



Measure Up Pressure Down

American Medical Group Foundation

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American Medical Group Association

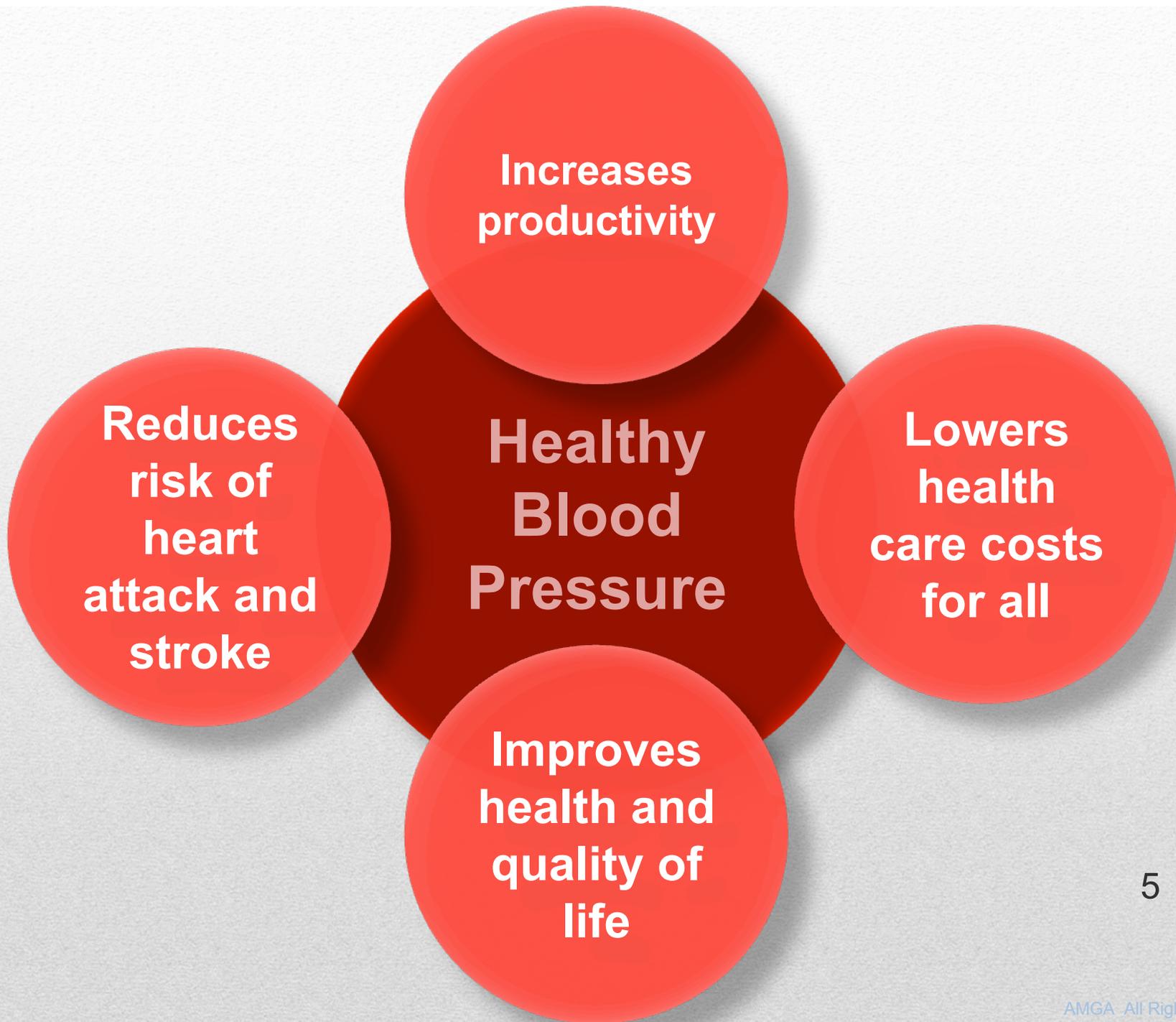


What If...

All AMGA member medical groups and health systems agreed to work together to address one of the nation's most important public health challenges?

68 million

\$93.5 billion





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Today's Goals

1. Describe components of a large scale clinical campaign
2. Provide practical tools to improve blood pressure control at your organization
3. Illustrate new and provocative insights into blood pressure management

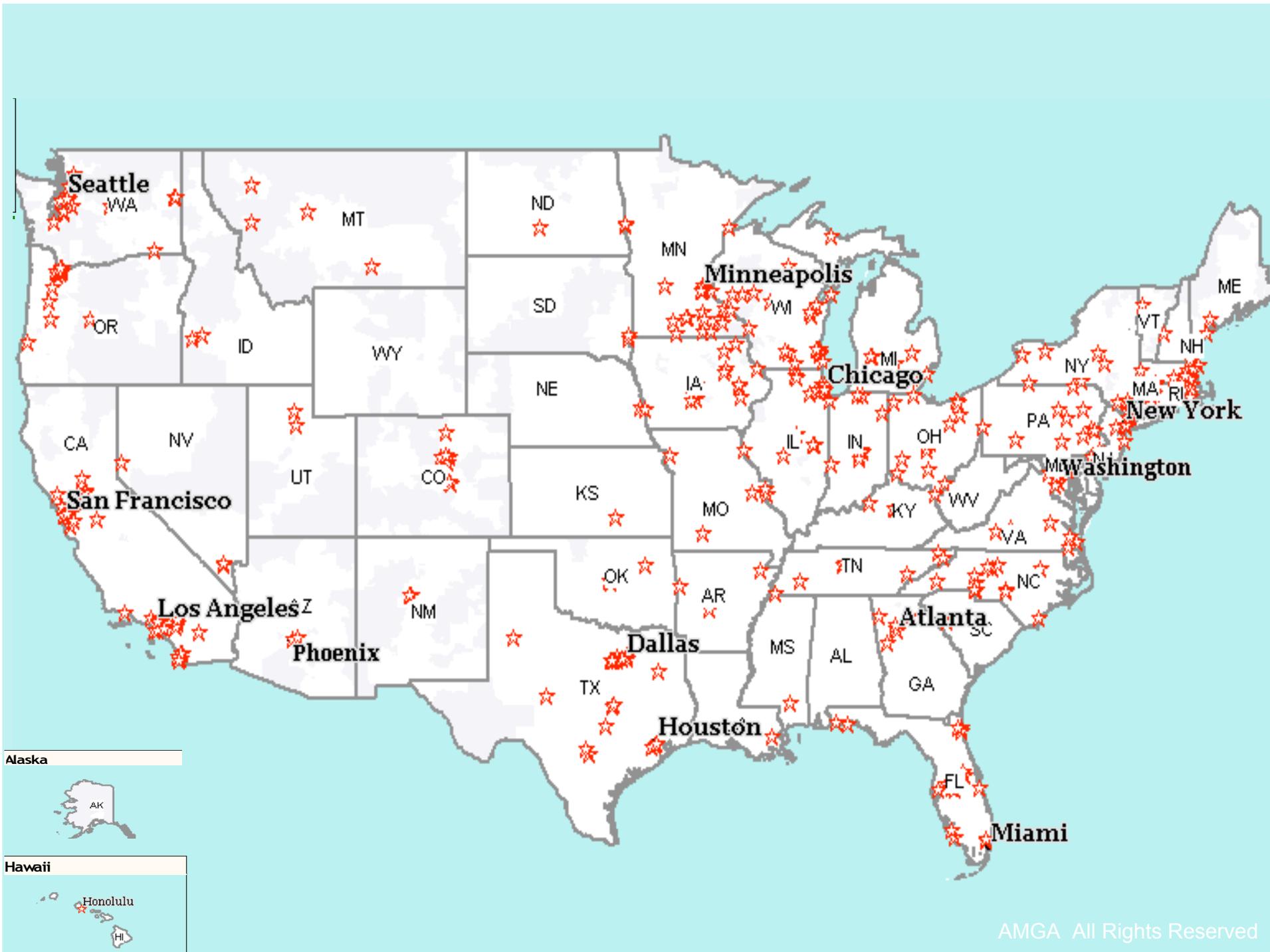

The logo for the American Medical Group Association (AMGA) features the acronym "AMGA" in a large, bold, blue, sans-serif font. The letters are closely spaced and have a slight shadow effect. The logo is centered between two thin horizontal lines.

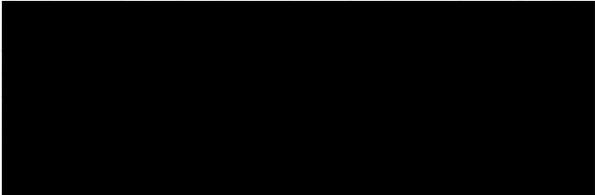
American Medical Group Association

The American Medical Group Association represents medical groups and organized systems of care, including:

- Mayo Clinic
- Cleveland Clinic
- Kaiser Permanente and many more...

The American Medical Group Association supports its members in enhancing population health and care for patients through integrated systems of care.



- 
- 
- Nonprofit 501(c)(3) organization
 - Identifies innovative best practices in chronic care
 - Offers grants to selected members to develop their initiatives
 - Publishes case studies of best practices
 - Conducts *Best Practices in Care Learning Collaboratives*
 - Managing Chronic Obstructive Pulmonary Disease (COPD)
 - Managing Multiple Chronic Conditions
 - Accountable Care
 - Acclaim Award



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Campaign Overview



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Goals of Three-Year Campaign

Measurable improvements in high blood pressure prevention, detection, and control

- 80% of patients at goal according to JNC7
- 75% of AMGA membership adopt (at least one) campaign planks.

