

# WomenHeart: enhancing medication & treatment adherence for women with heart disease

Presented by  
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## Outline of presentation

- ♥ Mission
- ♥ Peer led support research & impact on medication adherence and other therapies
- ♥ Disparities in medication adherence & strategies
- ♥ 2015 medication adherence campaign
- ♥ Incorporating medication adherence broadly in other campaigns
- ♥ Depression and medication adherence
- ♥ Cardiac rehabilitation adherence
- ♥ Looking toward the future
- ♥ Patient and SAC member video

## WomenHeart Mission & What We Do

*To improve the health and quality of life of women living with or at risk of heart disease and to advocate for their benefit*

- ♥ **Educate** women on the importance of taking charge of their heart health
- ♥ **Support** women living with heart disease and connect them with one another
- ♥ **Advocate** for research funding and policies that meet the needs of women with heart disease
- ♥ **Partner** with hospitals committed to advancing women's heart health nationwide

## Social and Peer-Led Support

- ♥ Social support linked to improved functional recovery on wide variety of disease states
- ♥ Low perceived social support associated with increased mortality and morbidity in coronary HD populations
- ♥ Enhanced structure of peer support occurs outside clinical environment & may improve disease self-management & self-care behaviors
- ♥ Limited amount of research investigating value and impact of peer-led support models of women living with coronary HD
- ♥ WomenHeart research study to address this gap

## New WomenHeart Support Network Survey reports enhanced medication adherence

- ♥ WomenHeart Support Network attendee IRB survey
  - Women heart patients from 50 Support Networks
- ♥ Abstract presented at AHA/ASA Scientific Sessions 2015 & published in *Circulation* (AHA), November 2015
- ♥ Full article to be published in the *Journal of Cardiopulmonary Rehabilitation and Prevention* January-February 2017
- ♥ Results included:
  - Attendees have a more active role in self-management behaviors
  - Attendees have higher medication adherence rates than the average rate of 50% shown broadly across chronic disease states
  - Attendees have higher levels of participation in cardiac rehabilitation

## Disparities in adherence to medication

- ♥ Women who belong to minority racial & ethnic groups face barriers to health care due to social, cultural, behavioral, & psychological issues
- ♥ Medication adherence is one of the healthcare barriers minority women face
- ♥ There is a need for more support & education for minority women with HD to help them adhere to their treatment regimen

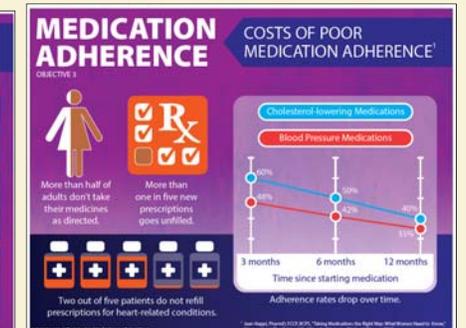
## WomenHeart National Hospital Alliance - Support Network model expansion

- ♥ Strategic priority: expanding WomenHeart National Hospital Alliance capacity-building program
  - 13 NHA capacity-building grants awarded since 2015
  - Grants allow hospitals in under-served communities to benefit from NHA member benefits
  - Establishment of WomenHeart Support Networks at these new NHA member hospitals
- ♥ First NHA capacity-building grant from CVS Health
  - Two hospitals in under-served communities have joined NHA:
    - Mount Sinai St. Luke's (NY, NY)
    - Howard University Hospital (Washington, DC)

# WomenHeart's medication adherence patient education campaign

## ♥ WomenHeart 2015 patient education campaign on medication adherence

- Patient education video
- Infographics
- Patient education webinar
- Social media campaign
- Medication adherence online portal: [www.womenheart.org/?page=Resources\\_MedAdheren](http://www.womenheart.org/?page=Resources_MedAdheren)
- More than 20,000 women heart patients reached



