



# Heart360 Fishbowl

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Scaling and Spreading Innovation  
Strategies to Improve Cardiovascular Health  
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# Rates of Hypertension Control in the U.S. are Low

- Benefits of hypertension therapy
  - 25% reduction in heart attack
  - 40% reduction in strokes
  - 50% reduction in heart failure
- NHANES (2005-2008)
  - Treatment 70%
  - Control 46%



# Focus Groups

## Kaiser Colorado Clinics



- Controlling my BP is critical
- Diet, exercise, and medications are important
- Office visits are inconvenient and time-consuming
- Using a home BP cuff is appealing



# Provider Meetings Kaiser Colorado Clinics



**Providers Supportive**  
**Guideline driven**  
**Kept Informed**



# Home BP Monitoring supported by Pharmacists and Heart360

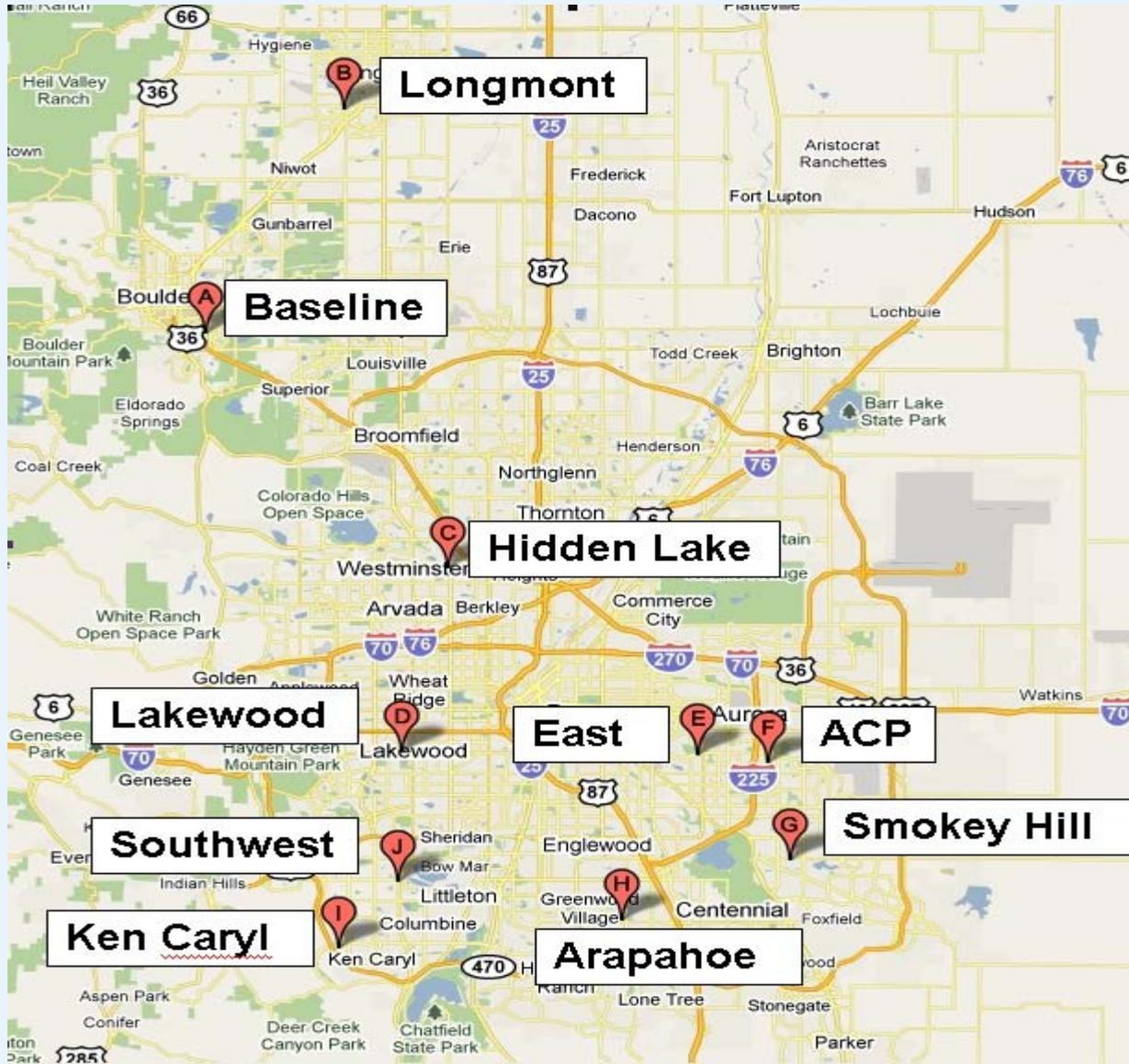




# Research Question

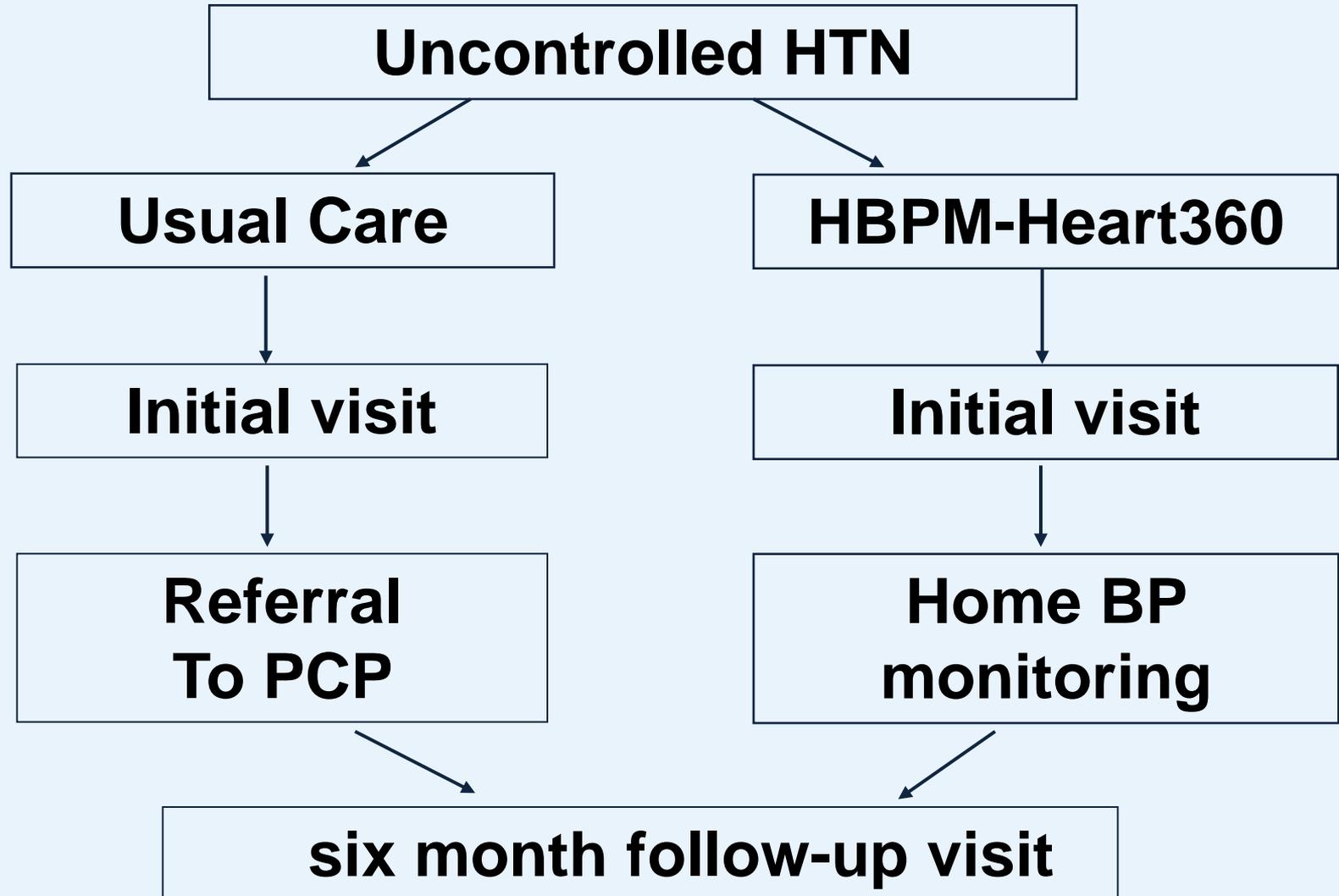
**For patients with hypertension, is a clinical pharmacy specialist-led Heart360 home BP monitoring program (HBPM) more effective than usual office-based care?**