Engage and empower patients to actively manage their health.



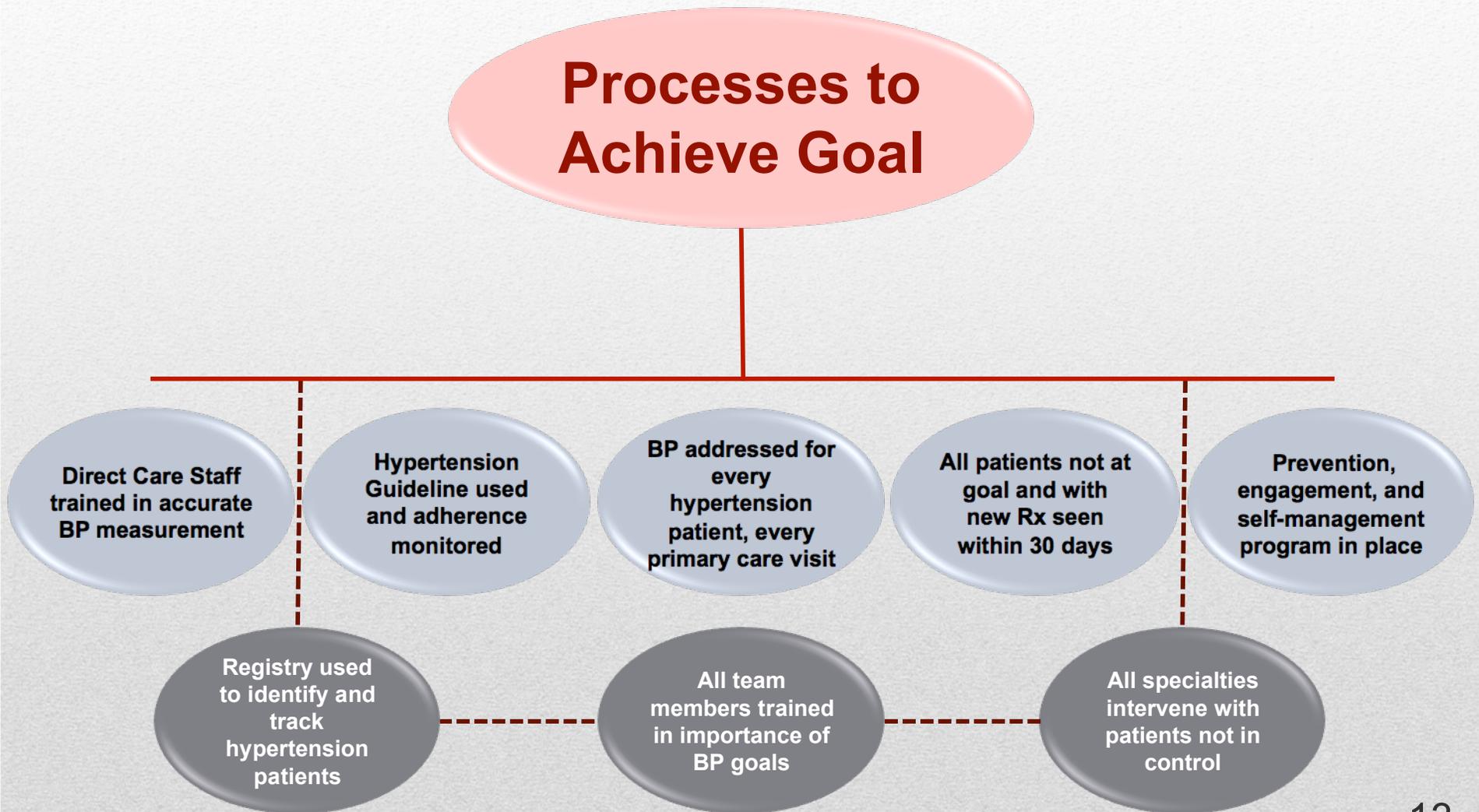
Medical Groups: What You Do

Adopt one or more care processes that lead to measureable improvements in blood pressure control



