

Measure Up/Pressure Down™ - Healthcare Disparities: African American Focus

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Association of Black Cardiologists



Saving the Hearts and Minds of a Diverse America

Association of Black Cardiologists

Founded in 1974, the Association of Black Cardiologists, Inc., (ABC) is a nonprofit organization with a diverse membership of 2,500 health professionals, lay members of the community (Community Health Advocates), corporate members, and institutional members.

Our Mission

To promote the prevention and treatment of cardiovascular disease, including stroke, in Blacks and other minorities and to achieve health equity for all through the elimination of disparities.

We are a Proud Partner with the following important Blood Pressure Campaigns:



Hypertension Health Disparity

Levels Vary by Race and Ethnicity

African Americans develop high blood pressure more often, and at an earlier age, than whites and Mexican Americans do. Among African Americans, more women than men have the condition.

<i>Race of Ethnic Group</i>	<i>Men (%)</i>	<i>Women (%)</i>
African Americans	43.0	45.7
Mexican Americans	27.8	28.9
Whites	33.9	31.3
All	34.1	32.7

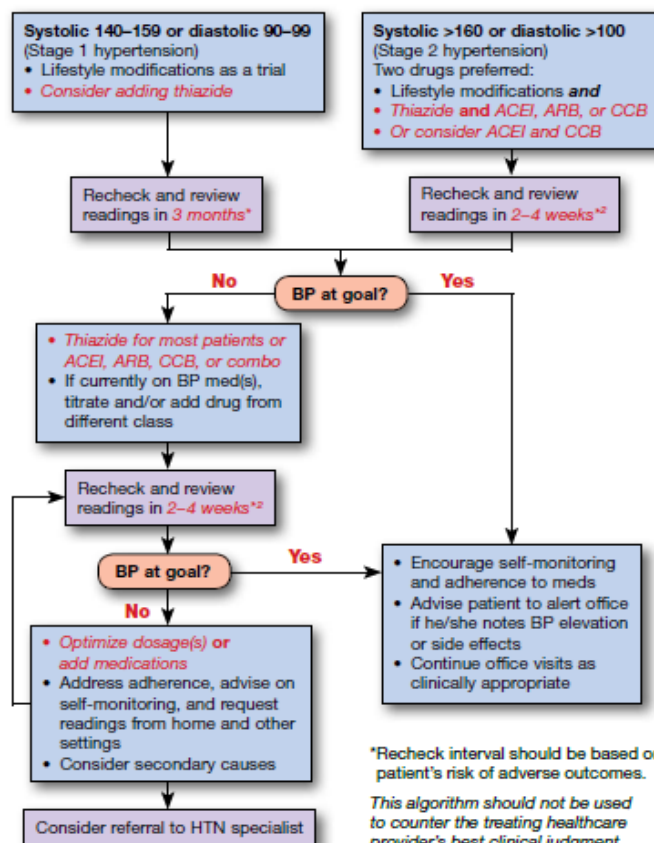
Source: Roger VL, Go AS, Lloyd-Jones DM, Benjamin EJ, Berry JD, Borden WB, et al. Heart disease and stroke statistics—2012 update: a report from the American Heart Association. *Circulation*. 2012;125(1):e2–220.

How do we crack the health disparity nut!



AHA/ACC/CDC Hypertension Treatment Algorithm

Controlling Hypertension in Adults¹



Blood Pressure Goals

- BP Goal for most people < 140 and < 90
- Lower targets may be appropriate for some populations such as:
 - *African-Americans*
 - *Elderly*
 - *Patients with*
 - LV hypertrophy
 - Systolic or diastolic LV dysfunction
 - Diabetes mellitus
 - Chronic kidney disease

AHA/ACC/CDC Hypertension Treatment Algorithm

To download a customizable template for your organization and for additional algorithm examples visit

<http://millionhearts.hhs.gov/resources.html>

ACA, CMS & Health Disparities

- **Access** - Estimated additional 32 million people entering the health care system over the next 3-5 years. This includes 6.8 million uninsured African Americans.
- **Blood pressure testing** is covered under the ACA.
- **Blood Pressure screening** for children - Ages: infant to 17 years.
- Major federal investments to **improve quality of care** are improving management of chronic diseases more prevalent among African Americans.
- Investments in **data collection and research** will help us better understand the **causes of health care disparities** and develop effective programs to eliminate them.
- Targeted interventions, such as **Community Transformation Grants**, will promote healthy lifestyles, lower health care costs, and **reduce health disparities**.
- **Behavioral Health Counseling – Cardiovascular Disease & Obesity**

The Centers for Medicare and Medicaid Services

- **The Centers for Medicare and Medicaid Services (CMS)** has determined there is adequate evidence that intensive behavioral therapy is reasonable and necessary for the prevention or early detection of illness or disability, is appropriate for individuals entitled to benefits under Part A or enrolled under Part B.
- **G0446** *Annual, face-to-face IBT for CVD, individual, 15 minutes*
Intensive behavioral therapy for cardiovascular disease
- **G0447** *Face-to-face behavioral counseling for obesity, 15 minutes*
Intensive behavioral therapy for obesity

Behavioral Health for CVD & Obesity



When Can This Code be Used?