# Study Setting





# Study Population





# Monitoring Protocol

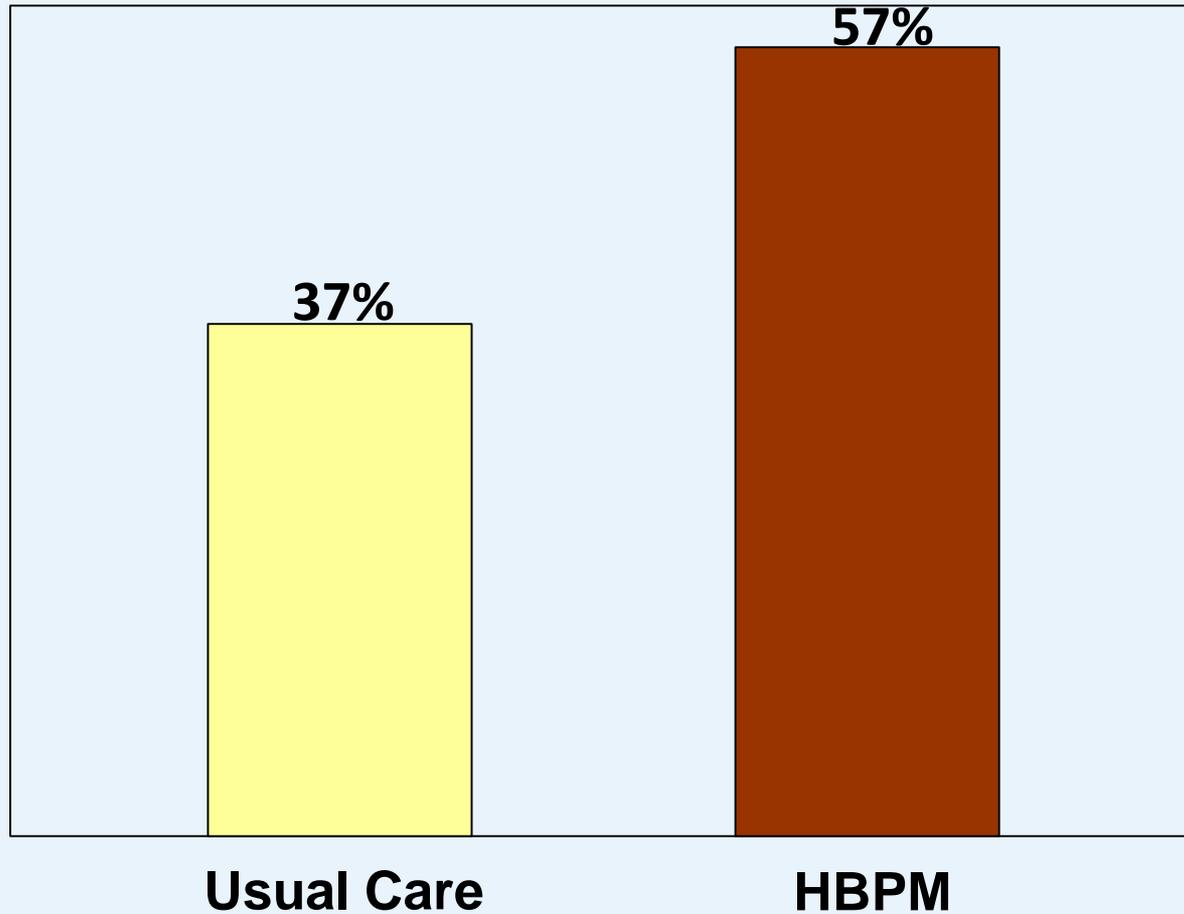


