WELCOME

Slides and audio recording from July Partner Spotlight presentations are available at https://www.nationalforum.org/value-access-member-spotlight-webinars/
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30</td>
<td>Welcome &amp; Introductions</td>
<td>John Clymer</td>
<td>Executive Director, The National Forum for Heart Disease &amp; Stroke Prevention</td>
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<tr>
<td>12:32</td>
<td>The Current Landscape of Shared-Decision Making Tools</td>
<td>Sara van Geertruyden, J D</td>
<td>Executive Director, Partnership to Improve Patient Care (PIPC)</td>
</tr>
<tr>
<td>12:40</td>
<td>FH Foundation’s Navigating Insurance Guide and FH Awareness Month</td>
<td>Amanda Sheldon</td>
<td>Vice President, Marketing and Public Relations, The FH Foundation</td>
</tr>
<tr>
<td>12:48</td>
<td>Counter Cholesterol™</td>
<td>Debbie Martinez</td>
<td>Program Manager, The National Forum for Heart Disease &amp; Stroke Prevention</td>
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<tr>
<td>12:56</td>
<td>Q &amp; A</td>
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</tbody>
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Informed Healthcare

Value and Access Initiative

July 11, 2018
Policy for Shared Decision-Making

- Coverage connected to shared decision-making:
  - NCD for implantable Cardio Defibrillators (ICD)
  - NCD for Percutaneous left atrial appendage closure (LAAC) for non-valvular atrial fibrillation (NVAF)
  - NCD for Annual screening for lung cancer with low dose computed tomography (LDCT)
  - As an indicator of clinical practice improvement under the Merit-Based Incentive Payment Program for clinicians to “Use evidence-based decision aids to support shared decision-making.”

- Statute, Section 936 of the Affordable Care Act (ACA):
  - Called for a program to facilitate shared decision-making and establishment of independent standards for patient decision aids for preference sensitive care.
    - Unfunded mandate, but funding undertaken by industry and foundations for development of NQF Playbook on Shared Decision-Making
National Quality Forum

- NQF Performance Measure on Shared Decision-Making #2962
- NQF National Standards for the Certification of Patient Decision Aids
- NQF National Quality Partners Playbook on Shared Decision-Making
Other Efforts to Align Care with Outcomes that Matter to Patients

- Avalere/Faster Cures Patient Perspective Value Framework
- National Health Council: Value Frameworks and Assessments
- University of Maryland: Center of Excellence for Patient-Driven Value Assessment
The Challenges

- CMS/CMMI not endorsed standards for shared decision-making
  - Should align with NQF’s work
  - Standards needed to ensure process used to improve care, not steer patients to preconceived pathways
- CMMI does not have “patient-centeredness criteria” to benchmark APMs that include high quality SDM
- Existing value frameworks can work against high quality SDM by encouraging treatment to “averages”
- There is no process for certifying patient decision aids
- Real world data is needed to inform SDM
- Drive toward “consumerism” hindered by lack of informed healthcare
The FH Foundation


The FH Foundation
FH Diagnosis App

- Runs 3 diagnostic criteria
- Educational tools
- Free download

Navigating Insurance Guide


https://thefhfoundation.org/webinars
Please share: #FHCantWait Videos

#FHCantWait – Diagnosis Matters

“Don’t Be Like This Joe”
#FHCantWait to be diagnosed and treated.

#FHCantWait – Treatment Matters (Access)

Saving my family from the deadly consequences of familial hypercholesterolemia (FH)

FH runs in families.
#FHCantWait to be diagnosed and treated.
Hyper cholesterol, reluctant system
Familial hypercholesterolemia advocacy group says insurers reject 63 percent of patient claims

By Faith Lewis

This article was published on 07.05.18.

When Dan LaDolce began experiencing chest pain in his late 20s, he brushed it off as heartburn. He was prescribed antacids and reassured it was nothing to be concerned about—despite his LDL, "bad" cholesterol level being at 420 milligrams per deciliter of blood, or what's known as mg/dL. Less than 100 mg/dL is considered healthy by the Centers for Disease Control and Prevention.

Several years later, the 32-year-old Sacramento resident still had not found relief from his chest pain, nor had he seen any drop in his cholesterol despite becoming vegan for a year. He returned to his doctor and insisted on a stress test to rule out any problems with his heart.

Four days later, he had a quadraplegic bypass. Four major arteries in LaDolce's heart were 80 to 99 percent obstructed.

For most people, high cholesterol is caused by a diet too high in fatty foods. But for LaDolce and the other 5,400 people the FH Foundation estimates live with familial hypercholesterolemia, or FH, in the Sacramento area, high cholesterol is genetic. FH is a common but nonetheless little-known genetic condition that leads to a rapid accumulation of LDL cholesterol starting at birth.

https://www.newsreview.com/sacramento/hyper-cholesterol-reluctant-system/content?oid=26507307
FH Awareness Day

September 24 is
FH AWARENESS DAY


#KnowFH
www.thefhfoundation.org
FH Awareness Day

- Media Kit with social posts, infographic, videos, materials *(end of July)*: https://thefh.foundation.org/fh-awareness-day

- Tweetathon to raise awareness: Sep 24

- FH Podcasts with FH Foundation/AHA: weekly in September
COUNTER CHOLESTEROL
Debbie Martinez, MA
Overview

Counter Cholesterol™ is an evidence-based communications and messaging campaign that motivates women to manage their and their family members’ cholesterol risk.
Printable Handouts

DID YOU KNOW?

To lower your cholesterol, you can:

- Take medication as directed
- Exercise regularly
- Eat healthy foods and avoid saturated and trans fats
- Quit smoking

Talk to your healthcare provider or visit countercholesterol.org

National Forum
For Heart Disease & Stroke Prevention

We convene. We spark conversation. We accelerate collaboration.
Website & Videos

Cardiovascular disease kills almost half a million women annually.

Be there for the people you love the most. Talk to your healthcare provider today!

What to ask?

Need a healthcare provider but you're uninsured?

Click here.

Counter Cholesterol: The Salsa Family

Counter Cholesterol Healthcare Providers

We convene. We spark conversation. We accelerate collaboration.
Evaluation

• Evaluated with over 1000 women throughout the US, aged 25-55
• Counter Cholesterol messages and materials raised women's intention to talk with their HCP & loved ones and to manage their risk.
Speak to HCP*

- No: 13%, 23%, 36%
- Maybe: 15%, 14%, 19%
- Yes: 72%, 64%

Speak to a Loved One*

- No: 32%, 41%, 55%
- Maybe: 10%, 12%, 13%
- Yes: 58%, 47%, 32%

Manage Cholesterol*

- No: 32%, 47%, 54%
- Maybe: 13%, 11%, 16%
- Yes: 55%, 42%, 29%

Counter Cholesterol
General Materials
No Materials

We convene. We spark conversation. We accelerate collaboration.
As mothers we do sometimes forget that we are people too. We have to be healthy to be here to make sure that we can take care of our families. I also did not know that high cholesterol usually had no symptoms. This really made me think that I need to go get tested.

I thought the website was gorgeous and everything was right where I needed it to be. I really liked there was a link to healthy meals.

The information on these materials is enough to make any woman stop and think. The part about FH is something I never even heard of, and that is something to think about.
Partner With US

Contact: Debbie.Martinez@Nationalforum.org

Special thank you to Sanofi & Regeneron
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