- Medicare patients
- Face-to-face visit, up to 15 minutes
- Once per year
- \$28.22 (DC area) reimbursement per visit
- Counseling furnished by qualified primary care practitioner in a primary care setting
- Behavioral counseling intervention follows the Five A's approach adopted by the USPSTF

What are the components that must be addressed?

- Encouraging aspirin use for the primary prevention of cardiovascular disease when the benefits outweigh the risks for men age 45 – 79 years and women 55 – 79 years
- Screening for high blood pressure in adults 18 years and older
- Intensive behavioral counseling to promote a healthy diet for adults with hyperlipidemia, hypertension, advancing age, and other known risk factors for cardiovascular and diet-related chronic disease

What are the Five A's?

- **ASSESS** behavioral health risk(s) and factors affecting behavior change
- **ADVISE** behavior change through clear, specific, and personalized directions, including personal health harms and benefits information
- **AGREE** upon appropriate treatment goals and methods
- **ASSIST** the patient using behavior change techniques in achieving goals by acquiring the skills, confidence, and social/environmental supports for change
- **ARRANGE** follow-up contacts (in-person or by phone) to provide ongoing assistance/support and to adjust plan

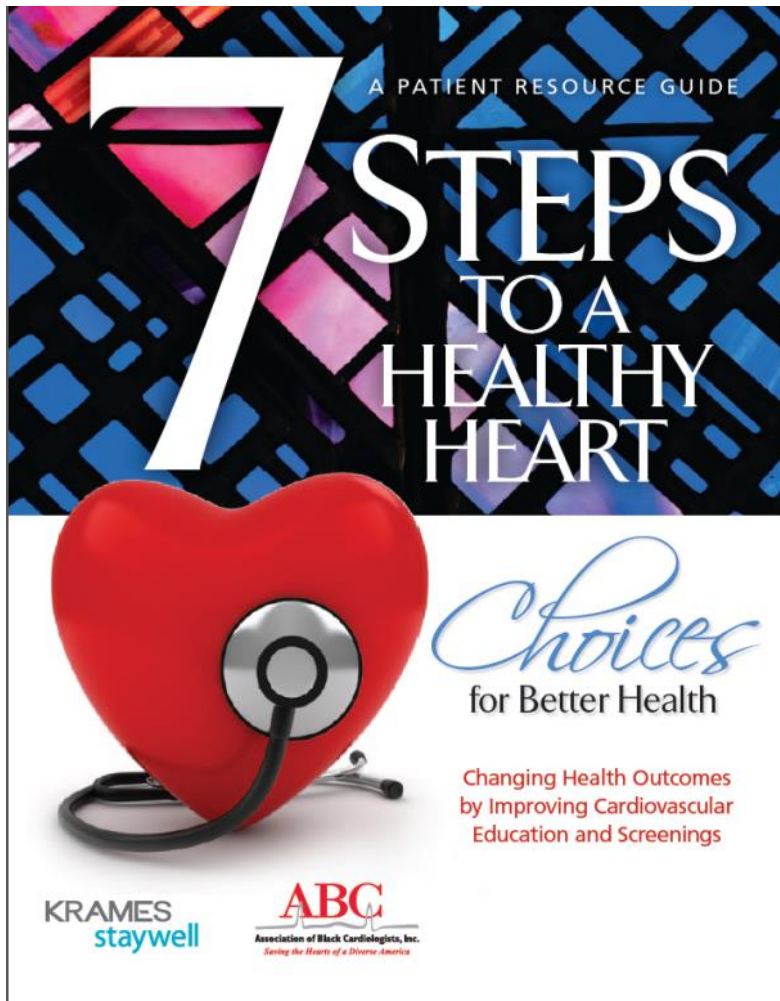
Share the information – 2012 DC Medicare Provider Meeting

Claims to Medicare for the DC area in 2012?



- Only 5 claims in DC were submitted with this modifier for all of 2012.

