

# 23-24 Strategic Plan



## OUR VISION

People throughout society living heart healthy, stroke-free lives.

## OUR MISSION

To spark and lead collaborative action to achieve health equity and optimize cardiovascular health and well-being throughout the lifespan.

# 2023 Environmental Factors



## COVID-19 and Long COVID

- Effects on cardiovascular health outcomes



## Economic Landscape

- Changes to healthcare reimbursement frameworks
- Investment in digital health
- The cost of poor health can be measured
- Increasing evidence that prevention is cost effective



## Health Equity

- Cultural competency is hard to teach but it can and must be done
- More people have access to care but big, unacceptable gaps remain



## Health Landscape

- New/renewed interest in heart failure (HFpEF), LDL-C, Lp(a) (Industry brings funds to raise attention)
- Rising depression, anxiety, stress and other mental health concerns
- Demographic changes, e.g., increase in 65+ population
- Unhealthy diets and food insecurity
- Maternal and child health and well-being (HTN important)
- Lack of synergy between healthcare delivery and public health



## Policy Landscape

- Built environment
- New Congress, divided government
- Debate about government's role in protecting the public's health
- Discontinuity in Medicaid coverage
- State legislation to weaken public health
- National Forum members updating their agendas and priorities

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# 2023 Drivers

## Forces that shape an organization's strategy

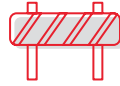
- + Economic prosperity dependent on community health
- + Community-level interest and commitment to improving cardiovascular health
- + Healthy People 2030 goals
- + The National Hypertension Control Initiative and the National Hypertension Control Roundtable
- + Preserve/protect ideal cardiovascular health through the lifespan
- + Shift from volume-based to value-based care
- Cardiovascular health inequity
- Cardiovascular disease mortality heading in wrong direction
- Systemic inequities in health and healthcare
  - a. Imbalance of investment in upstream determinants
  - b. Financial barriers to prevention and health promotion
  - c. Racism, sexism, heterosexism, and gender binarism
  - d. Delivery and implementation of evidenced-based interventions
  - e. Historically under-funded/under-valued/neglected public health infrastructure
  - f. Lack of specificity for inclusion of ethnic and racial groups

# Our Focus

## ISSUES



Health Equity



Social Determinants of Health: Strengthening Assets, Overcoming Barriers



Linkage of mental health and heart disease and stroke risk factors



Access to equitable, timely and optimal care



Community health and economic prosperity

## GOALS

1

Ensure health equity and favorable social determinants of health are at the forefront of cardiovascular disease prevention and control

2

Enhance health and well-being by supporting access to cultural, financial, physical, and social assets and mental healthcare

3

Improve cardiovascular health:

- Prevention of risk factors
- Detection and treatment of risk factors
- Early identification and treatment of heart attacks and stroke
- Prevention of recurrent cardiovascular events

4

Enhance (and brand) the National Forum's strength as a health equity and cardiovascular health thought and change leader

5

Mobilize members and collaborators to improve health equity and cardiovascular health (deepen current members' engagement and diversify membership)



# Our Approach

Leading collaborative action to achieve health equity and optimize cardiovascular health



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