

**Maryland Health Quality and Cost Council  
Million Hearts Campaign Action Plan  
2012**

The Maryland Health Quality and Cost Council (HQCC) supports the Million Hearts™ Initiative, which aims to prevent 1 million heart attacks and strokes in the United States over the next 5 years. To maximize Maryland’s efforts to prevent and control cardiovascular disease, the HQCC aims to increase opportunities for partner engagement in the Million Hearts campaign by aligning and guiding statewide efforts and sharing successes. In alignment with the Maryland Department of Health and Mental Hygiene’s (DHMH) commitment to the Million Hearts™ campaign, the HQCC will prioritize five core areas for regional, state, and local partners to engage in this initiative:

- Improving clinical care:
  - Enhancing coordination and standardization of inpatient tobacco efforts,
  - Facilitating the use of community-based physical activity and nutrition resources to address obesity,
  - Encouraging the implementation of proven evidence-based preventive health recommendations in all settings,
  - Promoting Clinical Quality Improvement in cardiovascular disease care; and
- Strengthening tobacco control;
- Promoting a healthy diet and daily physical activity;
- Encouraging workplace wellness; and
- Incentivizing local public health action.

These core areas are the framework that the HQCC will use when identifying and prioritizing on-going Council activities throughout the five year campaign period. This action plan is a living document that will be reviewed and updated annually.

Wellness and Prevention Workgroup				
Priority Objective 1: Increase opportunities for engagement in Million Hearts among state, regional, and local partners.				
Priority Objective 2: Identify and share success in all strategic areas.				
Priority Strategies	Activities	Timeframe	Council and Partners Responsible	Metrics
Strategy 1: <i>Improving clinical care</i>	Partner with the State of Maryland as a large employer and insurer to prioritize the importance of the ABCS <sup>1</sup>	On-going	HQCC, WellnessStat, DBM <sup>2</sup> , DHMH	Incorporation of the ABCS into existing insurance benefit design and disease management programs
	Encourage clinical professionals to address the ABCS, including counseling for nutrition, physical activity, weight management, and tobacco use	On-going	HQCC (MedChi <sup>3</sup> / UM SoM <sup>4</sup> / JH <sup>5</sup> / MedStar Health/ MHA <sup>6</sup> )	Incorporation of the ABCS into existing clinical encounters with patients
	Empower providers through clinical quality reporting from the EHR <sup>7</sup> to monitor the ABCS in their patient populations	On-going	Delmarva <sup>8</sup> , DHMH, ADA <sup>9</sup> , AHA <sup>10</sup> , MHA, FQHCs <sup>11</sup> , HDSC <sup>12</sup> , LHDs <sup>13</sup> , CRISP <sup>14</sup> , HQCC	Number of providers who receive data on status/outcomes for their patients with chronic conditions from a registry/EHR
	Encourage health care profession education systems to include an increased focus on addressing ABCS in education curriculums	On-going	Universities, Residency Programs/ Practicums, CME <sup>15</sup> , HQCC (MedChi, JH, Lifebridge Health, UM SoM, MedStar St. Mary’s Hospital)	Number of outreach efforts
	Promote and enhance the role of clinical providers (e.g. hospitals, health centers) in implementing and ensuring referral to self-management education programs (e.g.,	On-going	DHMH, ADA, AHA, MHA, HQCC (Health Systems/Hospitals/AAA <sup>16</sup> )	Website information connecting Maryland residents to self-management resources