80% of Patients at Goal Blood Pressure

Processes to Achieve Goal

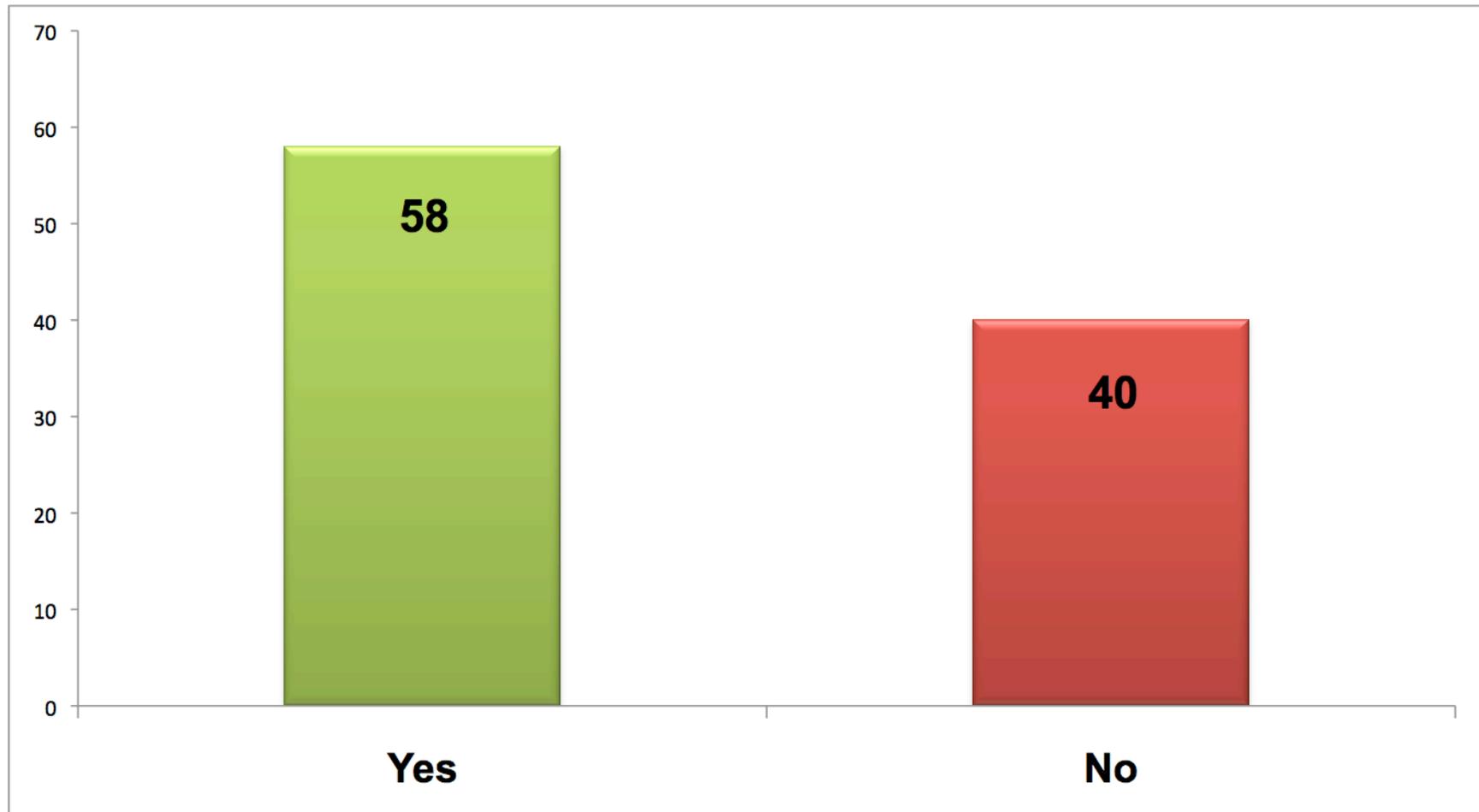




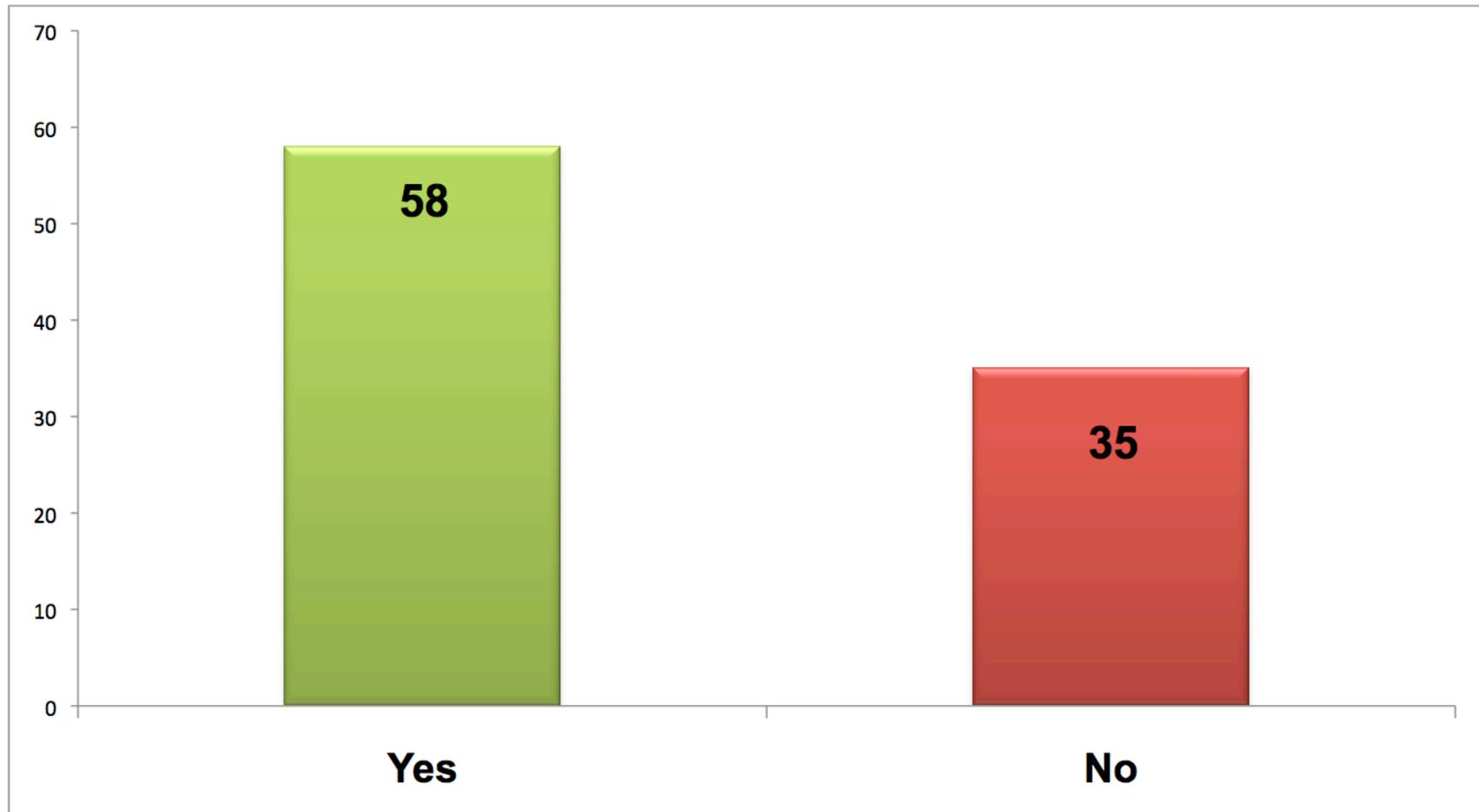
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Assessment Survey Results

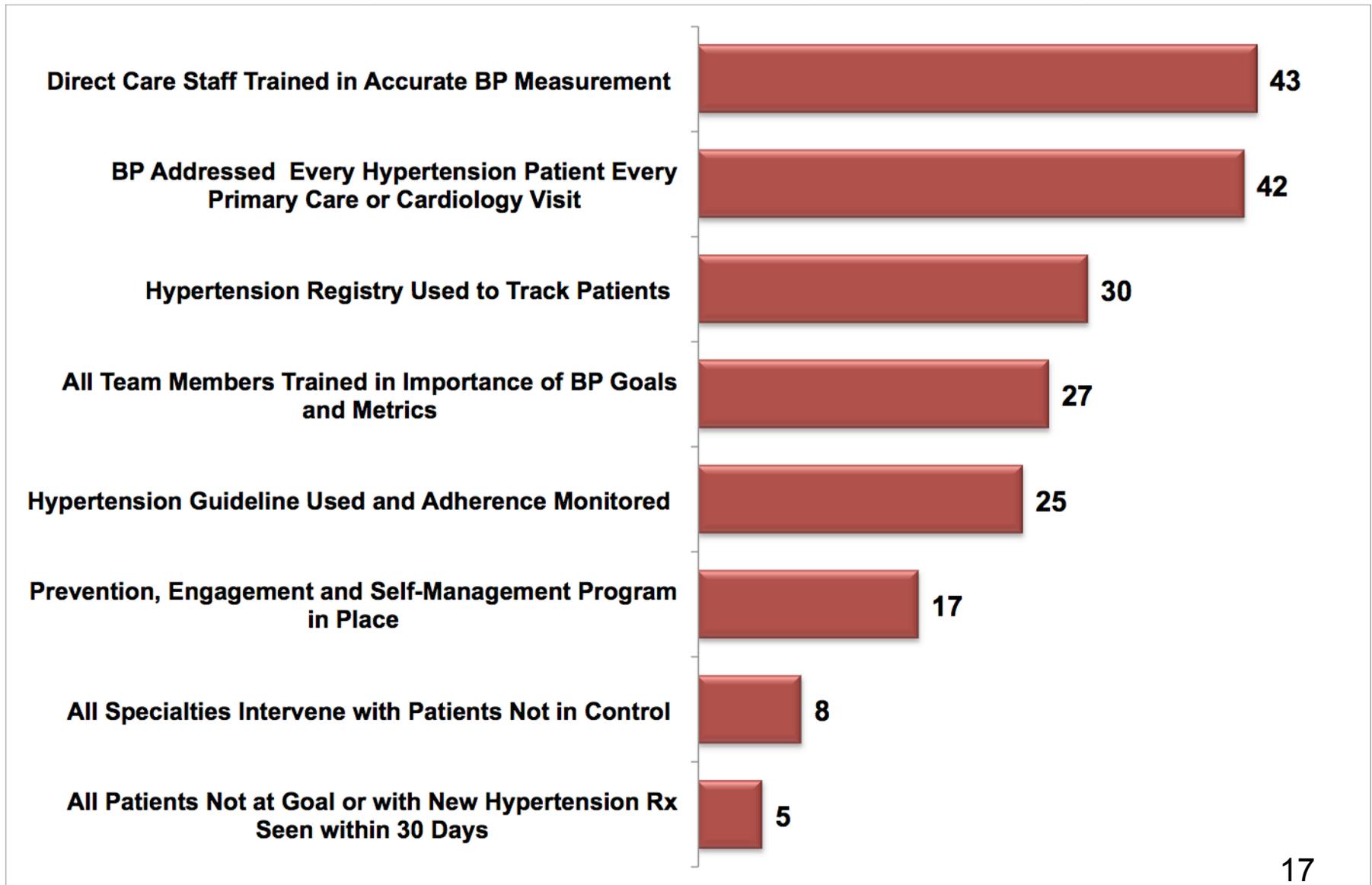
Have you created a quality team for hypertension?



Have you already adopted any of the planks of the AMGF campaign?

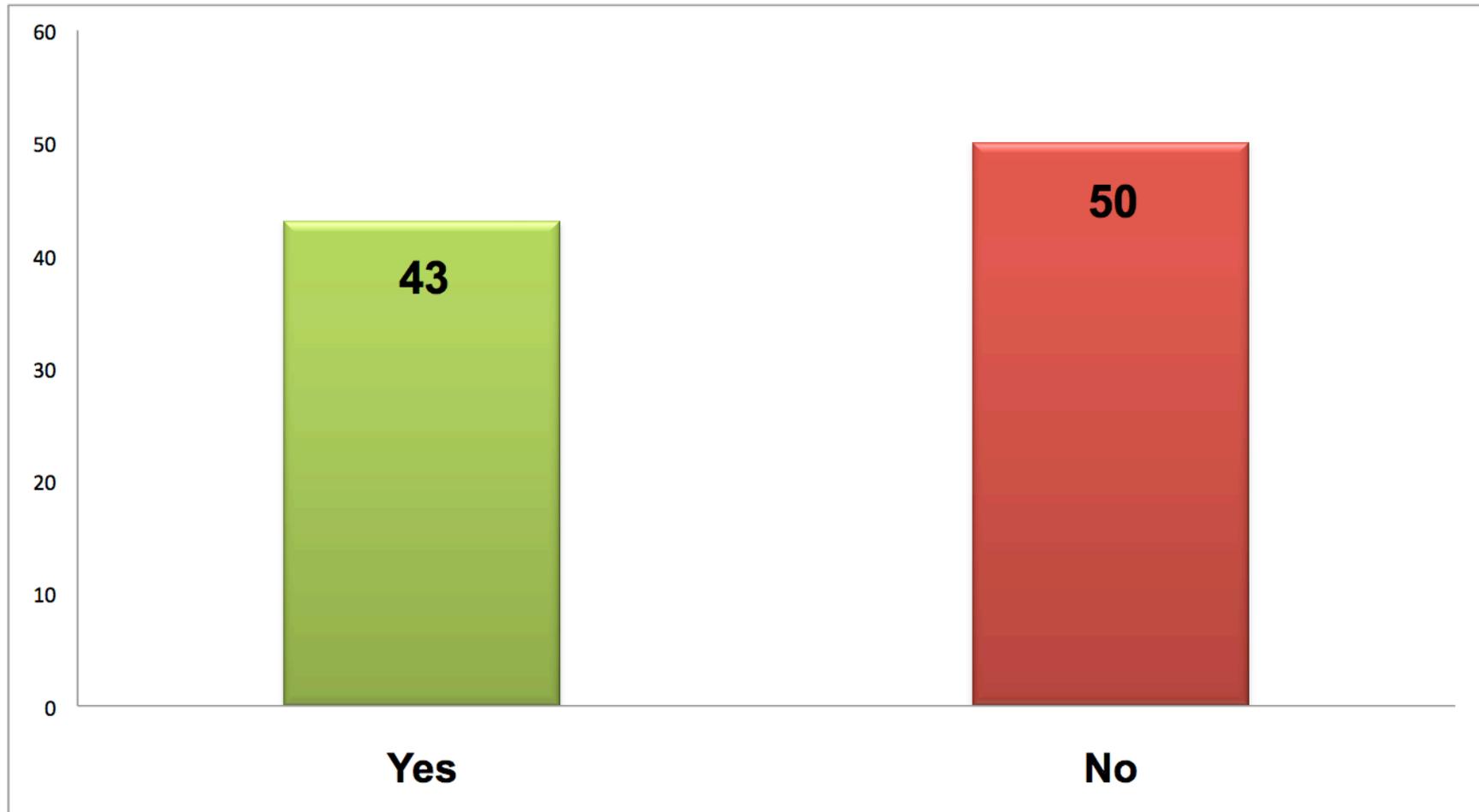


Which planks have you adopted?

