

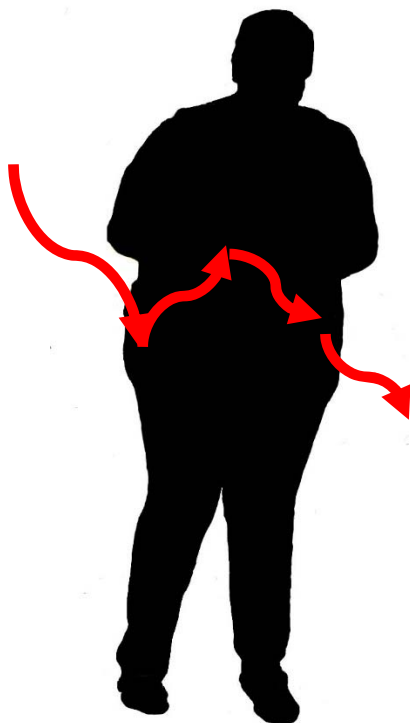


# The Stronger Hearts<sup>TM</sup> Helpline

A low-cost, high-leverage resource that links heart-failure patients and their families to community and health resources

National Forum Annual Meeting – October 19, 2016

# Heart failure burden on people



- Difficult disease to understand and manage.
- Newly diagnosed patients tend to miss much of what is said after “you have heart failure.”
- Patients & their families/caregivers may not be aware of the non-clinical support services and resources available.

# Heart failure burden on community

- Leading cause of hospitalization for Medicare beneficiaries
- Leading cause of 30-day hospital readmissions
- Patients become increasingly dependent



# Steering 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

# Stronger Hearts™ Partnership

- Identify high-probability strategy to improve outcomes for people with heart failure
  - Move the needle on outcomes
  - Reduce disparities
  - Be scalable

# Stronger Hearts™ Partnership





“Heart failure is not just a medical problem. We have to recognize that it is a community problem that requires community solutions.”

**Clyde W. Yancy, MD, FACC, FAHA,  
MACP**

# Stronger Hearts™ Helpline Initiative

**Objective:** To **improve outcomes** for people with heart failure and **reduce disparities**

- San Bernardino County selected as first pilot site for Stronger Hearts™ Helpline program.
- Implementation phase began in September 2014.
- Made possible through the National Forum and with funding from Novartis Pharmaceuticals Corp.

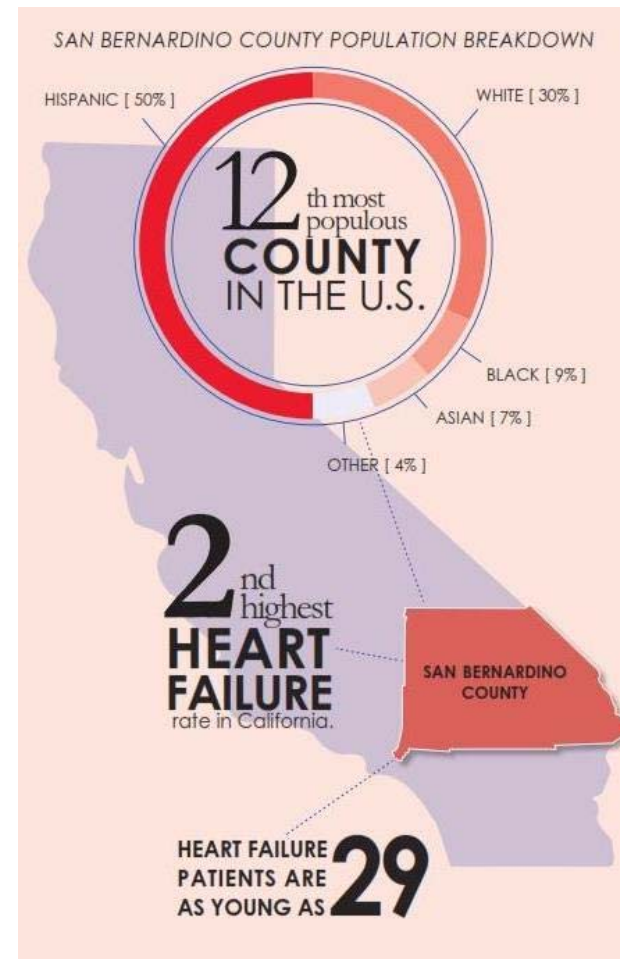


# Why San Bernardino County?

Nearly **20% of the county's Medicare patients** are being treated for heart failure – 6% higher than the state & national average.