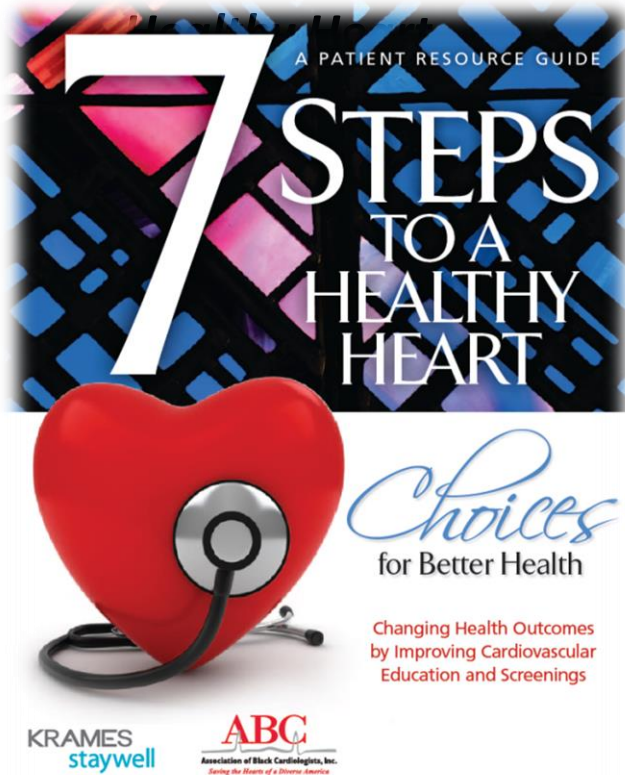
7 Steps to a Healthy Heart Educational Series overview



- Easy to understand educational program that provides patients with tools to make critical lifestyle changes
- Encourages healthy behaviors which positively impact heart health
- Delivered by trusted health advocates within the community

Addresses importance of:

- Being spiritually active
- Taking charge of your blood pressure
- Controlling cholesterol
- Tracking blood glucose levels
- Healthy diet and exercise programs
- Smoking cessation
- Gaining access to better health care



Digital Go-to-Guide:

- 32-page interactive workbook entitled “7 Steps to a Healthy Heart”
- English and Spanish versions

Results:

- Distributed 74,650 copies of the print versions (English and Spanish); 2,515 average page views for month
- **BET** flipbook disseminated digitally to 45 million users
- 1.65 million people to be reached via an agreement with the African Methodist Episcopal Church (**AME**)
- **Aetna** is using the 7 Steps to a Healthy Heart in a study with the **Medicare** patient population. A previous study reported when the 7 Steps to a Healthy Heart was used with the intervention group as part of a disease management program, the intervention group was 50% more likely to have BP in compliance at final assessment than the control group.

The 7 Steps to a Healthy Heart Go-To-Guide™ Features...

Unique page turning format is familiar and comfortable to a wider audience even those less web savvy

Audio voice over of the text improves comprehension for patients at all reading levels

Inside the Workbook

Introduction	3
Step 1 Be Spiritually Active	4
Attend a Place of Worship	
Use Coping Strategies	
Laughter is Good Medicine	
Recipe for Healthy Living	
Step 2 Take Charge of Your Blood Pressure	9
Measuring Blood Pressure	
Controlling Blood Pressure	
Step 3 Control Your Cholesterol	12
What is Coronary Heart Disease?	
What is Cholesterol?	
Good and Bad Cholesterol	
Measuring Blood Cholesterol	
Controlling Cholesterol	
Familial Hypercholesterolemia	
Checking Triglycerides	
What is Atherosclerosis?	
Controlling Atherosclerosis	
Step 4 Track Your Blood Sugar	20
Testing for Diabetes	
Fasting Plasma Glucose Test Results (mg/dL)	
Managing Diabetes: A1C Tests	
Prevention and Control	
Step 5 Eat Smart & Enjoy Regular Exercise	24
Cut Fat and Cholesterol	
Enjoy Fruits and Vegetables	
Enjoy Regular Exercise	
Exercise Daily	
Follow an Exercise Plan	
Manage Your Weight	
Step 6 Don't Use Tobacco	32
Have a "Quit Plan"	
Track Your Triggers	
Choose a Tobacco Cessation Product to Help	
Tobacco: Working Through Withdrawal	
Keep Yourself Busy	
Learn from Slip-Ups	
Be Prepared	
Get Lots of Support	
Step 7 Access Better Healthcare	36
Common Barriers to Equal Access to Healthcare	
Stay Up-to-Date on Treatments for A-fib, Stroke, Heart Attacks	
Immunizations	
The Patient Protection and Affordable Care Act	
Resources	44
Glossary	45

Introduction

Did you know that each year more than 600,000 Americans die of heart disease? Even worse, African Americans die of heart disease and stroke at a 33 percent higher rate than other Americans. Did you also know that heart disease and stroke kill more African Americans than cancer, accidents, pneumonia, HIV/AIDS, diabetes, liver failure, suicide, and homicide combined?

dependency, or limitations on your activities. By taking steps to prevent **cardiovascular disease**, you can live longer and have an active, fulfilling life at any age. Use the step-by-step guide in this booklet to set goals that will help you thrive. Discuss your goals with your healthcare provider, and use the charts in this book to record your progress.