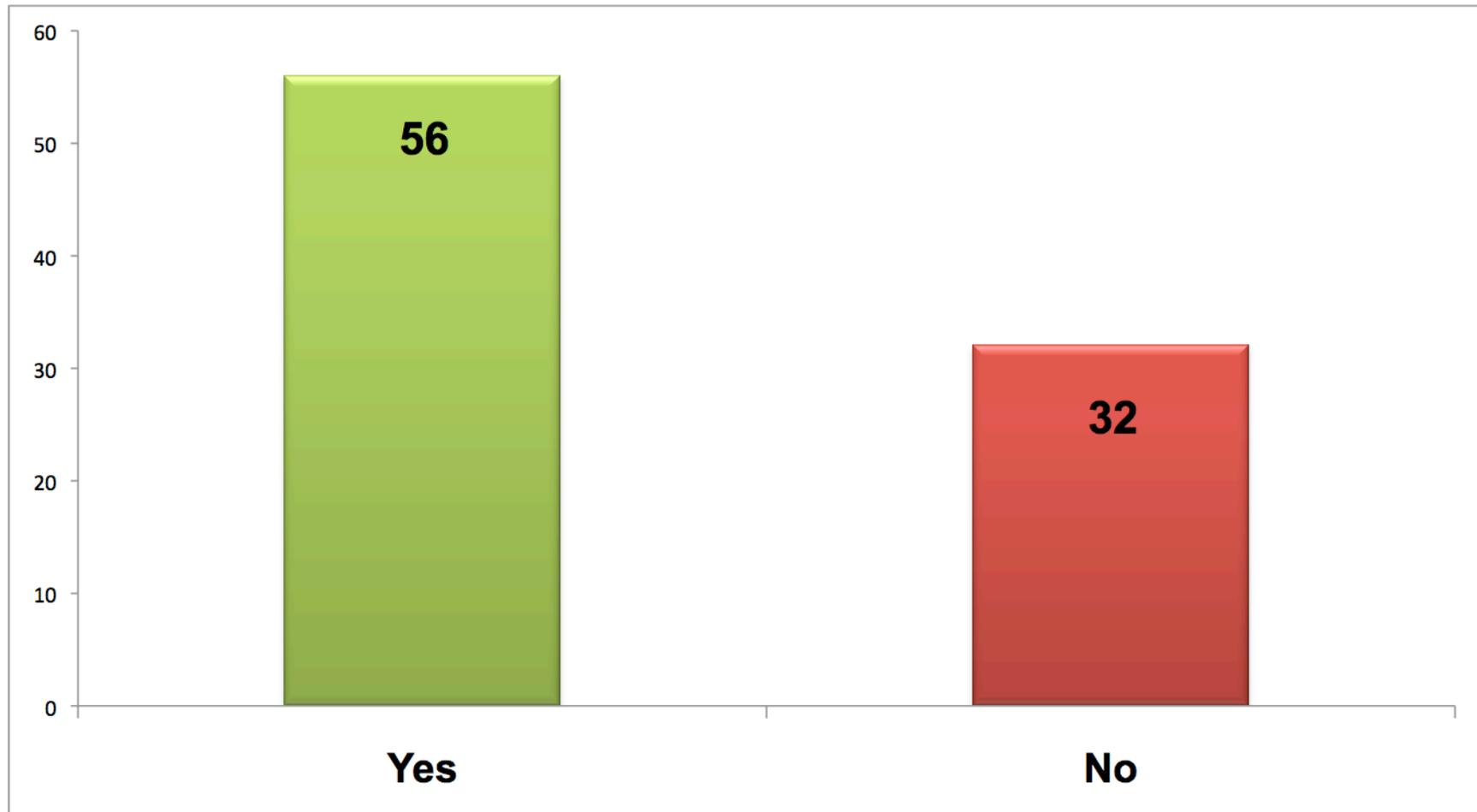


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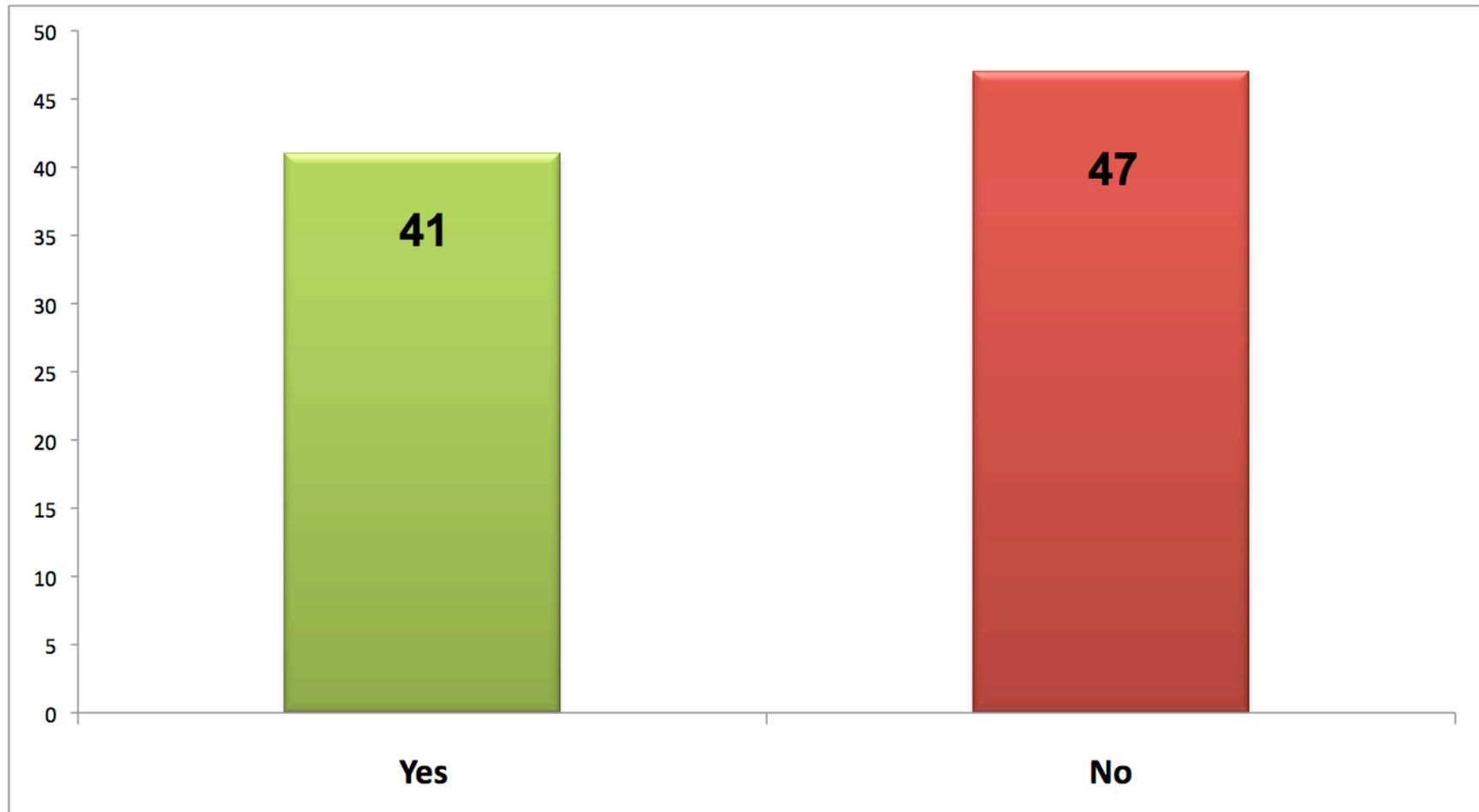
Has your organization formally adopted performance goals for hypertension?



Do you have a group-level hypertension measurement? (e.g., percent of patients in control)?



Do you report hypertension results to any external organization?