The **average 30-day readmission rate for HF is 21.1%**. This rate grows to 30% within 60 to 90 days of hospital discharge.

One major local public hospital pays **more than \$40 million/year** to treat HF patients who travel by ambulance to their ER.



# What is the Stronger Hearts™ Helpline?

- **Free, bilingual (Spanish), 24/7** resource for people (& families/caregivers) in San Bernardino County who suffer from heart failure.
- Access by calling **211** – easy to remember.
- Helps patients access **existing national & community resources** that can help them understand & manage their disease.
- Can answer **non-emergency questions** about heart failure, help address concerns people have about the disease and its management.

# Harnessing the power of regional partners



GL1



**Slide 11**

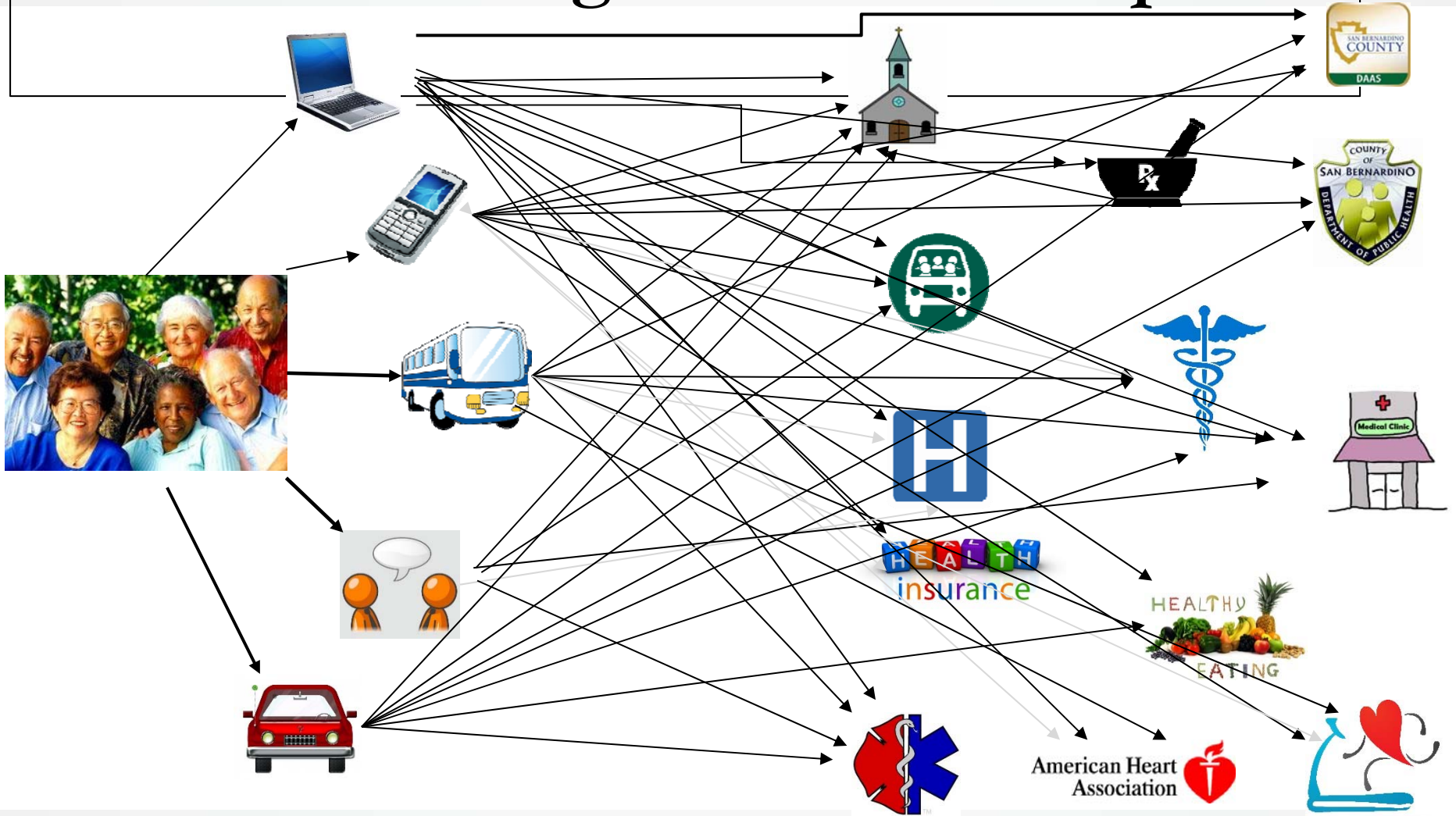
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**GL1**

not sure what this stands for? Not sure if it's a local org or not.

