectoris (chest pain)—are related to heart disease and stroke.

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

- Many of the risk factors for heart disease and stroke are preventable and can be controlled. Strategies related to worksite wellness can lead to cost savings for employers as well as improved health outcomes for employees.

- A review of 42 studies found that worksite health promotion programs can lead to more than 25% reductions in absenteeism, health care costs, and disability/workers' compensation costs.
- A comprehensive worksite health promotion program addressing multiple factors has proven to be the most effective approach to support healthy lifestyles and prevent heart disease and stroke. However, in 2004, only 6.9% of employers offered a comprehensive worksite health promotion program.

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

- **Align existing employee health initiatives and programs with Million Hearts™ goals.** Examples include education programs, tobacco prevention, worksite wellness programs, and employee or community recognition programs.
- **Pledge your organization's commitment and share success stories on the Million Hearts™ website:** <http://millionhearts.hhs.gov>
- **Educate employees.** Educate employees about the importance of healthful living and the risk factors for heart disease and stroke to empower your employees to take control of their heart health.
- **Create healthy workplaces.** Promote heart health through workplace wellness programs. For example, promote smoke-free air worksite policies, quit lines, and other tobacco prevention policies in your workplace and community. Support policies for healthier food options and reducing sodium and eliminating trans fats in food (e.g., menu-labeling requirements in chain restaurants and employee cafeterias, procurement policies). Check the following CDC website: <http://www.cdc.gov/workplacehealthpromotion>. CDC's Successful Business Strategies to Prevent Heart Disease and Stroke Toolkit is available at http://www.cdc.gov/dhdsp/pubs/employers_toolkit.htm. This Toolkit provides information, materials, tools and resources that employers can use in developing comprehensive heart disease and stroke worksite programs and preventive services.

- **Improve coverage of clinical preventive services.** Include recommended coverage for preventive services, e.g., aspirin, blood pressure and cholesterol screening, treatment, and control, tobacco cessation, healthy eating as a component of employee benefits package.
<http://www.businessgrouphealth.org/benefitsttopics/topics/purchasers/fullguide.pdf>
- **Offer incentives to employees.** Incentives to motivate employees to participate in health promotion programs are a key to the success of these programs. Incentives could include gift cards, lower health insurance premiums, tuition reimbursement, giveaways such as pedometers, discounts to a workout facility, subsidizing community-based or on-site weight control programs, developing recognition programs for staff adopting healthful eating habits, offering monetary incentives for employees who complete health risk assessments and comply with prevention and treatment measures. [Worksite wellness program](#) information available at the CDC website may be helpful.
- **Support the work of the Community Transformation Grants in your community.** The [Community Transformation Grants](#) program is creating community-level environmental and system changes to reduce chronic diseases.

MESSAGES FOR PHYSICIANS & OTHER PROVIDERS

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

Physicians, other healthcare providers, and health systems are vital to prevent heart attacks and strokes.

Actions you can take include the following:

- **Focus on the “ABCS”** with your patients:
 - Prioritize control of high blood pressure and cholesterol. Help your patients follow treatment instructions and IMPROVE medication adherence.

- Ask your patients about their smoking habits and provide smoking cessation counseling and tools for smokers.
- Prescribe appropriate aspirin therapy for those who would benefit.
- **Track and improve “ABCS” performance** through health information technology and quality improvement:
 - Report on the ABCS-related Cardiovascular Prevention Measures Group in the CMS [Physician Quality Reporting System](#).
 - Use health information technology, such as electronic health records with clinical decision support tools and a patient registry, to improve the delivery of care for the ABCS in patients and populations/panels. For example, use electronic health record registry functionality regularly to detect those with uncontrolled hypertension or cholesterol and recall them for follow-up.
 - Align provider education and quality improvement initiatives to focus on and improve the ABCS.
 - Recognize and reward health care providers who address and promote the ABCS in their patients.
 - Connect with other clinicians in your community in a learning and action network aimed at improving ABCS in your patients.
- **Support team-based approaches** to care to improve coordination and quality of care for patients.
- **Implement innovative care models** (patient-centered medical homes, Accountable Care Organizations) that include a focus on the ABCS.
- **Connect at-risk patients with community resources** for self-management, diabetes education, and other community resources to address barriers to adherence.
- **Decrease health disparities** – use culturally appropriate education materials, patient navigators, community health workers to address barriers to care.
- **Educate your patients** about the most effective ways to control their risk factors for heart disease and stroke.

