



millionhearts.hhs.gov

## Elements Associated with Effective Adoption and Use of a Protocol

### *Insights from Key Stakeholders*

Simple, evidence-based treatment protocols are an essential tool for improving blood pressure control among practices and health care systems. To accelerate the adoption and implementation of protocols, Million Hearts® convened a group of stakeholders who recognize that the use of protocols is key to their success in blood pressure control. Stakeholders consist of protocol owners, key organizations and health care providers who have successfully used protocols within their system. This document is a compilation of comments and insights gained from the stakeholder discussions in fall 2013 about adopting and using hypertension protocols.

---

#### **Audit and Feedback**

- ▷ Identify a key influencer to serve as a champion.
- ▷ Identify mentors to provide consultation on implementation.
- ▷ After baseline data are collected, discuss and set a goal, such as “Increase by 10% the number of hypertensive patients aged 18 years or older whose blood pressure is under control.”
- ▷ Use an electronic or paper registry that identifies patients with high blood pressure and allows tracking over time.
- ▷ Use electronic health records to collate and analyze clinical information.
- ▷ Provide regular and timely feedback on performance to the entire health care team.
- ▷ Make performance data transparent and learn from those who are reaching the goal.
- ▷ Celebrate early wins.

#### **Team-Based Care**

- ▷ Make hypertension control a priority.
- ▷ Fully use the expertise and scope of practice of every member of the health care team: physician, advanced practice nurse, physician’s assistant, nurse, hospital and community pharmacist, medical assistant, care coordinator, and others.
- ▷ Include the patient and family as key members of the team.
- ▷ Conduct pre-visit planning to make the most of the care encounter, such as ensuring that patients bring in their home readings and ask questions or express concerns, including about access to medications and monitoring equipment, adverse effects of medications, and challenges with diet and exercise.
- ▷ Learn about community resources and recommend them to patients.
- ▷ When hypertension is not controlled, look for opportunities to check in with patients between visits and adjust medication dose as needed.



millionhearts.hhs.gov

## Professional and Patient Education

- ▷ Provide the health care team with the evidence base for adopting and using protocols.
- ▷ Train the health care team on how to use the protocol.
- ▷ Offer ongoing training to staff on how to measure blood pressure accurately.
- ▷ Calibrate and inspect equipment at regular intervals to ensure correct blood pressure measurement during patient visits.
- ▷ Emphasize the value of home blood pressure monitoring.
- ▷ Incorporate coaching and self-management into patient education and follow-up visits.

## Suggested Citation

Centers for Disease Control and Prevention. *Elements Associated with Effective Adoption and Use of a Protocol: Insights from Key Stakeholders*. Atlanta, GA: US Dept of Health and Human Services; 2014.

Million Hearts® thanks the following individuals and organizations for their time and commitment in providing guidance for protocol development and implementation:

American Association of Colleges of Pharmacy:  
William Lang, MPH

American Association of Nurse Practitioners:  
Angela Golden, DNP, FNP-C, FAANP

American Academy of Family Physicians:  
Belinda Schoof, MHA, CPHQ; Julie Wood, MD, FAAFP

American College of Cardiology:  
William Oetgen, MD, MBA, FACP, FACC

American Heart Association:  
Rose Marie Robertson, MD

American Medical Association:  
Karen Kmetik, PhD; Mavis Prall, MSJ, MS

American Medical Group Association:  
Jerry Penso, MD, MBA; Shannon Walsh, BA

American Pharmacists Association:  
Ann Burns, RPh

Centers for Disease Control and Prevention:  
Sallyann Coleman King, MD, MSc; Kathy Harben, BA;  
Judy Hannan, MPH, RN; Rikita Merai, MPH; Amber Stolp, MPAff;  
Hilary Wall, MPH; Janet Wright, MD, FACC

Centers for Medicare & Medicaid Services:  
Marjory Cannon, MD

HealthPartners:  
Thomas Kottke, MD; Michael McGrail, MD

Institute for Clinical Systems Improvement:  
Sanne Magnan, MD, PhD

International Society on Hypertension in Blacks:  
Brent Egan, MD; David Kountz, MD, MBA

Kaiser Permanente:  
Marc Jaffe, MD; Joseph Young, MD

MedStar Health:  
Peter Basch, MD, FACP

National Heart, Lung, and Blood Institute:  
George Mensah, MD, FACC

New York City Health and Hospitals Corporation:  
David Stevens, MD

Office of the National Coordinator for Health Information  
Technology:  
Joseph Bormel, MD, MPH

Preventive Cardiovascular Nurses Association:  
Suzanne Hughes, MSN, RN; Sue Koob, MPA

School of Pharmacy, University of Maryland:  
Lauren Bloodworth, RPh; Eleanor Perfetto, PhD, MS

School of Pharmacy, University of Mississippi:  
Leigh Ann Ross, PharmD, BCPS, FCCP, FASHP

University of North Carolina at Greensboro:  
Leslie Davis, PhD, RN, ANP-BC

U.S. Department of Veterans Affairs/Department of Defense:  
Caitlin O'Brien, MA

*Million Hearts® is a national initiative to prevent 1 million heart attacks and strokes by 2017. It is led by the Centers for Disease Control and Prevention and the Centers for Medicare & Medicaid Services, two agencies of the Department of Health and Human Services.*

*The Million Hearts® word and logo marks and associated trade dress are owned by the U.S. Department of Health and Human Services (HHS). Use of these marks does not imply endorsement by HHS.*