Gordon, Laura, 10/15/2016

# Before the Stronger Hearts™ Helpline

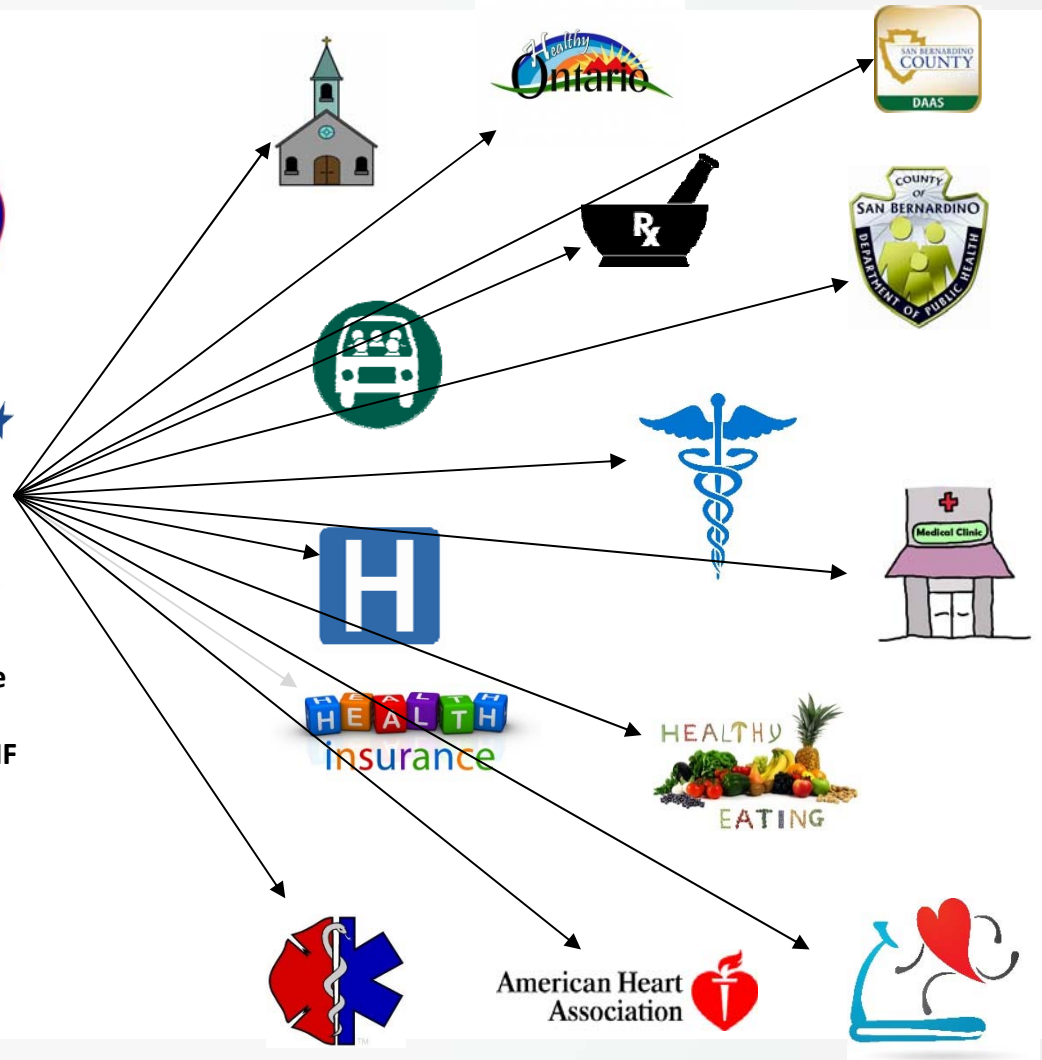