- **Promote heart-healthy habits** to your patients, such as regular physical activity and a diet rich in fresh fruits and vegetables.
- **Reduce out-of-pocket costs** for smoking cessation, blood pressure and cholesterol medications and services.

In addition to improving heart disease and stroke prevention with your patients, health systems and health care providers can:

- **Drive awareness of the initiative.** Include Million Hearts™ messages in newsletters, “shared story” op-eds in intrapersonal publications, pledge your organization’s commitment on the Million Hearts™ website, and recruit at least 20 patients and partners to do the same. <http://millionhearts.hhs.gov>
- **Convene partners,** stakeholders and policy makers for Million Hearts™ events such as the February 21 Grand Rounds, 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 Dr. Tom Frieden and Million Hearts™ Executive Director Dr. Janet Wright as well as key leadership from CMS and prominent partner organizations. Lead discussions following this or similar events with partners on how they can join the effort.
- **Share success stories** on the Million Hearts™ website when available.

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

- [Physician Quality Reporting System](#)
- [Community Transformation Grants](#)
- [Medicare & Medicaid Electronic Health Records Incentive Programs](#)
- [HITECH Act programs](#) (health information resources, health information exchanges, regional extension centers, Beacons)
- [Patient Centered Medical Home Initiatives](#)
- [Medicare Shared Savings Programs \(Accountable Care Organizations\)](#)

- [CMS Innovation Center Initiatives](#)
- Health Resources and Services Administration (HRSA) and CMS [Federally Qualified Health Center \(FQHC\) Advanced Primary Care Project and other FQHC programs](#)
- [Medicare Quality Improvement Organization \(QIO\) Program](#) initiatives, including [cardiac care learning and action networks](#) and support for provider participation in the Physician Quality Reporting System
- [Partnership for Patients](#) programs that address cardiovascular health transitions of care and patient self-management

MESSAGES FOR INSURERS

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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>

MESSAGES FOR PHARMACIES & PHARMACISTS

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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

MESSAGES FOR STATE HEALTH OFFICIALS

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

Your help in engaging government, health care providers, consumers, and other groups at the regional, state and local level is vital to the success of Million Hearts™.

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

- **Drive awareness of the initiative.** Conduct presentations and host partner recruitment events with existing coalitions, leadership groups, advisory groups or committee meetings; push out earned media; share success

stories; 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 education programs, tobacco prevention, worksite wellness/business programs, prevention collaboratives, health information exchanges, Beacons, Regional Extension Centers, provider or community recognition programs, clinical innovation programs and medication therapy management programs.
- **Convene partners, stakeholders and policy makers** for Million Hearts™ events such as the February 21 CDC Grand Rounds 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.

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

- [Community Transformation Grants](#)
- [HITECH Act programs](#)
- [CMS Innovation Center Initiatives](#)
- Health Resources and Services Administration (HRSA) and CMS [Federally Qualified Health Center \(FQHC\) Advanced Primary Care Project and other FQHC programs](#)
- [Medicare Quality Improvement Organization \(QIO\) Program](#) initiatives, including [cardiac care learning and action networks](#) and support for provider participation in the Physician Quality Reporting System
- [Worksite wellness program](#) tax incentive programs and other employee

wellness programs

- [Partnership for Patients](#) programs that address cardiovascular health transitions of care and patient self-management

MESSAGES FOR FOOD SUPPLY RETAILERS

Million Hearts™ is a public-private initiative led by CDC and CMS to prevent 1 million heart attacks and strokes in the U.S. over the next five years by focusing the nation on evidence-based **community and clinical prevention** actions. Heart disease and stroke are two of the leading causes of death in the United States, making cardiovascular disease responsible for one of every three deaths in the country. Together, heart disease and stroke are among the most widespread and costly health problems facing the nation, accounting for \$444 billion in health care expenditures and lost productivity in 2010 alone.

Million Hearts™ priorities include:

- **Empowering Americans to make healthier choices** by preventing tobacco use and limiting sodium and trans fat consumption. This can reduce the number of people who need medical treatment such as blood pressure or cholesterol medications to prevent heart attacks and strokes.
- **Improving care** for people who do need treatment by encouraging a targeted focus on the “**ABCS**” –**A**spirin for people at risk, **B**lood pressure control, **C**holesterol management and **S**moking cessation – which address the major risk factors for cardiovascular disease and can help to prevent heart attacks and strokes.