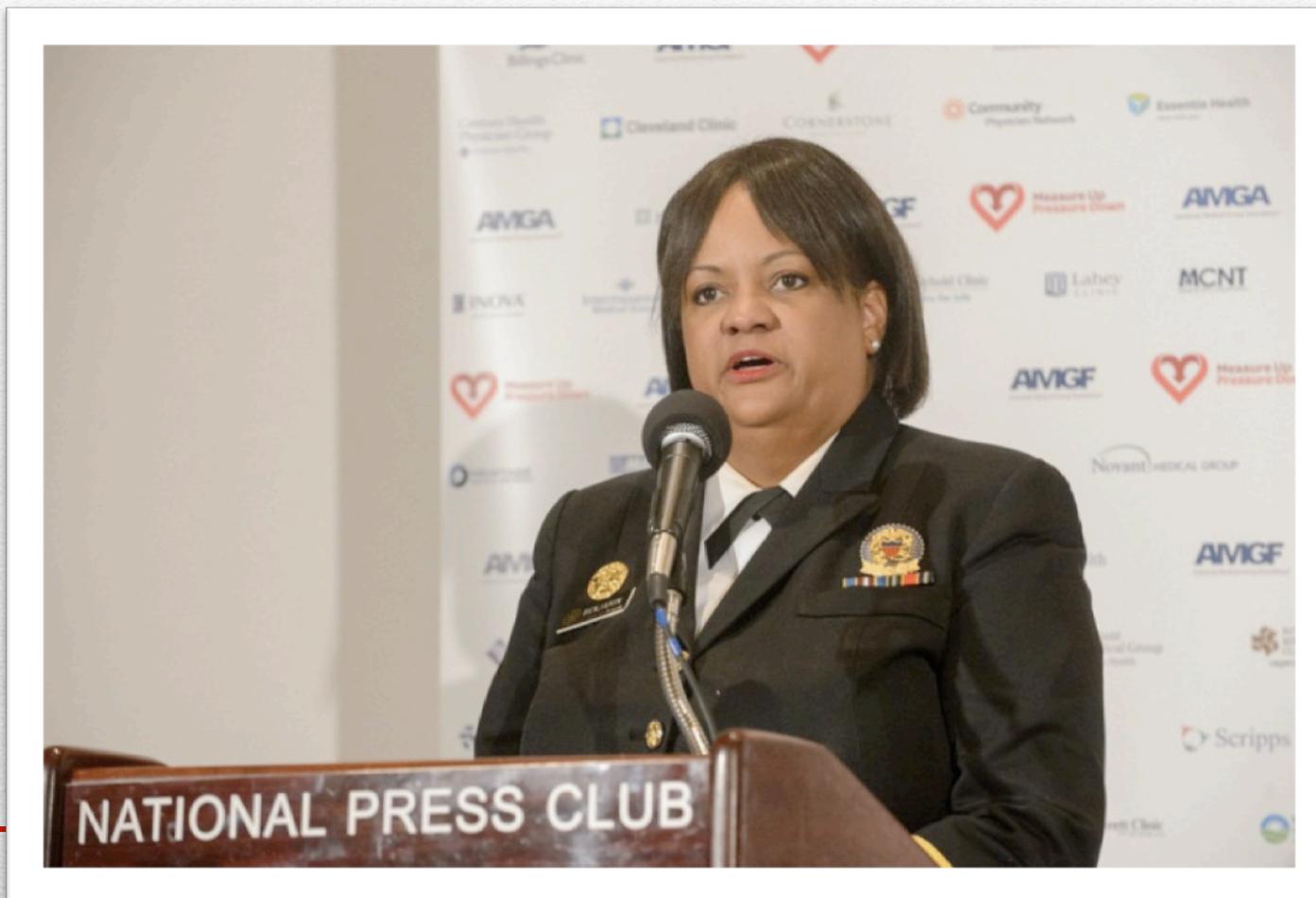
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Project Updates

Official Launch of Measure Up Pressure Down



November 29, 2012 National Press Club Washington DC







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What AMGA Will Provide

1. Monthly webinars
2. Hypertension *Best Practices* case studies
3. Campaign website
4. Provider toolkit
5. Anceta data warehouse benchmarking data
6. Scientific evaluation of the campaign

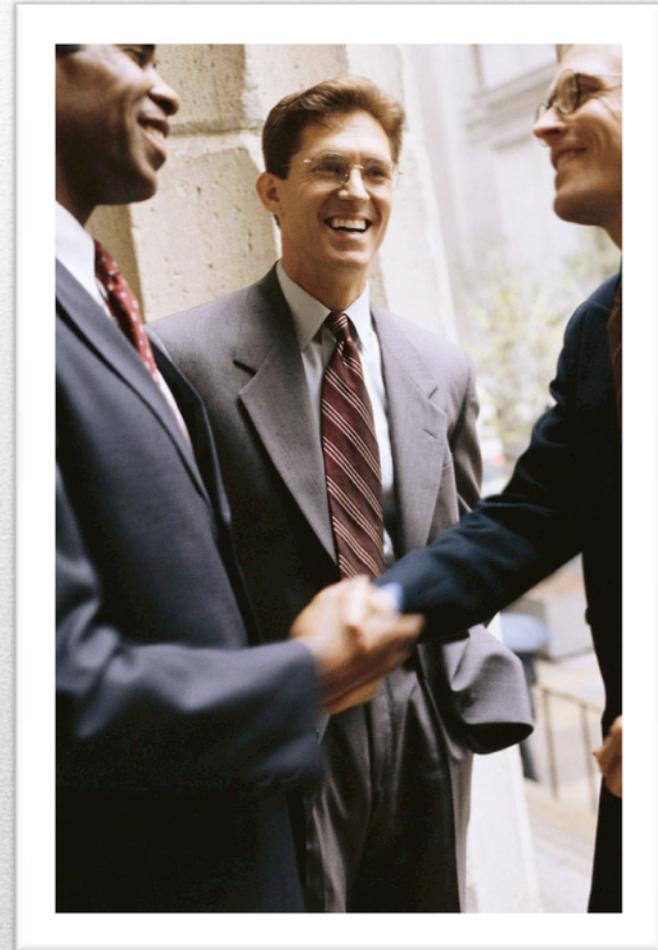
Patients and Consumers



Use tools to monitor
blood pressure,
manage medications
and adopt healthy
lifestyle changes

Strategic Partnerships

Government, non-profit and private sector organizations engaged in collaborative partnerships



Presenting Sponsors

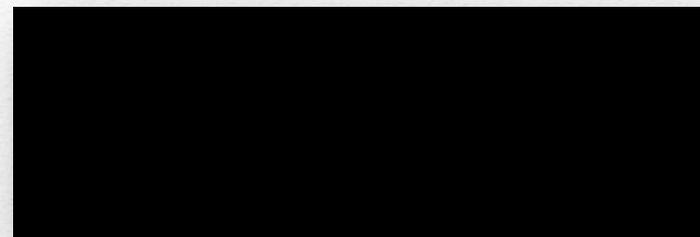
Novartis Pharmaceuticals Corporation



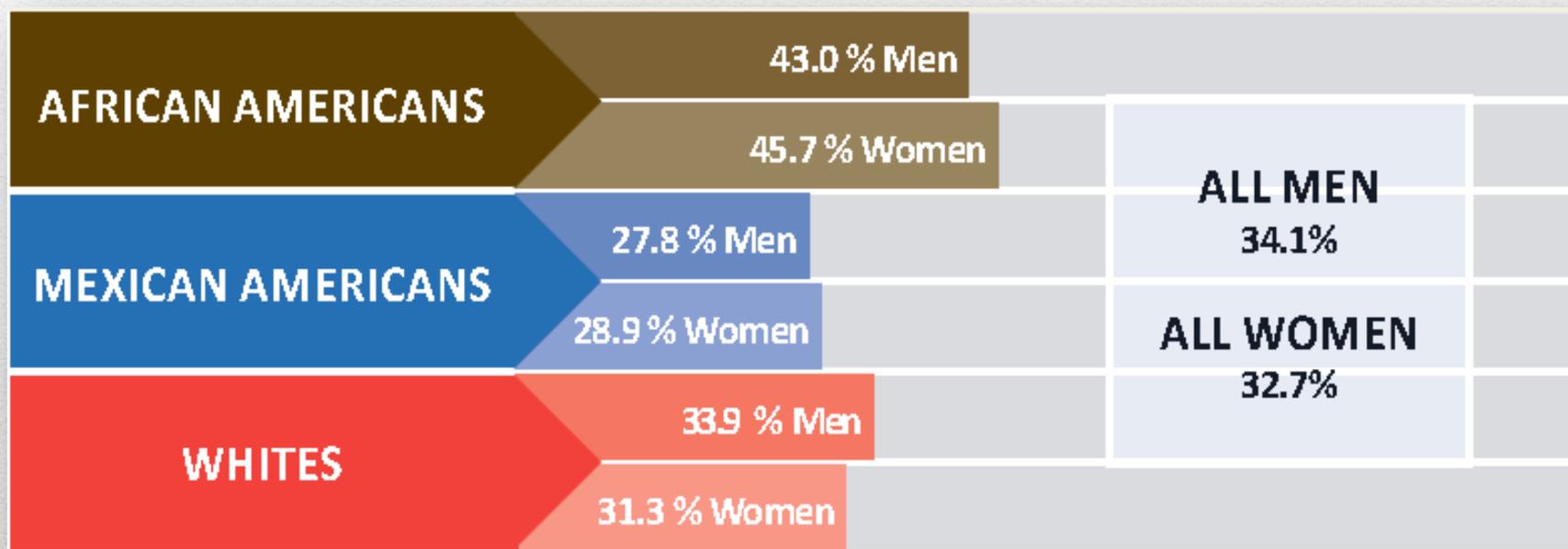
Daiichi Sankyo, Inc.