# Results





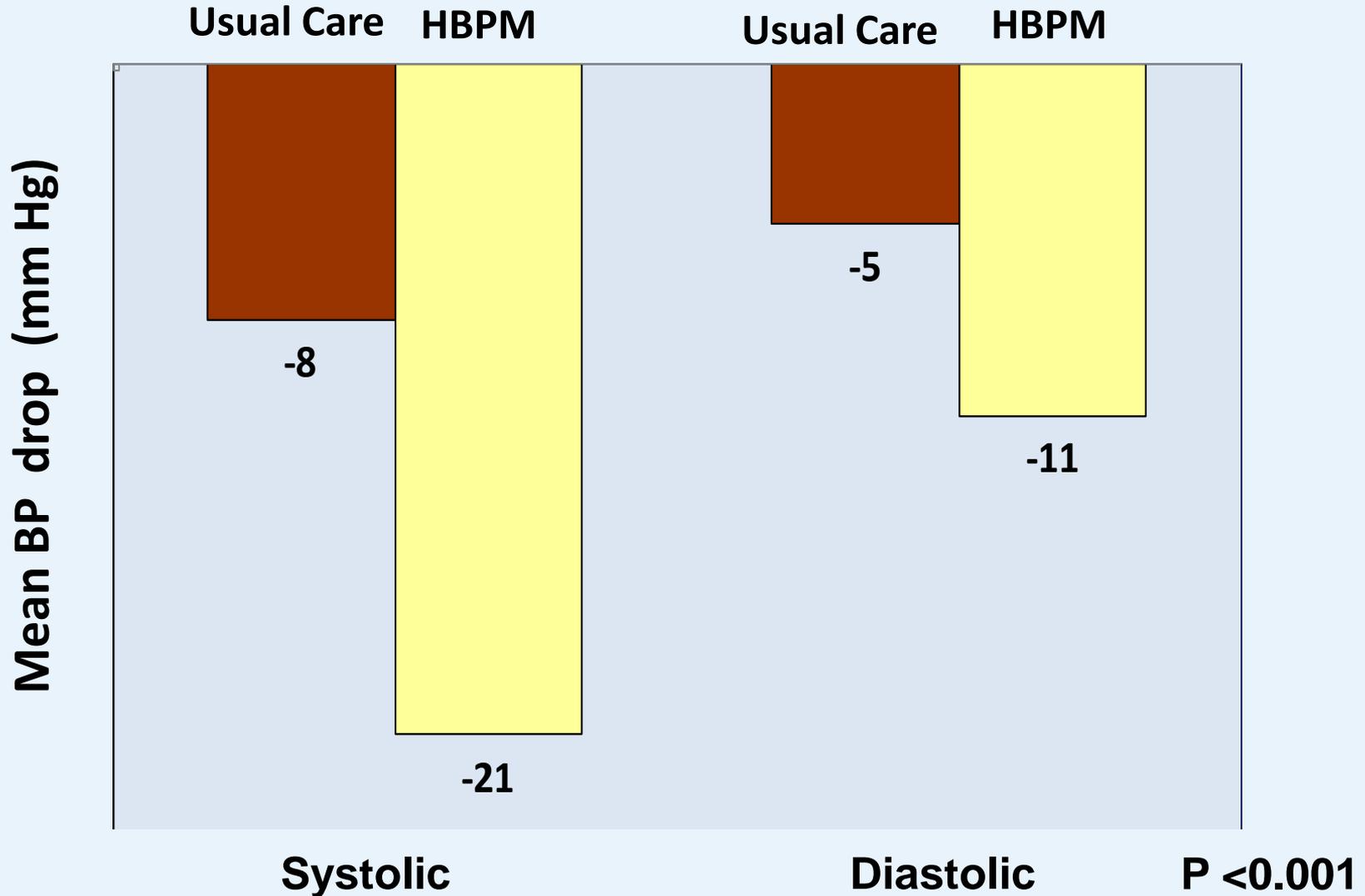
# HBPM Patients Had Superior 6-month BP Control