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

Food retailers play a large role in fostering health in people and communities. Your engagement is vital to the success of Million Hearts™.

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

- **Support efforts to reduce sodium and trans fat** in the food supply, including food served or available in the retail setting and workplace.

- **Increase awareness of heart disease** and stroke and their risk factors to empower your community to take control of their heart health. Pledge your organization's commitment on the Million Hearts™ website, and recruit at least 20 partners to do the same. <http://millionhearts.hhs.gov>
- **Create healthy workplaces** by including recommended coverage for high blood pressure and cholesterol in employee benefits packages and workplace policies that encourage healthy behaviors.
- **Align existing initiatives** and programs with Million Hearts™ goals. Examples include health education campaigns and programs, provider or community recognition programs.
- **Provide access** to free blood pressure measurement and encourage its use with customers.
- **Offer educational resources** to consumers.
- **Prominently feature at checkout lanes, in produce areas, and on shelves,** store-branded information that aligns with Million Hearts™ messages about the importance of controlling the ABCS, reducing sodium and trans fat in foods, and being physically active on most days of the week.
- **Empower your community** by supporting activities that help people access high-quality health care, manage their conditions effectively, get active, eat healthy, and stay smoke-free.
- **Retail associations can:**
 - Align policy priorities with Million Hearts™.
 - Incorporate ABCS into National Business Group on Health priority programs, e.g., Best Employer Awards, Solutions, and other programs for value-based insurance, pay-for-performance, and medication adherence.
 - Prioritize ABCS in their communication with healthcare and business partners.



Be one in a MILLION HEARTS™

Preventing 1 million heart attacks and strokes over 5 years



Cardiovascular Disease in the U.S.

Cardiovascular disease, a broad term for all diseases that affect the heart or blood vessels, includes heart attack and stroke as well as conditions such as high blood pressure, coronary artery disease, and aortic aneurism.

- Together, heart disease and stroke are among the most widespread and costly health problems facing the nation today, accounting for more than \$444 billion in health care expenditures and lost productivity in 2010 alone.
- Many major risk factors—including blood pressure, cholesterol, smoking, and obesity—are controllable, and there are many important ways to lower risk of cardiovascular disease.

About

Million Hearts™ is a national initiative to prevent 1 million heart attacks and strokes in the U.S. over the next 5 years. Launched by the Department of Health and Human Services (HHS) in September 2011, it aligns existing efforts, as well as creates new programs, to improve health across communities and help Americans live longer, more productive lives. The Centers for Disease Control and Prevention (CDC) and Centers for Medicare & Medicaid Services (CMS), co-leaders of Million Hearts™ within HHS, are working alongside other federal agencies and private-sector organizations to make a long-lasting impact against cardiovascular disease.

The Issue

Heart disease and stroke are the first and fourth leading causes of death in the United States, making cardiovascular disease responsible for 1 of every 3 deaths in the country. Americans suffer more than 2 million heart attacks and strokes each year, and everyday, 2,200 people die from cardiovascular disease. Further, heart disease and stroke are among the leading causes of disability in our country, with more than 3 million people reporting serious illness and decreased quality of life.

Our Goals

Preventing 1 million heart attacks and strokes by 2017:

- **Empowering Americans to make healthy choices** such as preventing tobacco use and reducing sodium and trans fat consumption. This can help reduce the number of people who need medical treatment such as blood pressure or cholesterol medications to prevent heart attacks and strokes.
- **Improving care** for people who do need treatment by encouraging a targeted focus on the “**ABCS**”—**A**spirin for people at risk, **B**lood pressure

control, **C**holesterol management and **S**moking cessation—which address the major risk factors for cardiovascular disease and can help to prevent heart attacks and strokes.

Our Support

Million Hearts™ is a public-private initiative that involves multiple federal agencies and key private organizations. Collectively, these partnerships will help Million Hearts™ leverage and further existing investments in cardiovascular disease prevention.

Examples of Million Hearts™ activities will include:

- Educational campaigns to increase awareness about heart disease prevention and empower patients to take control of their heart health.
- Use of health information technology and quality improvement initiatives to standardize and improve the delivery of care for high blood pressure and high cholesterol.
- Community efforts to promote smoke-free air policies and reduce sodium in the food supply.