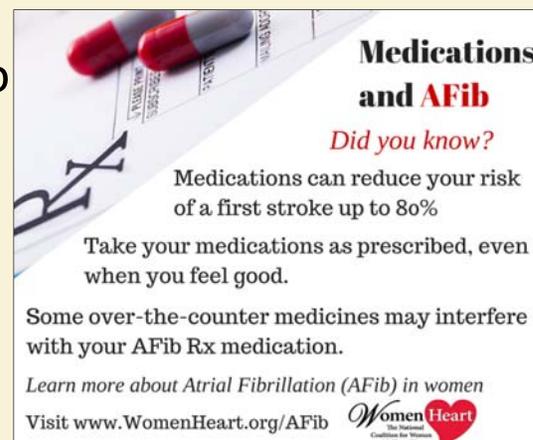
## WomenHeart topic-specific patient education campaigns & medication adherence

### ♥ WomenHeart 2015 atrial fibrillation & stroke risk in women campaign

- Launch of first WomenHeart Virtual Support Network for women living with Afib & their caregivers
- Social media campaign week 9 theme: AFib & medication adherence tips

### ♥ WomenHeart 2016 heart failure in women campaign

- Launch of WomenHeart Virtual Support Network for women heart failure patients & their caregivers expected November 2016
- Social media campaign on heart failure in women to launch in November 2016, with heart failure & medications as one topic to be covered



**Medications and AFib**

*Did you know?*

Medications can reduce your risk of a first stroke up to 80%

Take your medications as prescribed, even when you feel good.

Some over-the-counter medicines may interfere with your AFib Rx medication.

Learn more about Atrial Fibrillation (AFib) in women  
Visit [www.WomenHeart.org/AFib](http://www.WomenHeart.org/AFib)

**WomenHeart**  
The National  
Coalition for Women  
with Heart Disease

# WomenHeart educational materials on heart disease, depression & medication adherence

- ♥ Depression is linked to poor medication adherence in women
- ♥ Depression is twice as common in women as in men, and increases the risk of heart disease by two to three times compared with women who are not depressed
- ♥ WomenHeart has developed educational materials about women, heart disease & depression:
  - Infographic fact sheet, English & Spanish
  - Support Network educational module



## Women & cardiac rehabilitation adherence

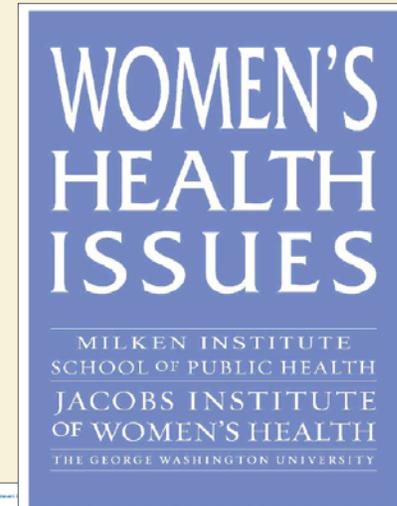
- ♥ 31% of women are referred for cardiac rehabilitation compared to 42% of men
- ♥ Once referred, attendance rates for women are 50.1%, compared to 60.4% for men
- ♥ Only 54% of women who start cardiac rehabilitation complete 25 or more sessions
- ♥ Women face economic, social & cultural barriers to participation

## WomenHeart Advocacy to increase women's participation in cardiac rehabilitation

- ♥ WomenHeart, AHA & ACC spearheaded a letter in support of the enactment of H.R. 3355/S. 488 to make cardiac rehabilitation more accessible to Medicare beneficiaries
- ♥ WomenHeart has submitted comments to CMS regarding the design & implementation of the agency's proposed model aimed at testing the effects of payments that encourage the use of cardiac rehabilitation