Supporting Organizations



Hypertension Affects Some Groups more than Others



Employers



Employers engage and involve employees in wellness programs and activities with support from the AMGF



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HEALTH CARE PROFESSIONALS

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HIGH BLOOD PRESSURE FACTS

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EVENTS

Campaign Website
www.MeasureUpPressureDown.com



One in three U.S. adults suffer from high blood pressure and less than half have it under control. [Learn More.](#)

Participating Medical Groups



About the Campaign

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[LEARN MORE](#) ▶

Silent Killer: High Blood Pressure

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[LEARN MORE](#) ▶

Featured Events

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PROIN FEUGIAT IMPERDIET PLACERAT

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DONEC FACILISIS CONSEQUAT TEMPOR

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Featured Resources

VIDEO RESOURCES



PATIENT STORIES



TWITTER

#MUPD

Every day, your heart beats about 100,000 times, sending 2,000 gallons of blood surging through your body.
10.23.12 • reply • retweet • favorite

Health experts now have proof that #laughter is good medicine.
10.22.12 • reply • retweet • favorite

You're more likely to have a #heart attack on Monday morning than at any other time of the week.
10.21.12 • reply • retweet • favorite

[Join the conversation](#)



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Special Thanks to Our Presenting Sponsors



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Measure Up, Pressure Down is an initiative of the **AMGA** and **AMGF**

Health Care Professionals Page

- Campaign Brochure
- Campaign Registration Link
- Frequently Asked Questions (FAQs)
- Campaign Intranet/Discussion Board
- Best Practices in Hypertension Case Studies
- Provider Toolkit

Social Media



www.twitter.com/controlpressure



www.facebook.com/measureuppressuredown



www.flickr.com/photos/measureuppressuredown

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Outcomes Measurement



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- Rigorous measurement and evaluation
 - Can we move the needle on hypertension detection and control?
How much? In which subgroups of patients?
 - What approaches and interventions are most effective, for different patient populations and clinical settings?
 - What characteristics of medical groups enable effective intervention?
- Partner with an academic or research organization
 - Basic quantitative evaluation to be funded by campaign sponsors
 - Seek grant funding for qualitative component—surveys and structured interviews
 - RFP to be issued shortly
 - Partner to be selected by Scientific Advisory Council
 - Measurement plan to be finalized and baseline data collection to begin in first quarter of 2013



Collaboration to Improve Population Health, Driven by Comparative Clinical Analytics



January 2013

Current Anceta Participants

- Aurora Health Care – Milwaukee, WI
- Baylor Quality Alliance—Dallas, TX
- Billings Clinic – Billings, MT
- Brown & Toland Physicians – San Francisco, CA
- Carilion Clinic – Roanoke, VA
- Carolinas HealthCare System – Charlotte, NC
- Colorado Springs Health Partners – Colorado Springs, CO
- Community Physician Network – Indianapolis, IN
- Cornerstone Health Care – High Point, NC
- DuPage Medical Group – Downers Grove, IL
- The Everett Clinic – Everett, WA
- Florida Medical Clinic – Zephyrhills, FL
- HealthEast – St. Paul, MN
- Henry Ford Health System – Detroit, MI
- Holston Medical Group (Apogee) – Kingsport, TN
- The Iowa Clinic – West Des Moines, IA
- Lahey Clinic – Burlington, MA
- Mayo Clinic Health System – Rochester, MN
- Mercy Health System – St. Louis, MO
- Mid Hudson Medical Group – Fishkill, NY
- Mount Kisco Medical Group – Mount Kisco, NY
- Riverside Health System – Newport News, VA
- Sentara Healthcare – Norfolk, VA
- SwedishAmerican Health System – Rockford, IL
- Wilmington Health – Wilmington, NC

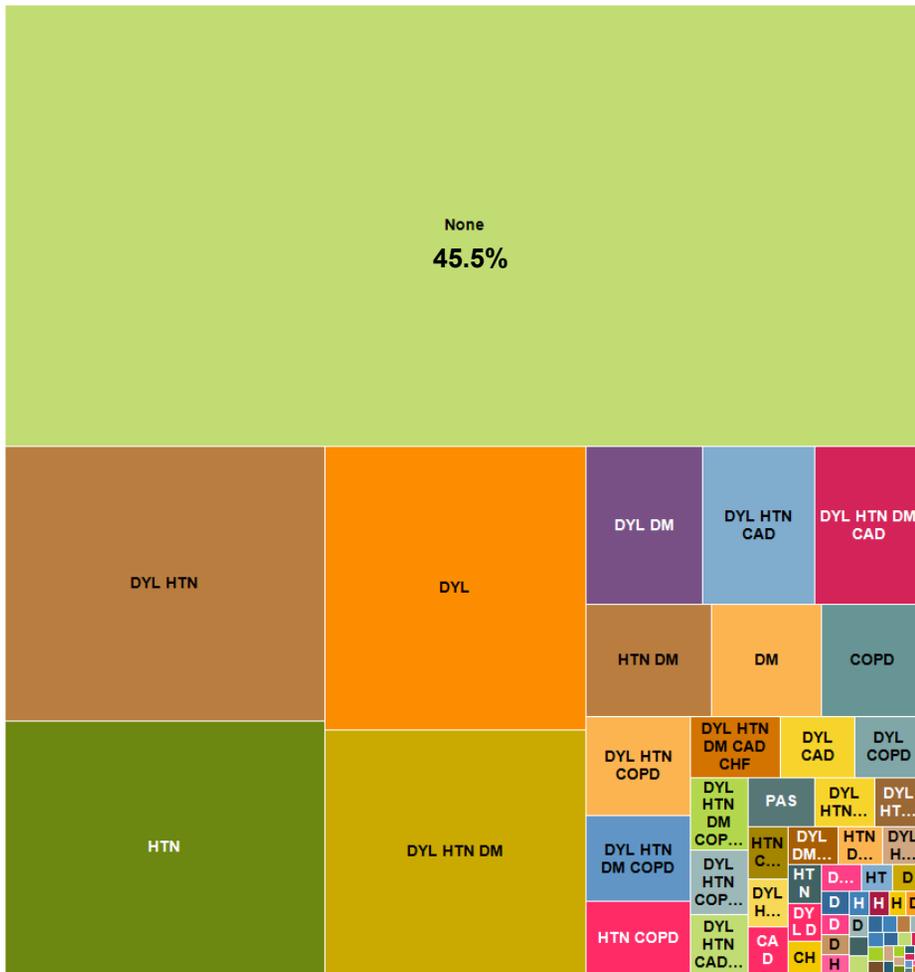


Prevalence of Chronic Conditions

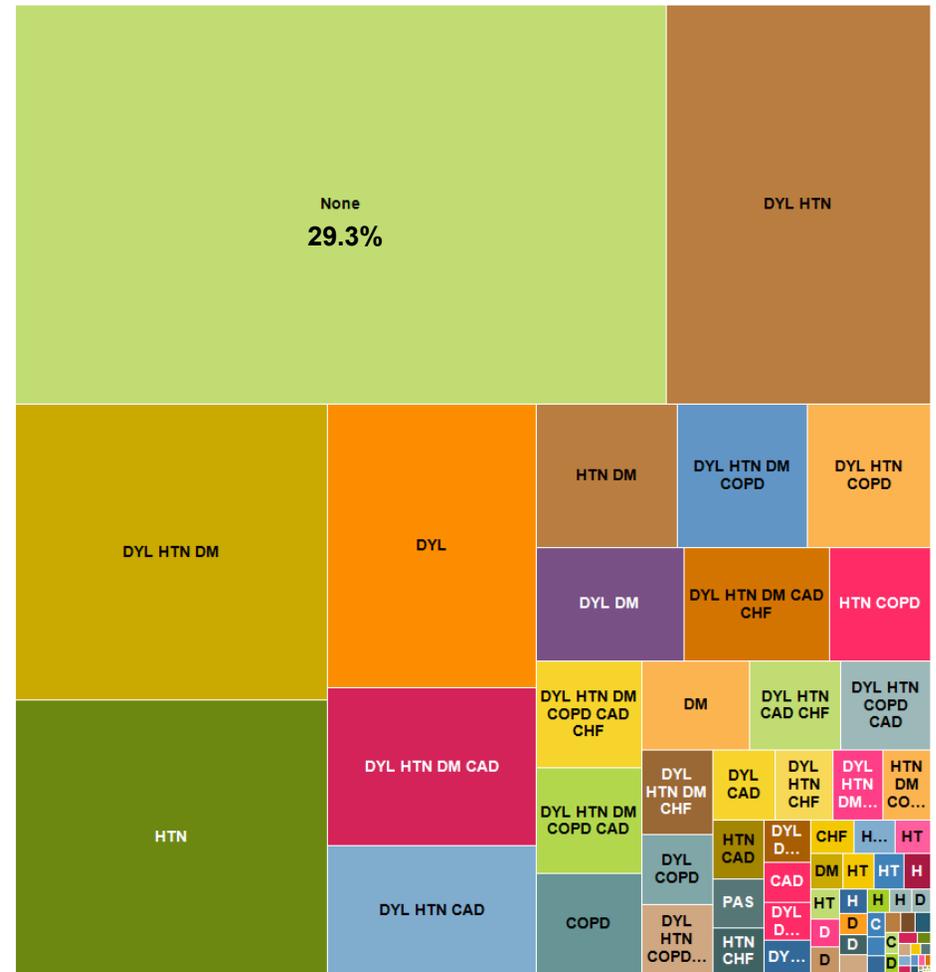
- 20 medical groups, 7.0 million patients, age 18–89, who had an ambulatory visit in 2011 or 2012
- Left: Proportion of patients who fall into each combination of Humedica disease cohorts
- Right: Total ambulatory wRVUs for the patients who fall into each combination of cohorts