How To Be One in a Million Hearts™ Partner

To strengthen existing support for the initiative, HHS is seeking commitments and participation from many more organizations to target improvements in both clinical preventive practice and community prevention. We all have a role to play in achieving the Million Hearts™ goal.

First, sign the pledge at <http://millionhearts.hhs.gov>. Second, find yourself in the table below and start to take these steps to help us save a million hearts.

Pharmacies and Pharmacists	<ul style="list-style-type: none"> • Monitor refill patterns for hypertension and cholesterol medications • Discuss medications with patients, and actively engage in counseling to improve medication adherence • Offer blood pressure monitoring and educational resources to consumers
Physicians and Healthcare Providers	<ul style="list-style-type: none"> • Measure your performance on the ABCS • Use Health IT to provide clinical decision support, registries, and patient reminders to encourage proper use of meds, blood pressure and cholesterol monitoring, and healthy nutrition and physical activity habits • Develop team skills in med adherence and behavior change • Focus on the ABCS with patients and their families • Emphasize the power of controlling high blood pressure and managing cholesterol to prevent heart attack and stroke • Ask about smoking habits; offer counseling and tools to help smokers quit • Prescribe aspirin for those who would benefit and confirm at each visit that your patients remain on it
Retailers	<ul style="list-style-type: none"> • Offer blood pressure monitoring and educational resources to consumers • Post ABCS in retail clinics • Link medical data to consumer prompts at points of purchase
Healthcare Delivery	<ul style="list-style-type: none"> • Support active dialogue between clinicians and patients about appropriate use of aspirin therapy, blood pressure control, and cholesterol management • Use health IT to drive quality improvement through reminders, decision support and registries
Insurers	<ul style="list-style-type: none"> • Rework new models of care to pay for cholesterol and high blood pressure medications • Collect and share data for quality improvement • Improve public awareness through education
Government	<ul style="list-style-type: none"> • Educate the public and policymakers • Support community transformation through grants • Expand coverage for the uninsured • Deliver model preventive health services through community health centers • Test new models of care and payment • Strengthen effective care of the ABCS
Advocacy Groups	<ul style="list-style-type: none"> • Monitor whether progress is being made and sustained • Drive awareness of and support for Million Hearts™ and its goal
Foundations	<ul style="list-style-type: none"> • Support consumer and provider outreach and education • Offer project-based resources • Convene partner coalitions
Faith Groups and Communities	<ul style="list-style-type: none"> • Start a conversation about the importance of heart health and preventing heart disease and stroke • Provide Million Hearts™ tools and other resources to congregations and community members • Build a network to support and monitor individuals' success in achieving the ABCS
The Public	<ul style="list-style-type: none"> • Talk to your doctor/pharmacist if you have questions or concerns about your medications, and follow their instructions

Among the growing number of partners are the following:

Agency for Healthcare Research and Quality • Alliance for Patient Medication Safety • American Association of Colleges of Pharmacy • American College of Cardiology • America's Health Insurance Plans - including Aetna, Cigna, WellPoint • American Heart Association • American Medical Association • American Nurses Association • American Pharmacists Association • American Pharmacists Association Foundation • Association of Black Cardiologists • Centers for Disease Control and Prevention (co-leading agency) • Centers for Medicare & Medicaid Services (co-leading agency) • Health Resources and Services Administration • HHS Office of the Secretary • Indian Health Service • Kaiser Permanente • National Alliance of State Pharmacy Associations • National Committee of Quality Assurance • National Community Pharmacists Association • National Consumers League • National Institutes of Health • Office of the National Coordinator for Health IT • Substance Abuse and Mental Health Services Administration • UnitedHealthcare • YMCA • Walgreens

Stay connected



facebook.com/millionhearts



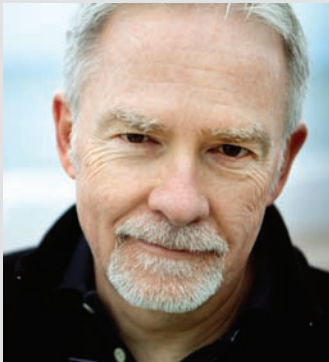
twitter.com/@millionheartsus





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Our Goals

Preventing 1 million heart attacks and strokes by 2017:

- **Empowering Americans to make healthy choices** such as preventing tobacco use and reducing sodium and trans fat consumption. This can help reduce the number of people who need medical treatment such as blood pressure or cholesterol medications to prevent heart attacks and strokes.