# WomenHeart roadmap to women's cardiovascular health & medication adherence

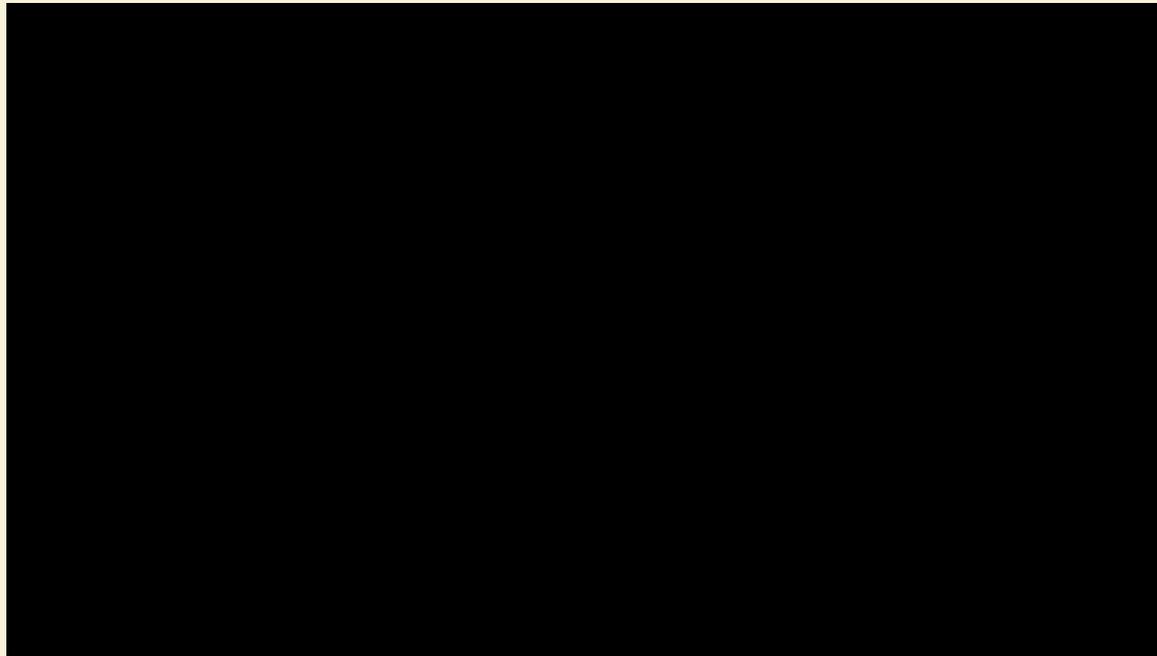
- ♥ Roadmap to women's cardiovascular health developed at WomenHeart's First Policy & Science Summit, October 2015
- ♥ Released at WomenHeart's Congressional Briefing, May 2016
- ♥ Pre-Summit article published in Sept. 2015 *Women's Health Issues* journal
- ♥ Post-Summit Roadmap published in May-June 2016 *Women's Health Issues* journal
- ♥ Top recommendations include:
  - Develop & implement solutions to improve medication adherence
  - Promote appropriate use of cardiac rehabilitation services among women by developing evidence driven gender-specific cardiac rehabilitation options



## Looking toward the future

- ♥ WomenHeart to launch Access NOW! Education & Advocacy Campaign on access to medication, devices & therapies
  - A goal is to improve access to medications & therapies, & medication adherence, in under-served communities
  - NHA educational webinar for physicians
  - Spanish-language materials to be created
- ♥ WomenHeart to work with CMS, policy-makers & the scientific community to implement our proposed roadmap to women's cardiovascular health, including recommendations to improve medication adherence & enrollment/completion of cardiac rehabilitation
- ♥ Grow NHA capacity-building to establish more WomenHeart Support Networks in hospitals in under-served communities
- ♥ Launch Spanish-language medication adherence patient education campaign
- ♥ Launch more online Virtual Support Networks

# Heart disease in women & medication adherence: what you need to know – patient & SAC member video



# Women Heart

The National  
Coalition for Women  
with Heart Disease

[www.womenheart.org](http://www.womenheart.org)