CAD	Coronary Artery Disease
DM	Diabetes
DYL	Dyslipidemia
HTN	Hypertension
COPD	Chr. Obstr. Pulm. Disease
CHF	Congestive Heart Failure
PAS	Pediatric Asthma

Patients by Disease Cohort



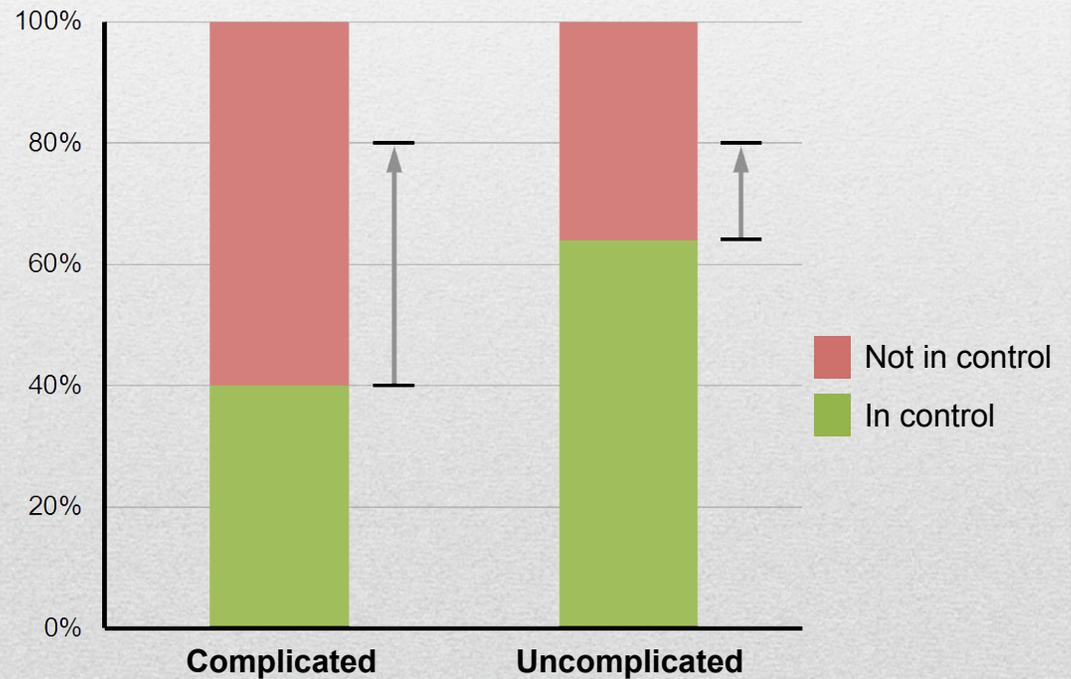
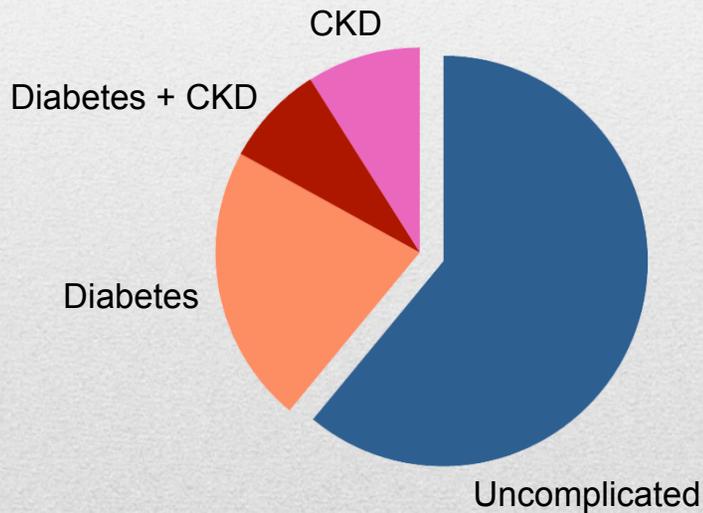
Ambulatory Work RVUs by Disease Cohort





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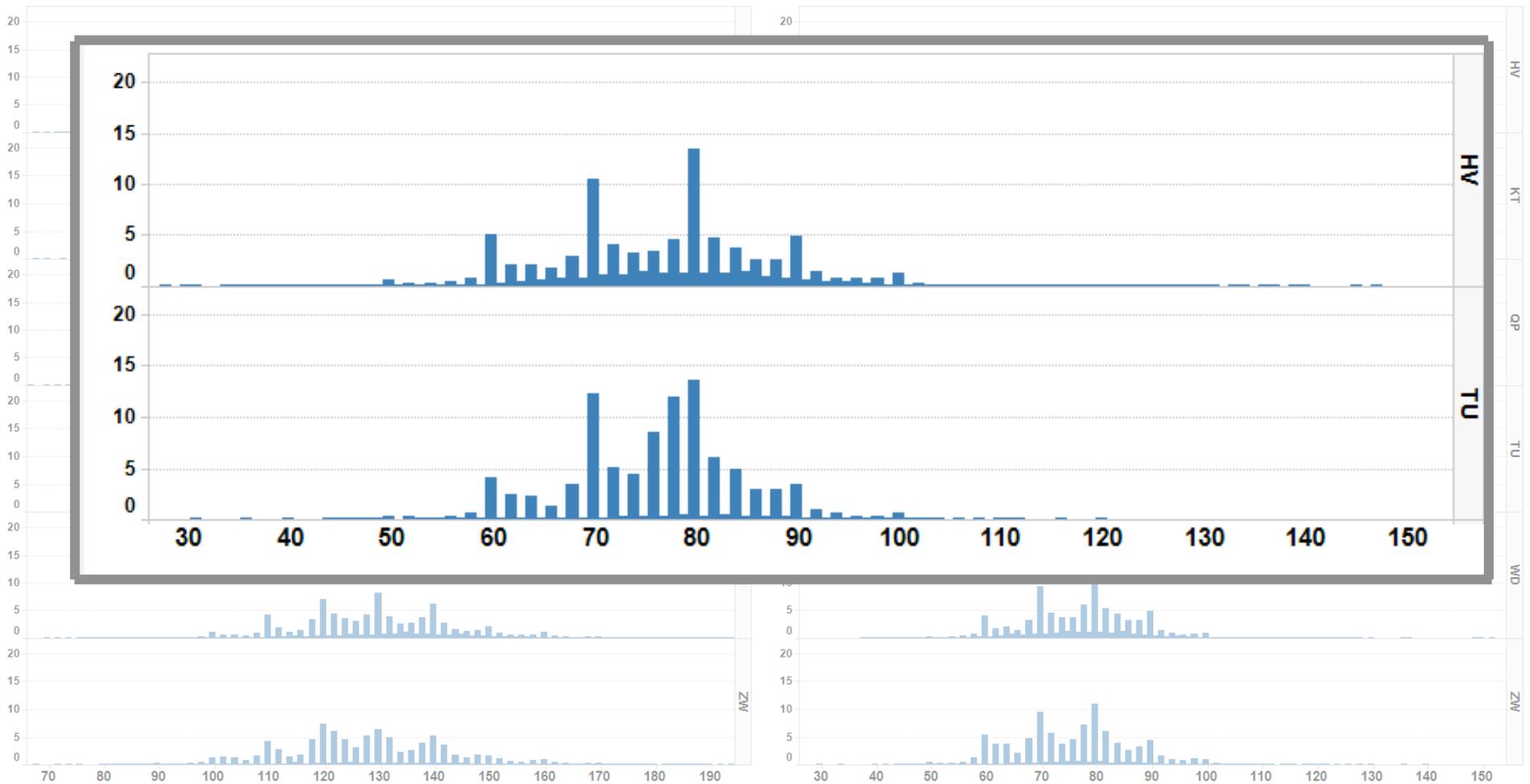
- JNC 7 recommendations:
 - Patients with diabetes or chronic kidney disease, BP < 130/80
 - All other patients, BP < 140/90