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Our Support

Million Hearts™ is a public-private initiative that involves multiple federal agencies and key private organizations, including the American Heart Association, the American Pharmacists' Association, the YMCA, Walgreens, and UnitedHealthCare, among others. Over the course of its 5-year lifetime, Million Hearts™ hopes to secure commitment and participation from many more partners in health care, public health, industry, and government.

Collectively, these partnerships will help Million Hearts™ leverage and advance existing investments in cardiovascular disease prevention.



Examples of Million Hearts™ activities:

- Educational campaigns to increase awareness about heart disease prevention and empower patients to take control of their heart health.
- Use of health information technology and quality improvement initiatives to standardize and improve the delivery of care for high blood pressure and high cholesterol.
- Community efforts to promote smoke-free air policies and reduce sodium in the food supply.



Benchmarks for Success

Indicator	Baseline	2017 goal
Aspirin use for people at high risk	47%	65%
Blood pressure control	46%	65%
Effective treatment of high cholesterol (LDL-C)	33%	65%
Smoking prevalence	19%	17%
Sodium intake (average)	3.5g/day	20% reduction
Artificial trans fat consumption (average)	1% of calories/day	50% reduction

How To Be One in a Million Hearts™

Preventing 1 million heart attacks and strokes in the next 5 years will require commitment from everyone—health care providers, pharmacies, hospitals, employers, communities, and individuals too. There are steps that each person can take to help the nation reach this goal. Million Hearts™ is asking Americans to sign the Million Hearts™ pledge at millionhearts.hhs.gov and make a commitment to:

- **PREVENT** heart disease and stroke in your families by **UNDERSTANDING** the risks.
- **GET UP** and **GET ACTIVE** by exercising for 30 minutes several days a week.
- **KNOW** your **ABCS**:
 - Appropriate **A**spirin Therapy
 - **B**lood Pressure Control
 - **C**holesterol Management
 - **S**moking Cessation

- **STAY STRONG** by eating a heart-healthy diet that is high in fresh fruits and vegetables and low in sodium, saturated and trans fats, and cholesterol.
- **TAKE CONTROL** of your heart health by following your doctor’s instructions for medications and treatment.

Visit millionhearts.hhs.gov for more information about the Million Hearts™ initiative.



Stay connected

 facebook.com/millionhearts

 twitter.com/@millionheartsus



Be one in a MILLION HEARTS™

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Technical Instructions for Customizing MILLION HEARTS™ Materials

These instructions apply to print materials produced by the Department of Health and Human Services for the MILLION HEARTS™ initiative, which can be customized to include your organization's information or logo.

Note: Adobe Acrobat Reader is required for adding text to MILLION HEARTS™ materials, whereas Adobe Acrobat Standard or Professional is needed to add a logo (in place of text) to these materials.

HOW TO INSERT TEXT:

Click on the customizable field that appears in the bottom right corner of the 2nd page. Type your information into the text box. Your file is now ready to print.

HOW TO INSERT A LOGO:

Logo files should be vector EPS, JPEG, or TIFF files that are a minimum of 300 dpi.

1. Since MILLION HEARTS™ materials are saved for Adobe Acrobat Reader users, you will first need to activate the editable logo fields in Adobe Acrobat Standard or Professional. To do this, open the document to which you'd like to add your logo. Then, click on "Forms" from the tool bar menu at the top of the page. Select "Add or Edit Fields..." A message box will appear, please click "Save a Copy." Save a copy of the file in a preferred folder. If this message box does not appear, proceed to Step 3.
2. Close the Adobe Acrobat file that is currently open, and open the version of the document from the folder where you saved the file. Click on "Forms" from the tool bar again, and select "Add or Edit Fields." You will now see that the customizable field is active.
3. Double click on the customizable box located in the bottom right corner of the 2nd page. A "Button Properties" box will appear. Click on the "Options" tab. Then, click the "Choose Icon" button in the lower right corner.
4. Click on the "Browse" button in the top right of the select icon box and then locate the logo file on your computer. NOTE: Once you select "Browse" you will need to select your logo's file type from the "Files of Type" field located at the bottom of the window (either Postscript/EPS, JPEG or TIFF) before searching for the logo file.
5. Select your logo file and click the "Select" button. Your logo will appear in the customizable box. Click "OK" and then, in the next window, click "Close." Your program logo will now be embedded into the document.
6. Once you have added your logo, click on "Forms" in the tool bar again, and select "Close Form Editing." Your file is now ready to print.