Your efforts and your successes will inspire others in your family and community toward healthier living. So, why not start setting the right example, now. Together, with your help, the help of your healthcare provider and this booklet, our families can enjoy a brighter, healthier future.

How is the time to take the right steps, so let's get started!

How to Use This Booklet

This booklet explains how you can choose a healthy lifestyle and help prevent high blood pressure, diabetes, heart attack, stroke, and other health problems.

Take a few minutes to look through this booklet. It has useful information that will help you follow the 7 Steps to a Healthy Heart:

1. Be spiritually active.
2. Take charge of your blood pressure.
3. Control your cholesterol.
4. Track your blood sugar.
5. Eat smart and enjoy regular exercise.
6. Don't use tobacco.
7. Access better health care.

Use the charts and worksheets in each chapter to record important information about your health and lifestyle. At the back of this booklet you will find a list of resources where you can obtain more information about healthy living.

Following the guidance in this booklet will help give you the inspiration and knowledge that you need to enjoy a long, healthy, and fulfilling life.

Guiding Your Way

Throughout this Patient Resource Guide, use these interactive features to add to your learning experience:

- Open PDF.** Download or print pages that help you manage your heart health. To use this tool, install the free Adobe Acrobat Reader (<http://get.adobe.com/reader/>).
- Audio.** Listen to the audio version of the pages you are viewing. To use this, make sure you have the most recent free copy of Adobe Flash Player (<http://get.adobe.com/flashplayer/>).
- Highlighted Text.** Click on any highlighted text (in red) and you will see a definition of that word.
- Learning Checks.** Check what you have learned throughout this Guide.
- Help.** Click the help button on the Menu Bar to get help using this Patient Resource Guide.

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This publication is brought to you as a public health service by the Association of Black Cardiologists and Krames Staywell through an educational grant from Bristol Myers Squibb Company, Genentech, and Novartis.

The 7 Steps to a Healthy Heart Go-To-Guide™ Features...

Printable tools and logs help patients personalize material for their specific needs

Interactive videos and animation reinforce learning and improve understanding of material


STEP 3

Checking Triglycerides

The lipoprotein profile that measures your cholesterol levels will also measure your **triglycerides**. Triglycerides are fatty substances that your liver makes from the food you eat.

People who are obese or have **diabetes** are likely to have high triglyceride levels. Recent studies show a strong link between high triglyceride levels and the risk of heart disease.


Triglyceride Levels (mg/dL)	
Normal	Less than 150 mg/dL
Borderline risk	150-199 mg/dL
High risk	200-499 mg/dL
Very high risk	More than 500 mg/dL



My Triglyceride Levels (mg/dL)

Each time you have your triglycerides measured, use the table below to record the results. If your levels are above 150 mg/dL, ask your healthcare provider about ways to reduce your triglycerides. In general, you need to do the same things you would do to reduce cholesterol—stick to a healthy low-fat diet and get plenty of exercise. In addition, you need to limit sugar and other carbohydrates in your diet, and if you smoke, you need to quit now! Your health care provider might also determine that you need to take medication to help control high triglyceride levels.

Date	Triglyceride Level

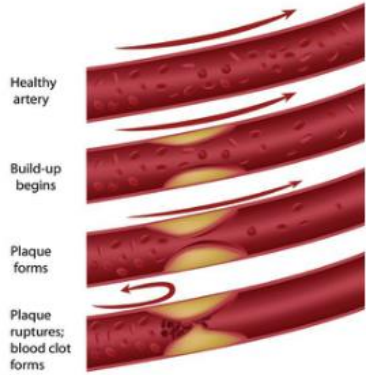


What is Atherosclerosis?

When there's too much cholesterol in the bloodstream, it can start to build up on the inside walls of the arteries and other blood vessels. This build-up is called plaque. In time, the arteries can start to harden with the built-up plaque. This process is called atherosclerosis.

Atherosclerosis is a serious condition that can lead to heart attack, heart failure, or stroke. This is why it's so important to control your cholesterol and take other steps to help your blood vessels remain healthy.