Blood Pressure Recording

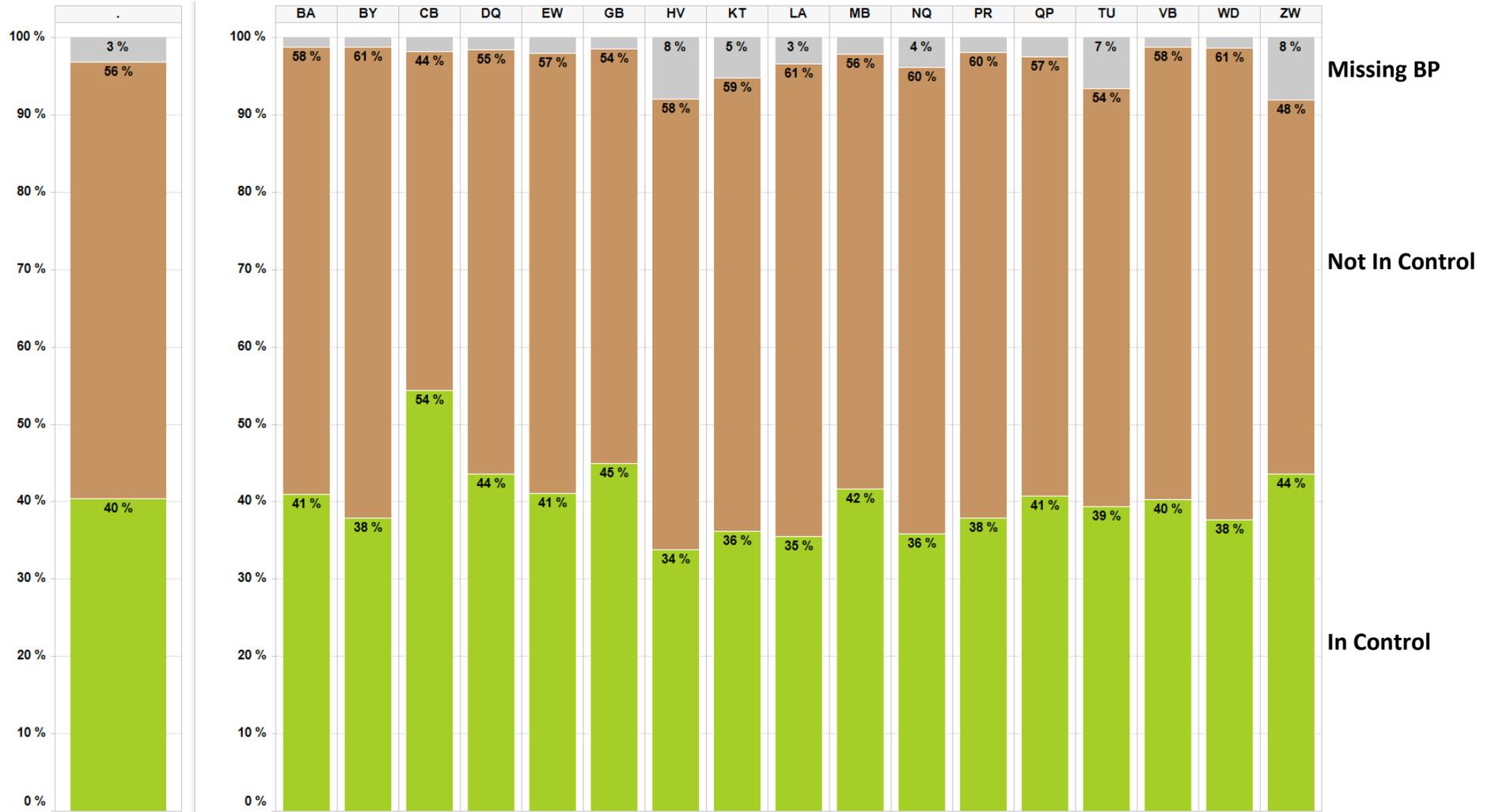
Last BP for Patients Age 18–85 with E&M Visit 1/1/2012–7/31/2012, “Designated” Providers

Designated providers are those specified by the medical group whose patients are included on enterprise dashboard displays in Humedica MinedShare, generally providers associated with a “designed” primary care practice (e.g., a patient-centered medical home initiative) and identified as the patient’s Current PCP in the EHR or practice management system or who provided the plurality of E&M services during the last full calendar year prior to the last E&M visit. (n = 309,000)



BP Control at Last E&M Visit: Complicated Patients

- Evidence of diabetes or chronic kidney disease (Dx/PL, lab, or meds): control threshold 130/80
- 488,000 patients with Dx/PL or BP evidence of hypertension and at least one E&M visit, 9/1/2011 – 8/31/2012
- All providers, 17 medical groups

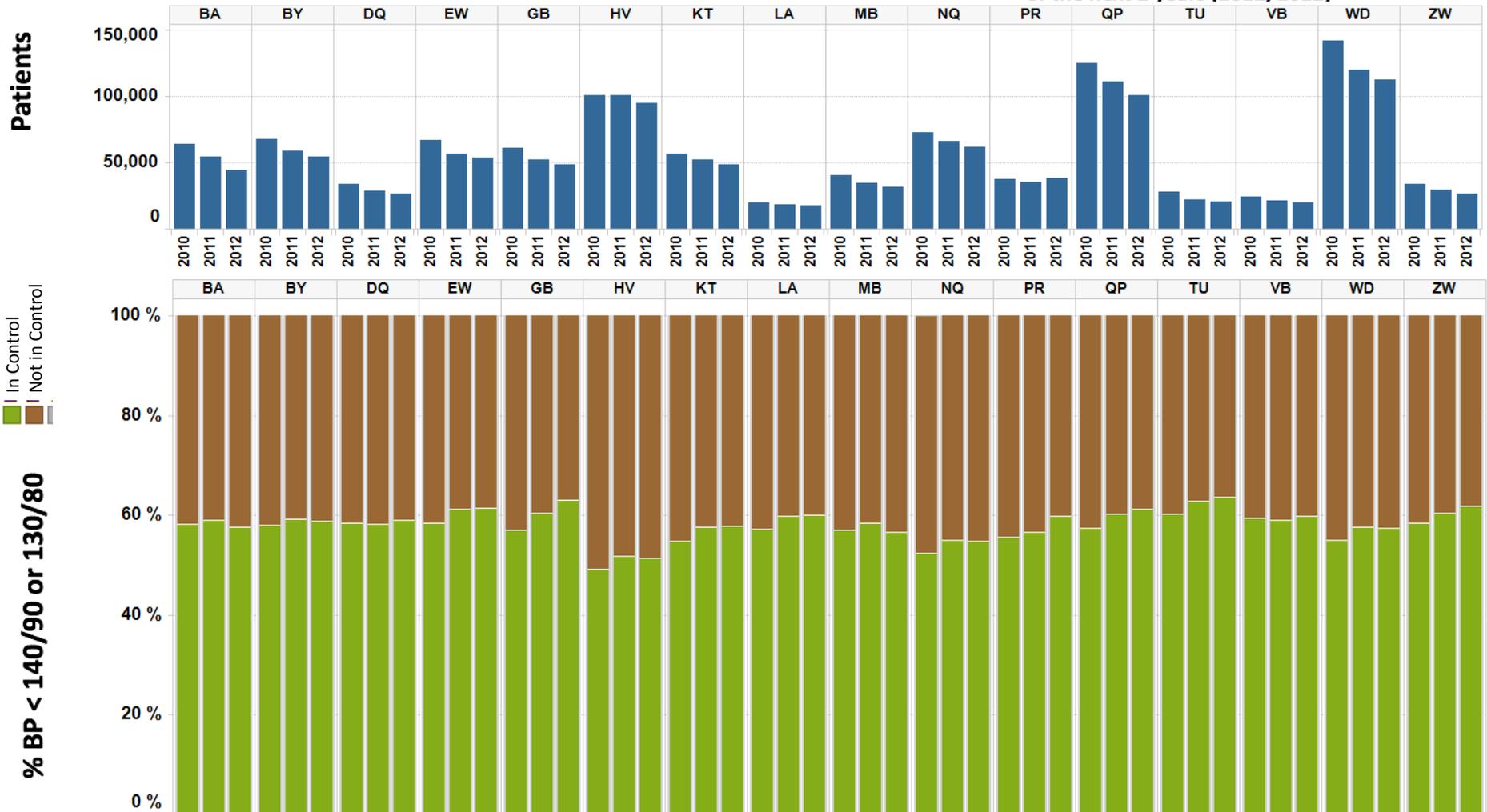


Blood Pressure Control Rates over Time: following a patient cohort over 3 years

- Hypertension Cohort
- Age 18 - 75 years

E&M visit between Sep 2009 & Aug 2010 (year = 2010)

And at least one E&M visit in each of the next 2 years (2011, 2012)





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Next Steps and Upcoming Events

Webinar Schedule

Date	Topic	Plank	Speaker
Jan 17, 2013	Getting started with QI		Institute of Healthcare Improvement
Feb 21, 2013	Direct Care Staff trained in accurate BP measurement	1	Cleveland Clinic
Mar 21, 2013	Hypertension Guideline used and adherence monitored	2	Kaiser Permanente – Mid-Atlantic
Apr 18, 2013	BP addressed for every hypertension patient, every primary care visit	3	PriMed Physicians
May 16, 2013	All patients not at goal and with new Rx seen within 30 days	4	Sharp Rees-Stealy Medical Group
Jun 20, 2013	Prevention, engagement, and self -management program in place	5	Mercy Clinics Iowa
Jul 18, 2013	Registry used to identify and track hypertension patients	6	Anceta
Aug 15, 2013	All specialties intervene with patients not in control	8	Park Nicollet Health Services
Sep 19, 2013	All team members trained in importance of BP goals	7	Billings Clinic
Oct 17, 2013	Physician Engagement		Columbia St Mary's Physicians
Nov 21, 2013	Equity		Association of Black Cardiologists
Dec 19, 2013	Pharmacist role		Marshfield



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Next Steps

1. Join campaign
2. Attend upcoming webinars
3. AMGA will contact your data lead
4. AMGA will contact your quality lead
5. Provider Toolkit and website available
Feb 2013



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Three Questions

1. Which planks have you/will you adopt?
2. What do you see as your biggest challenges in controlling hypertension?
3. How can we improve blood pressure control for minority populations?



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