	Diabetes-Self Management Education Program, weight management)			
	Engage Maryland's four ACOs and the Maryland Insurance Administration in Million Hearts Campaign strategies, including promoting the importance of the ABCS (e.g. nutrition, tobacco, weight management) and team-based care (e.g. pharmacists and Community Health Workers)	On-going	MHA, DHMH, HQCC (JH, UM SoM)	Number of outreach efforts
	Encourage Patient Centered Medical Home (PCMH <sup>17</sup> ) projects to promote the use of effective ABCS care practices	Fall 2012, on-going	HQCC (Carefirst <sup>18</sup> /MHCC <sup>19</sup> )	Incorporation of the ABCS into PCMH guiding principles, strategies, and/or trainings, when applicable
	Enhance clinical-community linkages for tobacco, medication adherence, nutrition, and physical activity resources to improve the transition of care	On-going	DHMH, HQCC	Existence and promotion of resource list in each jurisdiction
	Engage patients and employees by using social marketing to promote the ABCS	On-going	HQCC, DHMH	Number of social marketing tools used to promote messages.
	Highlight partners for their deployment of Million Hearts as best practices	Fall 2012, on-going	MHA, HQCC (MedStar Health, Perdue Farms)	HQCC presentation given
Strategy 2: <i>Strengthening tobacco control</i>	Engage and educate health care professionals to be spokespersons on the harmful effects of tobacco use and services (e.g. MD Quit, Legal Resource Center, Maryland Quitline, Cigar Trap) that keep children, youth and adults tobacco-free	On-going	DHMH, MD Quit, Legal Resource Center, Health care professionals	Number of communication strategies implemented  Tobacco-cessation support resources (e.g. Quitline) available
Strategy 3: <i>Promoting a healthy diet and daily physical activity</i>	Engage and educate health care professionals to be spokespersons on the importance of healthy eating and active living and the services that keep children, youth and adults healthy	On-going	DHMH, MHA, HQCC (MedChi/UM SoM, JH)	Number of communication strategies implemented  Healthy eating and active living support resources available
	Promote ChopChop Maryland recipes to residents in restaurants, health care facilities, and for personal use	2012, on-going	HQCC	Promotion tools displayed and distributed
Strategy 4: <i>Encouraging workplace wellness</i>	Guide and implement the State of Maryland Employee Wellness Initiative	Spring 2012, on-going	HQCC, DHMH, WellnessStat	WellnessStat tracking
	Promote evidence-based workplace wellness strategies (e.g. value-based purchasing) at regional HMB <sup>20</sup> forums	Spring 2012-Spring 2013	DHMH, HQCC, MABGH <sup>21</sup>	Increased knowledge and skills in core focus areas, as captured by event evaluation forms
	Create HMB success stories highlighting	Fall 2012	DHMH, HQCC (Perdue Farms,	Stories written and disseminated

	HQCC member's organizations		LifeBridge Health, MedStar St. Mary's Hospital, etc.)	
	Recruit 250 new businesses into HMB	On-going	HQCC, DHMH, HMB Partners	HMB registry tracking
Strategy 5: <i>Incentivizing local public health action</i>	Guide CTG and PHHS grant activities	Spring 2012, on-going	HQCC, Institute of a Healthiest Maryland, DHMH, LHDs	DHMH tracking of project period and annual objectives  Quarterly updates presented
	Consider holding and engaging partners in regional diabetes or chronic disease town hall meetings to increase awareness	On-going	Governor's Office, DHMH, MHA, AAA's, LHDs, HQCC	Number of meetings held
	Convene Maryland's Million Hearts partners at a statewide partner meeting (part of an annual conference and/or press event)	Fall 2012	DHMH, MHA	Meeting held
	Identify linkages between Million Hearts Campaign priorities and the Health Disparities Workgroup activities	Fall 2012	HQCC	Number of linkages identified

Looking forward the HQCC will consider additional opportunities, such as:

- Engaging CRISP around IT requirements and meaningful use.
- Promote and encourage the use of Registered Dieticians on the clinical team or appropriate referral to community resources.

**Call to Action:** The Maryland Health Quality and Cost Council endeavors to maximize the health of Maryland residents by preventing heart attacks, strokes, and its controllable risk factors—specifically high blood pressure, high cholesterol, diabetes, smoking, and obesity—by leveraging resources and the Council's collective and individual influence to implement environmental changes, support health systems, and enhance community-clinical linkages.

<sup>1</sup> Appropriate Aspirin Therapy, Blood Pressure Control, Cholesterol Management, Smoking Cessation (ABCS)

<sup>2</sup> Maryland Department of Budget and Management

<sup>3</sup> The Maryland State Medical Society (MedChi)

<sup>4</sup> University of Maryland School of Medicine (UM SoM)

<sup>5</sup> Johns Hopkins (JH)

<sup>6</sup> Maryland Hospital Association (MHA)

<sup>7</sup> Electronic Health Record (EHR)

<sup>8</sup> Delmarva Foundation (Delmarva)

<sup>9</sup> American Diabetes Association (ADA)

<sup>10</sup> American Heart Association (AHA)

<sup>11</sup> Federally Qualified Health Centers (FQHCs)

<sup>12</sup> State Advisory Council on Heart Disease and Stroke Prevention (HDSC)

<sup>13</sup> Local Health Departments (LHDs)

<sup>14</sup> Chesapeake Regional Information System for Our Patients (CRISP)

<sup>15</sup> Continuing Medical Education (CME)

<sup>16</sup> Area on Aging Office in local communities (AAA)

<sup>17</sup> Patient Centered Medical Homes (PCMH)

<sup>18</sup> Carefirst BlueCross BlueShield (Carefirst)

<sup>19</sup> Maryland Health Care Commission (MHCC)

<sup>20</sup> Healthiest Maryland Businesses (HMB)

<sup>21</sup> Mid-Atlantic Business Group on Health (MABGH)