

## MESSAGES FOR INSURERS

Million Hearts™ is a public-private initiative led by CDC and CMS to prevent 1 million heart attacks and strokes in the U.S. over the next five years by focusing the nation on evidence-based **community and clinical prevention** actions. Heart disease and stroke are two of the leading causes of death and disability in the United States, making cardiovascular disease responsible for one of every three deaths in the country. Together, heart disease and stroke are among the most widespread and costly health problems facing the nation, accounting for \$444 billion in health care expenditures and lost productivity in 2010 alone.

### Million Hearts™ priorities include:

- **Empowering Americans to make healthier choices** by preventing tobacco use and limiting sodium and trans fat consumption. This can reduce the number of people who need medical treatment such as blood pressure or cholesterol medications to prevent heart attacks and strokes.
- **Improving care** for people who do need treatment by encouraging a targeted focus on the “**ABCS**”—**A**spirin for people at risk, **B**lood pressure control, **C**holesterol management and **S**moking cessation – which address the major risk factors for cardiovascular disease and can help to prevent heart attacks and strokes.

### Your help is vital to the success of Million Hearts™:

- Million Hearts™ aligns with insurers’ efforts to provide high-quality care, promote patient engagement, and incorporate best practices and quality improvement tools.
- America’s health insurers may be the health care stakeholder best equipped to measure and incentivize performance on the ABCS, and to collect and share data for quality improvement.

- Many insurers are already leading outreach campaigns to help patients know their numbers, make better health choices, and reduce their risk for chronic disease.
- Million Hearts™ can help insurers deploy value-based insurance design or other incentives to support behavior change among patients with or at risk for heart attack and stroke.

**Important actions you can take to advance Million Hearts™ include:**

- **Increase awareness of heart disease and stroke and their risk factors** to empower your covered members to take control of their heart health:
  - Educate consumers about high blood pressure and cholesterol and what they can do to prevent or control these conditions.
  - Empower patients to ask what they can do to improve their care.
- **Align insurance plan health initiatives** and programs with Million Hearts™ goals. For example:
  - Implement incentive programs for members to reduce their heart disease risk through lower premiums, less cost sharing, and incentives for behavior change and self-management.
  - Support education programs, tobacco prevention incentives, wellness programs, and recognition programs.
  - Leverage the power of health information technology to drive quality improvement through reminders, decision support, registries, and provider or health system feedback reports.
  - Collect and share data for quality improvement.
  - Integrate ABCS improvement with existing quality improvement efforts, practice redesign, value-based purchasing decisions, and benefits design.
  - Include coverage for community-based or on-site weight control programs for members at high risk of heart disease and stroke.
- **Pledge your organization's commitment and share success stories on the Million Hearts™ website:** <http://millionhearts.hhs.gov>