

Support Material for Agenda Item No. 25

Board of Directors

**April 1, 2015
10:30 a.m.**

**Location:
Santa Fe Depot – SANBAG Lobby 1st Floor
1170 W. 3rd Street
San Bernardino, California 92410**

Discussion Calendar

Council of Governments

- 25. Presentation by Gary Madden, San Bernardino County 211, about the Stronger Hearts Helpline launch created by the National Forum for Heart Disease and Stroke Prevention in conjunction with San Bernardino County's existing 2-1-1 help line.**

Receive the information in the presentation and provide direction as appropriate.

Duane Baker

PowerPoint presentation is attached.

Stronger Hearts™ Partnership

and the

**Stronger Heart™ Helpline Pilot
Program**



April 1, 2015

San Bernardino Associated Governments

NATIONAL FORUM
FOR HEART DISEASE & STROKE PREVENTION

partnership ■ policy ■ action

www.nationalforum.org

Scope of the challenge

Important Statistics and Trends

2nd highest rate of heart failure treatment in the state

Nearly 20% of SBC Medicare patients are being treated for heart failure

About 18% of SBC residents are at or below the poverty rate

Heart failure is a difficult disease to understand, and even more difficult to manage

Patients with heart failure and their families/caregivers may not be aware of the support services available to them

Hospitals receive penalties for readmissions

Major local private hospital reports that heart failure accounts for:

- 3000-3600 annual visitors to their clinic
- 600 discharges a year (primary diagnosis alone)
- Affecting 50-70 patients in the hospital on any given day
- A 5-7% annual clinic mortality rate

Major local public hospital reports that:

- 903 annual ambulance admissions
- Average hospital-related cost per patient for ambulance admissions is over \$46,000
- The number of deaths in 2013 with primary cause of CHF was 339

Initiative Steering Committee membership

- The Steering Committee that developed the Stronger Hearts Helpline brings together a committed and respected group of professionals across multiple sectors
- Committee Chair: **Clyde W. Yancy, MD, FACC, FAHA, MACP**

Inder Anand, MD, FACC, FRCP, DPhil
VA Medical System

Javed Butler, MD, MPH
Emory University

Marjory Cannon, MD
Centers for Medicare and Medicaid Services

Keith C. Ferdinand, MD, FACC, FAHA, FASH
Tulane University School of Medicine

Gregg Fonarow, MD, FACC, FAHA
UCLA Division of Cardiology

Laura Gordon
Edelman

David Kountz, MD, MBA, FACP
Jersey Shore Medical Center

Steven Manoukian, MD, FACC, FSCAI
Hospital Corporation of America, Inc.

David Nilasena, MD, MSPH, MS
Centers for Medicare & Medicaid Services, Region IV

Jerry Penso, MD, MBA
American Medical Group Association

Sara Paul, DNP, FNP, FAHA
Catawba Valley Cardiology

Ileana Piña, MD, MPH
Albert Einstein College of Medicine

Gary Puckrein, PhD
National Minority Quality Forum

Rhodes Rigsby, MD, MBA
Loma Linda University Medical Center

Joanna Sikkema, DNP, ANP-BC, FAHA
University of North Dakota

Frank Smart, MD, FACC, FACP
LSU Health Sciences Center

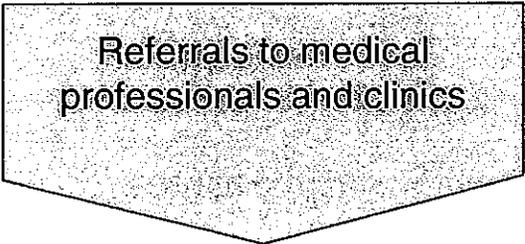
Paul Underwood, MD, FACC, FACP
Boston Scientific Corporation

What is the Stronger Hearts™ Helpline?