# With the Stronger Hearts™ Helpline

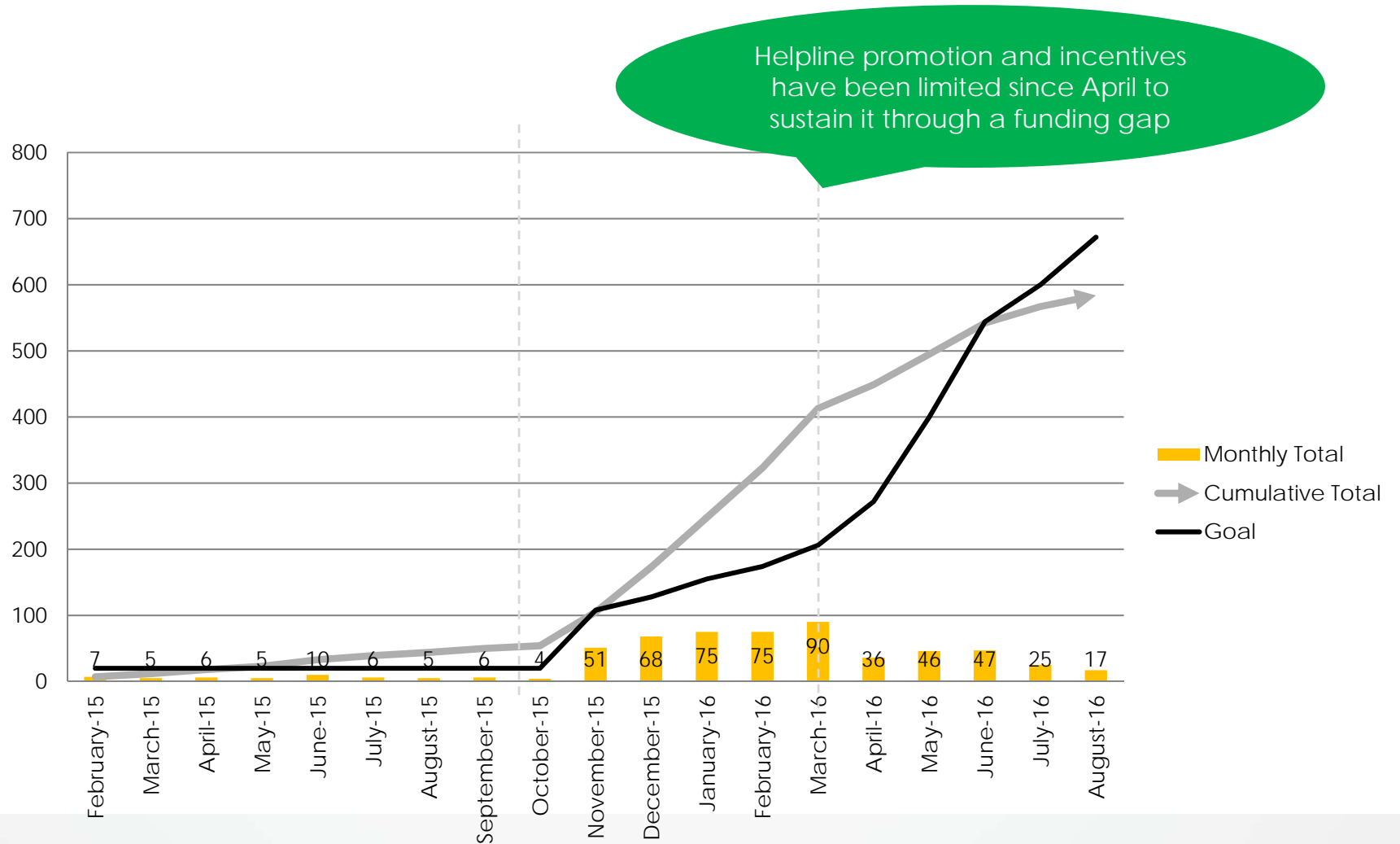


Call United Way ★  
**2-1-1**™  
Get Connected. Get Answers.