For more information, please call 1-800-CDC-INFO (1-800-232-4636)

FACILITATOR DISCUSSION QUESTIONS

Listed below are questions to begin a discussion following the broadcast and viewing of CDC Grand Rounds on Million Hearts™.

- Given what we've heard, what about the Million Hearts™ initiative excites you?
- Where do you think you/we have an opportunity to contribute to this initiative?
- What can you/we do to contribute to the goal of preventing a million heart attacks and strokes?
- What might some of the challenges be of meeting the goals of Million Hearts™?
- Who can we partner with to support the goals of Million Hearts™?

PRESS RELEASE

CENTERS FOR DISEASE CONTROL AND PREVENTION HOSTS MILLION HEARTS™ AT PUBLIC HEALTH GRAND ROUNDS

(Insert City/State)- On Feb 21, 2012, Centers for Disease Control and Prevention (CDC) will host the next in a series of Public Health Grand Rounds; this time highlighting the new HHS initiative Million hearts™, co-led by CDC and the Centers for Medicare & Medicaid Services (CMS).

(Insert organization/community name) will host a viewing party of the Grand Rounds webcast from 1 – 2 ET at **(location)** to support Million Hearts™ and their goal to prevent one million heart attacks and strokes in five years.

The Million Hearts™ Grand Rounds will feature CDC Director Dr. Tom Frieden, Million Hearts™ Executive Director Dr. Janet Wright, and CMS Chief Medical Officer Dr. Patrick Conway talking about the many opportunities provided by this new initiative and how this ambitious goal can be met. This session is part of a series of monthly webcasted conferences created to foster discussion on major public health issues. Each session focuses on key challenges related to a specific health topic and potential impact of different interventions.

According to **(insert your spokesperson's name)**, “We are thrilled to be a partner of the Million Hearts™ initiative in reaching this goal, and we have pledged our commitment to **(insert line that highlights your specific commitment with Million Hearts™).**”

Following the session, **(insert organization/community name)** will hold a **(insert activity)** to discuss the role they can play in support of Million Hearts™ to prevent heart attacks and strokes in **(insert city/state)**.

#

About Million Hearts™

Million Hearts™ is a national initiative launched in September 2011 to prevent 1 million heart attacks and strokes over the next five years. The Centers for Disease Control and Prevention and Centers for Medicare & Medicaid Services are the co-leaders of Million Hearts™ within the U.S. Department of Health and Human Services, working alongside other federal agencies including the National Institutes of Health, the Agency for Healthcare Research and Quality, and the Food and Drug Administration. Key private-sector partners include the American Heart Association, and YMCA, among others.

Heart disease and stroke are the first and fourth leading causes of death in the United States, making heart disease responsible for one of every three deaths in the country. Million Hearts™ brings together a wide range of heart disease and stroke prevention programs, policies, and activities to raise awareness among health care providers, private-sector organizations, policymakers, and consumers about what can be done to prevent heart disease and stroke in our nation, and help Americans live longer, healthier, more productive lives. To learn more about Million Hearts™ and to pledge your support, visit <http://millionhearts.hhs.gov>.

About CDC Public Health Grand Rounds

The Public Health Grand Rounds is a monthly webcast created to foster discussion on major public health issues. Each session focuses on key challenges related to a specific health topic, and explores cutting-edge scientific evidence and potential impact of different interventions. The Grand Rounds sessions also highlight how CDC and its partners are already addressing these challenges and discuss the recommendations for future research and practice.

CALENDAR LISTING

CDC GRAND ROUNDS PRESENTS MILLION HEARTS™ ON TUESDAY, FEBRUARY 21, 2012

Contact (for editors only): TBD
phone, email address

On Feb. 21, 2012, the Centers for Disease Control and Prevention (CDC) will host the next in a series of Public Health Grand Rounds; this time highlighting the new HHS initiative Million Hearts™, co-led by CDC and the Centers for Medicare & Medicaid Services (CMS), which brings together communities and clinicians to prevent 1 million heart attacks and strokes over the next five years.