STAGES OF ATHEROSCLEROSIS



Controlling Atherosclerosis

Controlling atherosclerosis is much the same as controlling cholesterol. You want to be physically and spiritually active; eat healthy, nutritious food; avoid overindulging in alcohol; and don't smoke (or quit if you do).

Learning Check

Check what you've learned in Step 3 of this guide. Click the button to begin the quiz.

START

The 7 Steps to a Healthy Heart Go-To-Guide™ Features...

Roll over text explains medical terms and phrases in everyday language

Interactive learning checks reinforce and encourage patient understanding

STEP 7



Immunizations

When we think of **immunization**, we usually think of childhood. After all, children receive many immunizations from their infancy onward to help guard against dangerous diseases.

But adults need to stay current with immunizations, too. These are some of the most commonly used vaccines for adults and who should receive each:

- Seasonal flu (all adults)
- Tetanus, diphtheria and pertussis (all adults who did not receive the Tdap vaccine as children)
- Pneumococcal disease (adults 65 years and older and adults with specific health conditions)
- Hepatitis B infection (adults with diabetes or those who are at risk for hepatitis B)

Some adults may require other immunizations, too, such as the vaccines for shingles and meningitis. Talk with your doctor about which ones are right for you.







The Patient Protection and Affordable Care Act

You have probably read or heard about the new health care act President Obama signed into law in 2010. The law will have a major impact on how we get insurance and receive care.

For starters, insurance companies will be required to offer the same level of care without regard to gender or preexisting conditions (i.e., health conditions you have before you got the insurance policy). The law also establishes minimum standards of coverage, and bans annual and lifetime caps on benefits.

For the first time, individuals and businesses will be able to buy health insurance through state exchanges, where health insurers will compete state by state for your business. Many low-income individuals and families who buy insurance through the exchanges will be eligible for subsidies (on a sliding scale) to help them cover the cost. Medicaid will be expanded to cover more people, as well.

The act will be phased in over the years leading up to 2020, when the last of its provisions goes into effect. The ultimate goal of the Patient Protection and Affordable Care Act is to help more people get the health insurance and health care they need, without adding to the costs they must bear. For more information about the Patient Protection and Affordable Care Act, see the website <http://www.healthcare.gov/law/index.html>.

42



Congratulations!

By reading this booklet and using the charts, you have taken a giant step toward a healthier heart. Be encouraged even if you are finding that you need to make a lot of changes in your lifestyle. No one expects you to make all of these changes overnight. But remember, every little bit helps. Every step you take in the right direction will make it that much easier to take the next step.

You're not just doing this for yourself. You're taking care of yourself for your family, and for all of your loved ones. Take pride in your accomplishments.





You Deserve it!



Learning Check

Check what you've learned in Step 7 of this guide. Click the button to begin the quiz.

START

43



Before You Eat The Church Food Video





Surgeon General, Vice Admiral Regina Benjamin, ABC's President Dr. Ola Akinboboye, Dr. Michelle A. Albert, and AMA President Dr. Jeremy Lazarus at the April private screening at the Ritz Carlton in Washington, DC

Before You Eat The Church Food Video

- The ABC produced documentary, "Before You Eat the Church Food, Watch This Video"
- The documentary details how unhealthy foods are negatively affecting people's health and lives.
- What progressive churches are doing to combat heart disease.
- Results:
 - Aired on Maryland PBS affiliate
 - Featured on BET website with 35 million users
 - PSA in southern states via Gospel Radio
 - Faith Based Community
 - State & City Health Departments
 - Waiting rooms in physician offices and clinics

Patient Portal with Digital Health Library at www.abccardio.org

**Association of Black Cardiologists, Inc.**
Saving the Hearts of a Diverse America




Our Goal is to Reduce the Cardiovascular Disease Disparity Gap by 20% by 2020
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FOR HEALTHCARE PROFESSIONALS


PATIENT RESOURCES


COMMUNITY HEALTH ADVOCACY


 **MEMBER SERVICES**

 **CONTINUING MEDICAL ED**

 **ABC RESOURCES**

 **PATIENT PORTAL**

 **EVENTS & NEWS**


 **HOW TO MAKE A DIFFERENCE**

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Home



Getting Started
[Heart Disease Risk Quiz](#)

Today in Health News
[Heart-Healthy Lifestyle May Also Prevent Lethal Blood Clots](#)
Large U.S. study followed people nearly 5 years to gauge their risk
[Read this Article](#) [More Health News](#)

Your Guide to Heart Disease Prevention and Management
[Understanding Heart Disease](#)
Heart disease is the leading cause of death in the US. Learn what you can do to keep your own heart healthy.



Association of Black Cardiologists, Inc.

Let's work together to crack this nut!





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