



CASE STUDY



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Million Hearts™ Initiative

CHALLENGE

In September 2011, the U.S. Department of Health and Human Services launched the Million Hearts Initiative, which was co-led by the Centers for Medicare & Medicaid Services (CMS) and the Centers for Disease Control and Prevention. The initiative's goal is to prevent 1 million heart attacks and strokes by 2017 through provider and consumer education about the ABCS: appropriate aspirin therapy, blood pressure control, cholesterol control and smoking cessation.

As part of its contract with CMS, the Arkansas Foundation for Medical Care (AFMC) was tasked to spearhead education and outreach efforts in Arkansas for Million Hearts. The minimum level of effort required AFMC to recruit 80 physician office practices in the state to participate in a Million Hearts-focused cardiac learning and action network (LAN).

SOLUTION

AFMC Quality Improvement Organization staff developed a comprehensive education and outreach campaign for both providers and consumers on a grassroots level. Strategies included:

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- Presentations to Rotary Clubs across the state
- In-person recruiting visits to physicians
- Development of a health ministry tool kit (in English and Spanish) to promote Million Hearts among faith-based organizations
- Forming a local coalition in Hot Springs to conduct the first citywide Million Hearts kickoff in the nation
- Participation in Hot Springs National Park's Healthy Parks Healthy People action plan strategic meeting
- Providing technical assistance to public libraries on health programming
- Hosting Million Hearts pledge drives at health fairs
- Providing material to Central Arkansas gyms and fitness centers
- Development of Heart Month and Valentine's Day-themed postcards and e-cards that target both consumers and providers
- Posting Million Hearts-related provider success stories to the AFMC website and social media, as well as issuing news releases to local media

As of November 2014 (the latest data available), Arkansas is second in the nation in Million Hearts pledges.

RESULTS

AFMC recruited 130 physician office practices into the cardiac LAN, as well as 36 community partners and almost 70 churches from across the state. As of November 2014 (the latest data available), Arkansas is second in the nation in Million Hearts pledges. AFMC has been recognized on a national level by CMS for its work on Million Hearts.

Since the health ministry tool kit launched in October 2012, 166 copies have been distributed, and it is currently being adapted for use by Quality Improvement Organizations in Montana, Hawaii, Indiana and Ohio. ▲

LINKS

- Healthy Hot Springs event video: <http://www.youtube.com/watch?v=zoN0se1QIhY&feature=youtu.be>
- Health ministry tool kit (English): <http://bit.ly/1NAQeu7>
- Your Heart Matters postcard: <http://bit.ly/1afNLt0>