The Million Hearts™ Grand Rounds will feature CDC Director Dr. Tom Frieden and Million Hearts™ Executive Director Dr. Janet Wright as well as key leadership from CMS and prominent partner organizations. The session will highlight details of how Million Hearts™ will reach its goal of preventing a million heart attacks and strokes over the next five years and will demonstrate examples of how federal agencies have aligned their work to improve cardiovascular health across the country.

The session will be available live from 1:00 – 2:00 PM EST or archived at:
<http://www.cdc.gov/about/grand-rounds/>.

###

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###

PARTNER TWEETS AND FACEBOOK POSTS

Partner Tweets

- Join our partner @MillionHeartsUS and watch #CDCGrandRounds streaming live 1-2PM on Feb. 21 <http://www.cdc.gov/about/grand-rounds/>
- Join us at our viewing party! 1:00ET on Feb.21 to support #hearthealth #CDCGrandRounds @MillionHeartsUS
- Federal agencies aligning with local communities to improve your heart health @DrFriedenCDC @MillionHeartsUS #CDCGrandRounds
- Inspired by #CDCGrandRounds? Take the pledge @MillionHeartsUS to be 1 in a million and honor your #hearthealth during #heartmonth
- @MillionHeartsUS to be featured at Feb. #CDCGrandRounds. More info on <http://millionhearts.hhs.gov>
- @MillionHeartsUS is taking important steps to improve heart health in communities & clinics. See how by tuning in 1:00ET on Feb. 21 <http://www.cdc.gov/about/grand-rounds/>

Partner Facebook Posts

- We are asking our employees to attend the Million Hearts™ viewing party hosted by CDC Grand Rounds at 1:00ET on Feb. 21 to see how your actions can make a positive difference in improving heart healthcare nationwide.
- Learn the **ABCS** to a healthy lifestyle by attending our viewing party to support our Million Hearts™ partner at 1:00ET on Feb 21.
- What have you done for your heart this month? In honor of February, American Heart Month, we are hosting a viewing party at 1:00ET on Feb. 21 to support our partner Million Hearts™ at the CDC Grand Rounds conference.

PARTNER OUTREACH EMAIL

On February 21, 2012, CDC will host the next in a series of Public Health Grand Rounds; this time highlighting the new U.S. Department of Health and Human Services Million Hearts™ initiative, co-led by Centers for Disease Control and Prevention (CDC) and Centers for Medicare & Medicaid Services (CMS).

Million Hearts™ Grand Rounds invites your organization to host a viewing party with your colleagues and constituents to learn more about how you can support the initiative's goal to prevent 1 million heart attacks and strokes over the next five years in your community. This session will be available for viewing live from 1:00 – 2:00 PM EST and will be archived at: <http://www.cdc.gov/about/grand-rounds/>.

The session will feature CDC Director Dr. Tom Frieden, Million Hearts™ Executive Director Dr. Janet Wright, and CMS Chief Medical Officer Dr. Patrick Conway talking about the many opportunities provided by this new initiative and how this ambitious goal can be met. The session will also feature two communities who are engaging in exciting work at the local level to create healthier environments and align the medical community to improve quality of care for all.

Following this session, Million Hearts™ encourages communities across the nation to discuss with their networks the role they can play to prevent heart attacks and strokes. Discussion questions and support materials will be made available in advance to facilitate productive interactions at the regional, state, and local levels.

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Million Hearts™ Grand Rounds

Save the Date

February 21, 2012

1:00-2:00 PM Eastern

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The goal of Million Hearts™ is to prevent one million heart attacks and strokes in five years. The Million Hearts™ Grand Rounds will feature CDC Director Dr. Tom Frieden, Million Hearts™ Executive Director Dr. Janet Wright, and CMS Chief Medical Officer Dr. Patrick Conway talking about the many opportunities provided by this new initiative and how this ambitious goal can be met. The session will also feature two communities who are engaging in exciting work at the local level to create healthier environments and align the medical community to improve quality of care for all.

Following this session, communities across the nation will be encouraged to discuss with their networks the role they can play to prevent heart attacks and strokes. Discussion questions and support materials will be made available in advance to facilitate productive interactions at the regional, state and local levels.

We hope you will consider hosting a viewing party. Please visit <http://millionhearts.hhs.gov> for more details.

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