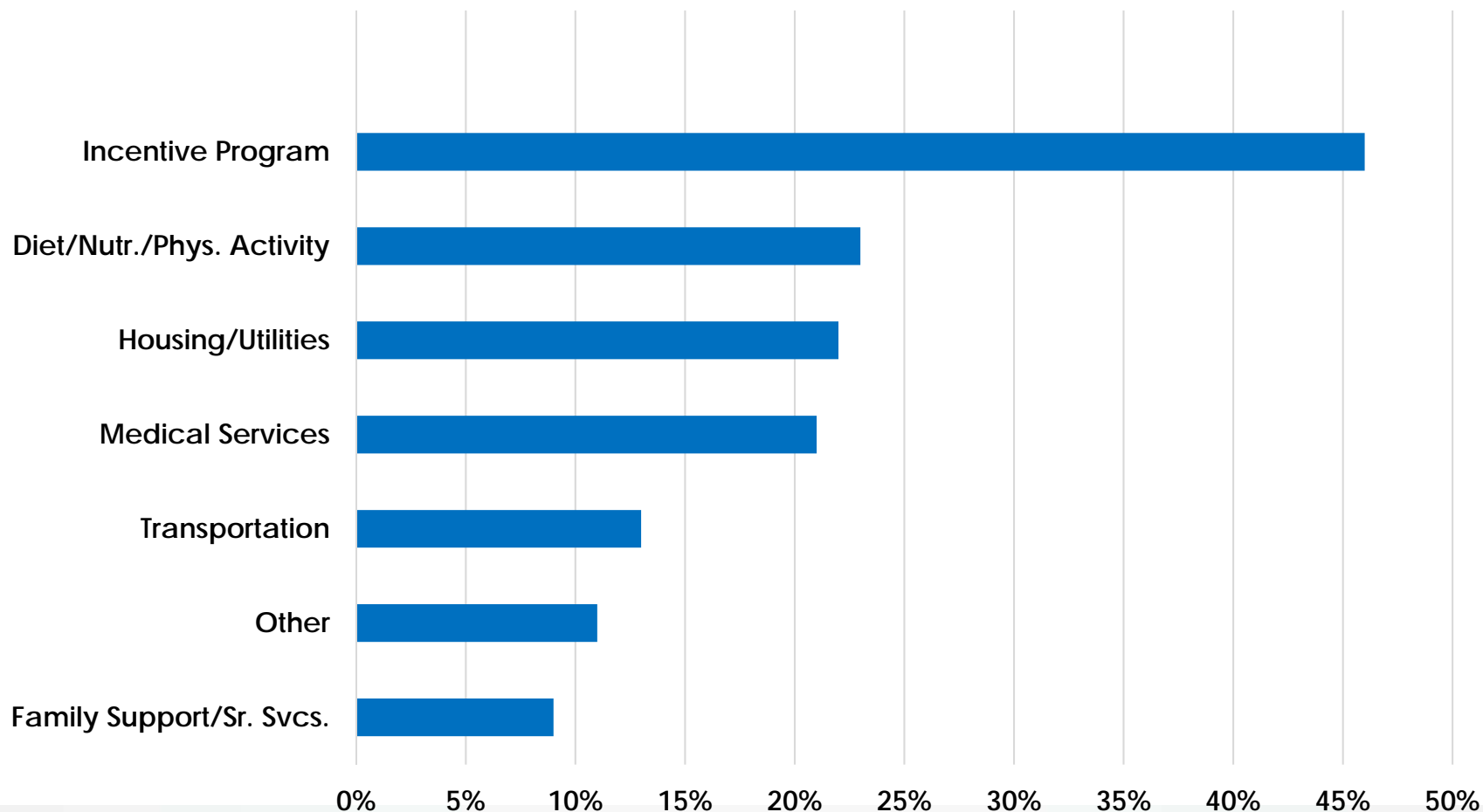
Free of charge,  
available 24/7. Live  
bilingual operators  
help people with HF  
access a variety of  
support services



# Stronger Hearts™ Helpline Call Volume



# Pilot callers have varied needs





# The Helpline is Making a Difference

“We love it because it helps us provide better care for patients.”

Matthew Keane, CEO  
Community Clinic Association



Stronger Hearts™ Helpline

¿SUFRE DE INSUFICIENCIA CARDÍACA?

1 (888) 435-7565 O AL

LLAME PARA RECIBIR MÁS INFORMACIÓN **2-1-1** ¡ES GRATUITA Y CONFIDENCIAL!

PREGUNTE POR LA LÍNEA “STRONGER HEARTS” O “CORAZONES FUERTES”

SE HABLA ESPAÑOL Y LE PODRÁN ASISTIR CON:  
RECURSOS ADICIONALES • INFORMACIÓN NUTRICIONALES  
INFORMACIÓN ADICIONAL SOBRE LA INSUFICIENCIA CARDIACA

 NATIONAL FORUM  
FOR HEART DISEASE & STROKE PREVENTION

 **2-1-1**  
Get Connected. Get Answers.

Hecho posible con financiamiento de Novartis Pharmaceuticals Corporation.