***RR = 1.5 (1.2-1.9); p < 0.001***

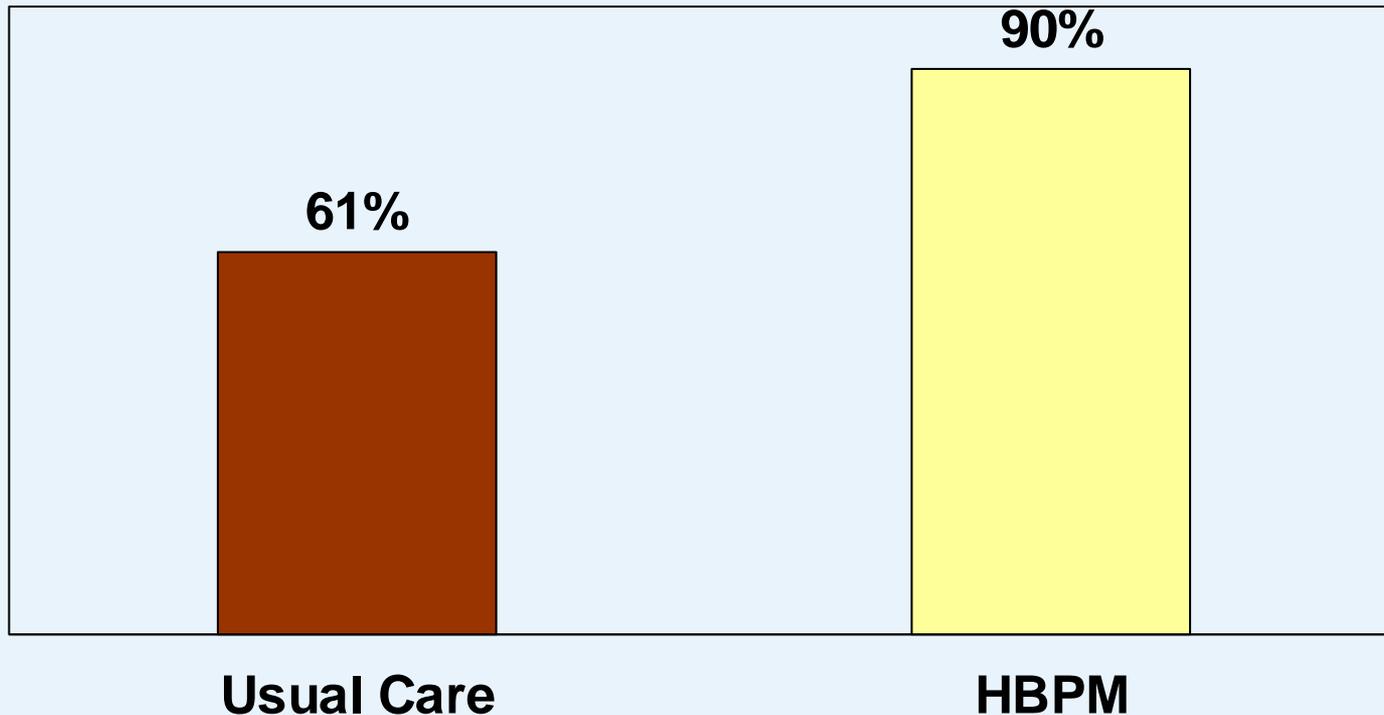


# Heart360 HBPM Group Had a Greater Drop in Blood Pressure





# Heart360 HBPM Patients Reported Greater Satisfaction with Care



**P < 0.001**

**Very to Extremely Satisfied**



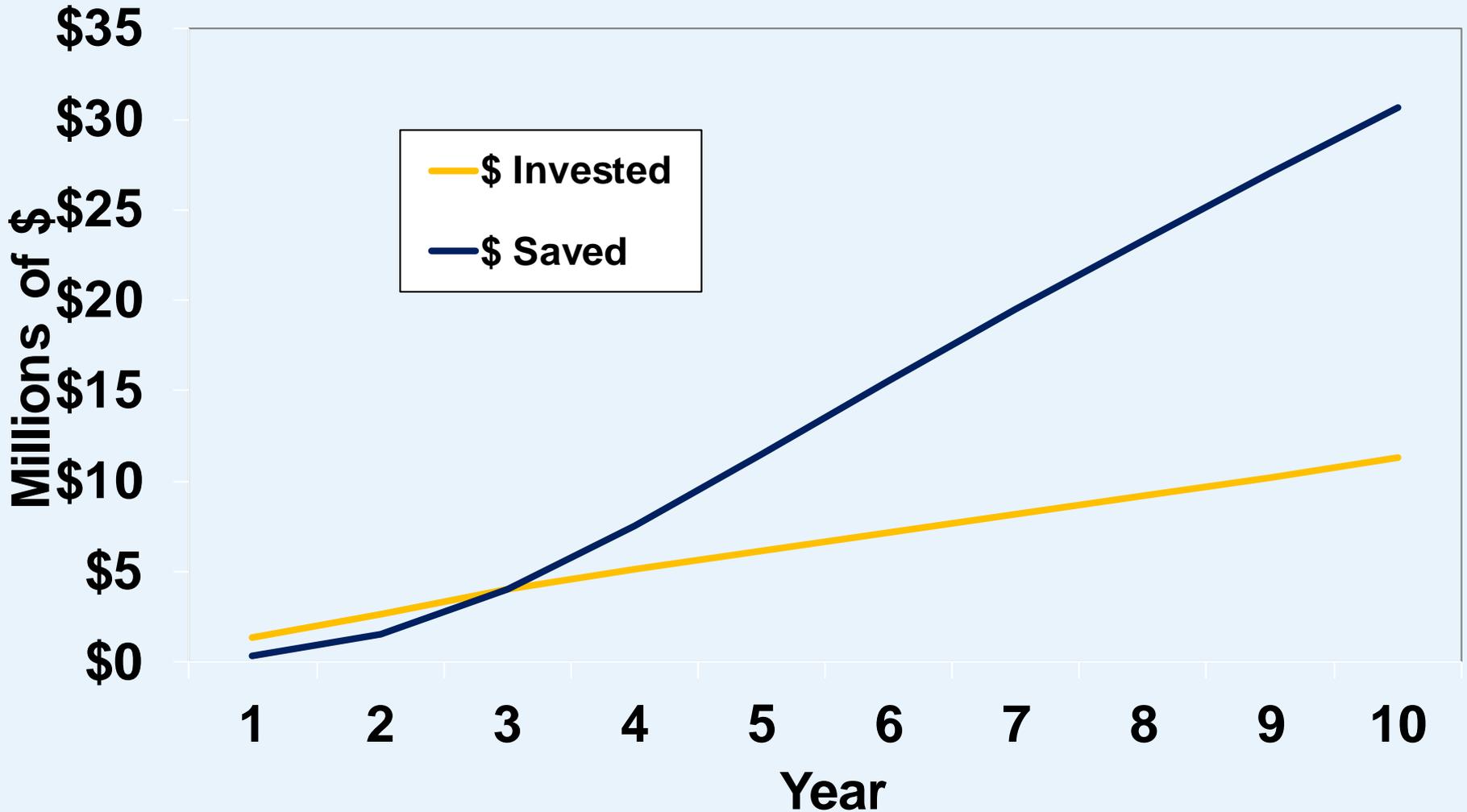
# What are the cost implications for Heart360 HBPM?

- Intervention Costs
- CV Events Prevented
- Cost of Events Prevented





# Cost Benefit over 10 Years





# Implementation Barriers

- Cost of BP cuffs
- Need for computer and internet
- Challenges of getting data into EHR
- Capitation vs. Fee for Service
- Patient Turnover



# Translation to Routine Practice: A Tale of Two Regions



**Kaiser Colorado**



**Kaiser Southern California**



# KP Colorado

- Enthusiastic response to presentations to health plan leaders and stakeholders
- Little movement towards adoption in routine clinical practice
  - Turnover in clinical champion
  - Change in organizational priorities
  - Limited bandwidth
  - Lack of sponsorship



# KP Southern California

- Enthusiastic response to presentations to health plan leaders and stakeholders
- Rapid movement towards adoption
  - Stable clinical champion - > 20 years
  - Organizational priority – improve efficiency
  - Sponsorship by Associate Medical Director
- Current Plans
  - Pilot 3 medical centers serving > 600K patients
  - Subsidize cost of cuff, consider BP cuff library
  - Existing infrastructure to support rollout



# Lessons Learned

- Clinical champion
- Organizational priorities
- Bandwidth
- Sponsorship



## Disclaimer

The findings and conclusions in this presentation are those of the author(s) and do not necessarily represent the official position of the Centers for Disease Control and Prevention or the Agency for Healthcare Research and Quality.