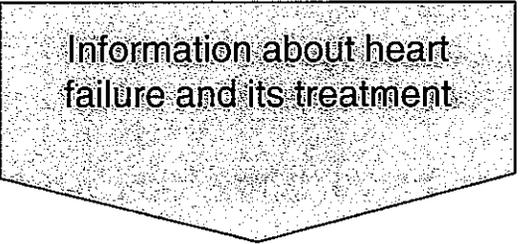
The **Stronger Hearts™ Helpline** provides people who have heart failure (and their families/caregivers) with access to **existing national and community resources** that can help them understand and manage their disease, thus complementing the care patients receive from their doctors.

The Stronger Hearts Helpline identifies and organizes community resources for the benefit of heart failure patients, caregivers, providers and other community members

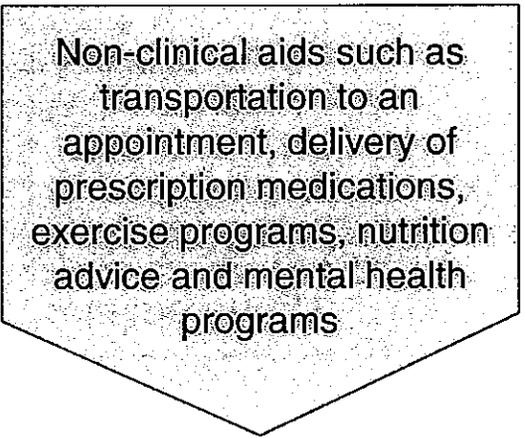
Resources include areas such as:



Referrals to medical professionals and clinics

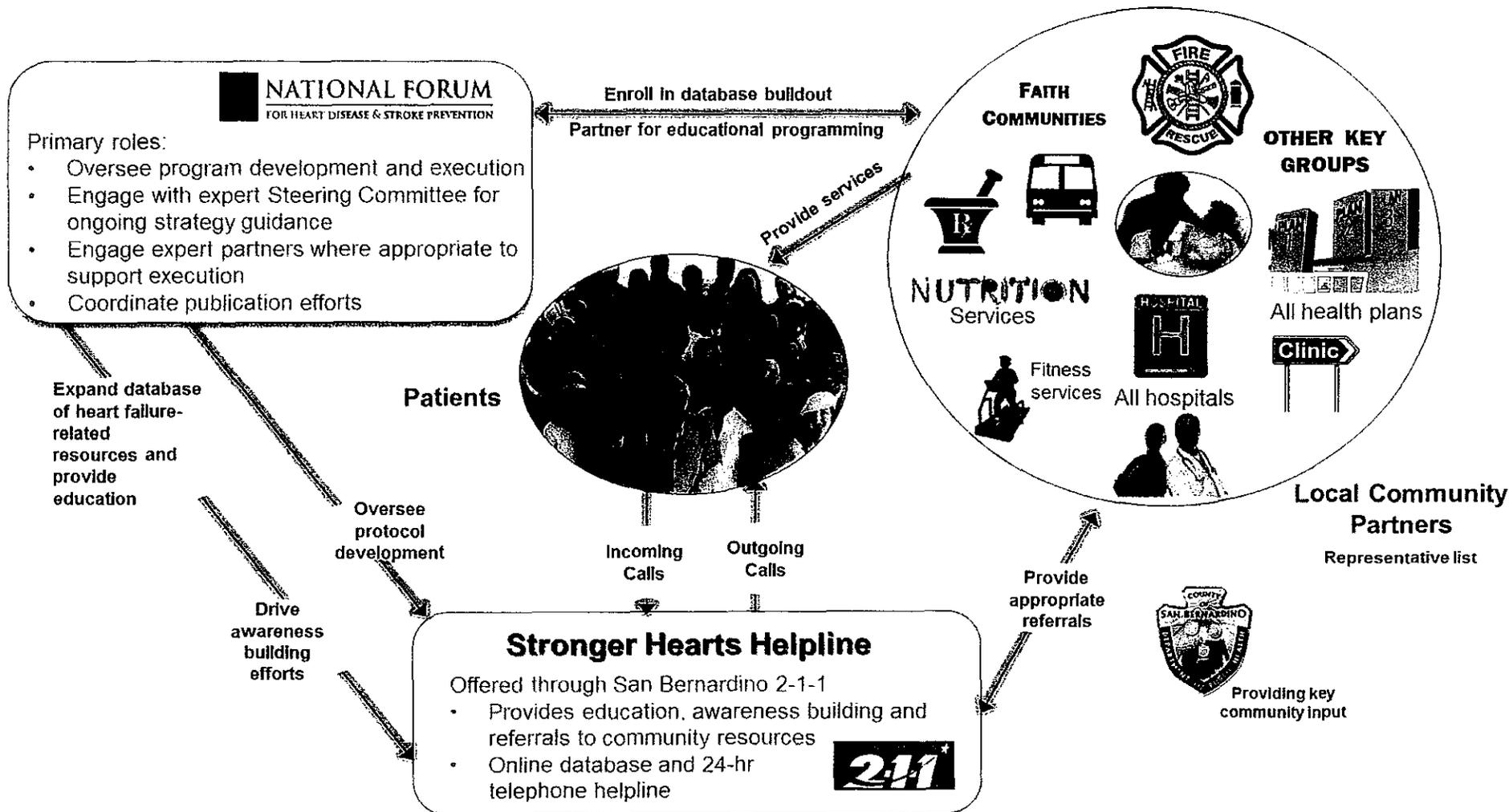


Information about heart failure and its treatment



Non-clinical aids such as transportation to an appointment, delivery of prescription medications, exercise programs, nutrition advice and mental health programs

Vision: Touching the whole community



Accessing the Stronger Hearts Helpline through 2-1-1

The Stronger Hearts Helpline will be offered in partnership with the extant San Bernardino 2-1-1 telephone helpline, further centralizing valuable health-related information within the 2-1-1 framework.

Current Key Health Partners

Loma Linda University Health
Inland Empire Health Plan
IE-CHI (Inland Empire Children's Health Initiative)
San Bernardino County Department of Public Health

Development of the new Stronger Hearts Helpline



Ongoing Projects

HealthySanBernardinoCounty.org
Reentry Collaborative
BRIDGES project
Community Vital Signs Initiative
Coordinated Entry System

Help us help your community

The Challenge

Heart failure is a costly and devastating disease, not only for patients, but also for families, health systems, and the broader community.

The Response

The Stronger Hearts Helpline is here to help!

Your team can get involved by:

- Handing out info cards to appropriate patients and caregivers
- Including Helpline information in website, newsletters, etc.
- Sharing information about Helpline in internal and external meetings



For more information

Contact Sarah Lincoln (sarah.lincoln@nationalforum.org)

THANK YOU!

APPENDIX

Review of the National Forum and Stronger Hearts

- **About the National Forum for Heart Disease and Stroke Prevention**
 - Independent non-profit, 501(c)(3), voluntary health organization
 - Coalition of over 80 member institutions, organizations, governmental agencies and companies
 - Leads collaborative action and builds a collective voice for the prevention of heart disease and stroke
 - Based in Washington, DC
- **Stronger Hearts Partnership™ – Initiative background**
 - Made possible through the support of Novartis Pharmaceuticals Corporation, a National Forum member
 - Objective: to improve outcomes for patients with heart failure
 - Implementation phase for tactic(s) commenced in September 2014
 - San Bernardino County selected as pilot site for Stronger Hearts Helpline™ program

Stronger Hearts Partnership™ invites you to join us

Provide representation of programs/services in helpline database

- Offers a way to gain referrals or reinforce awareness among members about services
- Key details including:
 - Nature of program/service
 - Contact info
 - Costs
 - Eligibility requirements
 - Geographic availability

Examples:

- Nurse helplines
- Transportation
- Nutrition/fitness
- Education

Help drive awareness

- Provide info cards to patients/caregivers and their providers
- Communicate availability of helpline to providers and others who work directly with patients/caregivers
- Include information on Stronger Hearts Helpline in newsletters and website materials

Participate in educational opportunities

- Participate in launch events, including:
 - Reception and information session
 - Educational programming
 - Patient health events
- Communicate launch events and educational opportunities to patients, community members and HCPs

