

Michigan Cardiovascular Alliance

Thursday, November 6, 2008

2:30 – 4:30 P.M.

Holiday Inn South

6820 South Cedar Street
Lansing, MI 48911
517/694-8123



Michigan
Cardiovascular
Alliance

Agenda

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|-------------|--|
| 2:30 – 2:45 | 1. Welcome and Introductions – <i>S. Chase & M. Fendrick</i> |
| 2:45 – 3:00 | 2. Introduction of Strategic Planning Process - <i>V. Theisen & D. Cyzman</i> |
| 3:00 – 3:15 | 3. Format, Time Line, Emphasis and Resources Needed - <i>V. Theisen & D. Cyzman</i> |
| 3:15 – 4:15 | 4. Workgroup Breakout Session - <i>S. Chase & M. Fendrick</i> |
| 4:15 – 4:30 | 5. Closing Comments & Next Steps - <i>S. Chase & M. Fendrick</i> |
| | 6. Adjourn |

Please be sure to return your evaluation. Thanks!



Professional Education/Provider-centered

- * Alice Betz, Michigan Chapter of the American College of Cardiology
 - * Rebecca Blake, Michigan State Medical Society
 - * Sandra Chase, Spectrum Health
 - * Patricia Heiler, MDCH
 - * Robert Ross, Michigan Academy of Physician Assistants
 - Brian Silver, Henry Ford Hospital, Department of Neurology
 - Kimberly Sutter, American Heart Association
 - * Sandy Waddell, National Kidney Foundation
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Additional Members:

Michigan Nurses Association Representative
Nurse Practitioner (Rebecca mentioned Juliet Santos, Alice Betz has possibilities)
Emergency Medical System
Michigan Osteopathic Association
Michigan Association of Medical Education
Health Plan (Rebecca recommended Molina contact, Sandy recommended Dr. Blount – Omnicare)
American Academy of Pediatrics – MI Chapter (Rebecca recommended Denise)
Society for Public Health Education (Patricia recommended Great Lakes Chapter president – Heather Alba Health Educator for Ottawa Co.)
Michigan Association of Health Plans
* Rebecca suggested that we include someone that handles CME programs at hospitals

Future Meetings:

next meeting will be held via conference call on Wednesday, December 17th at 8am, then every second Thursday of the month at 8am after that.

Priority Areas:

Defined health care professionals
Communicating with professionals about guidelines, treatment, research, websites and tools using various media and methods (palm cards, webcasts, grand rounds).
More collaboration
Guide professionals on working with patients.
Include provider groups, health plans, medical directors.
Look @ 2003 update and the Illinois State Plan

Assigned Tasks:

Patricia to email group link to the Illinois State Plan
Patricia to send email re: future mtg dates/times
Patricia to talk to Christi/Velma re: addition members



Public Awareness/Person-centered

- Beth Anderson, MDCH
 - Joan Bickes, Wayne State University & Registered Nurses Association in MI RN-AIM
 - Philippa Clarke, University of Michigan
 - Christi Downing, MDCH
 - Stephanie Halfmann, Michigan Public Health Institute
 - Kathleen Janke, BC/BS
 - Henry Miller, MDCH
 - Marianne Morrissey, Spectrum Health
 - Mary Niester, Michigan Dietetic Association
 - Emma Powell, American Heart Association
 - Robin Roberts, MDCH
 - Victoria K. Russo, National Kidney Foundation
 - Elaine Schnueringer, Health Management Research Center
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Additional Members:

WISEWOMAN Program staff (Robin Roberts)
West Michigan Heart Disease and Diabetes group (unknown)
Survivors (Emma Powell – 5³ president)
Spectrum Health genetics program (Marianne Morrissey)
Sparrow worksite group (Beth Spyke)

Future Meetings:

Thursday, December 4 from 10:30-11:30 a.m. (conference call)
Tuesday, January 6 from 1:30-3 p.m. (in-person at Michigan Public Health Institute)

Priority Areas:

Needs for public awareness as identified by group:

1. Public education campaign (social marketing)
2. Disparities – needs of different population—language issues
3. Older adults – health literacy
4. Overweight & obesity
5. Modeling for the family (e.g. parents modeling healthy behaviors for children)
6. Survivor stories
7. Identifiable symbol (like the pink ribbon for breast cancer awareness)
8. Support system for survivors
9. Lay health educators (Healthy Hair/Dodge the Punch)
10. Behavior change – lifestyle, motivation

Audiences to be addressed:

1. Women
2. Older adults
3. African-Americans
4. Hispanics
5. Young people—families
6. Rural/urban differences

Venues (for public education activities) /Partnerships

1. Senior centers
2. Schools
3. Churches
4. Worksites
5. Community settings

Assigned Tasks:

By December 4, workgroup members are asked to:

1. Identify additional needs to add to the existing list
2. Identify available programs that address needs
3. Identify additional members to bring to the workgroup—contact Christi Downing with the names and contact information

The outline provided in the meeting packets was modeled after the Illinois Heart Disease and Stroke Strategic Plan. If you would like to review the Illinois plan you can access it at:

http://www.idph.state.il.us/heartstroke/state_plan_book2.pdf

Michigan Cardiovascular Alliance
Systems/Policy Change Workgroup Meeting Summary
November 6, 2008

Attendees Present: Mark Fendrick, Mary Anne Ford (co-leaders), Eileen Worden, and Diane Whiton (staff support), Sam Watson, Deb Duquette, Art Franke, Sarah Lyon Callo, Elaine Wowk

Absent: Gloria Edwards, Jay Fiedler, Sarah Poole

Meeting Decisions:

1. Workgroup will focus on “Control” or “Secondary Prevention” when developing recommendations for the strategic plan. It was felt that the other two workgroups would be focusing more on “Primary Prevention”.
2. Need to add additional members to the workgroup. Organizations suggested are:
 - a. Interfaith Hope and Health and/or Parish nurse (represent places of worship)
 - b. Lifesteps/Stay Well (Worksite)
 - c. Labor/Employer group (Joe Fortuna or Rose Steiner)
 - d. BC/BS
 - e. Pharmaceutical or Home Testing Equipment Rep (people who develop drugs/equipment to control BP/Cholesterol)
 - f. Long Term Care
 - g. EMS
 - h. GDAC
 - i. Chamber of Commerce/Community Org.
 - j. MI Minority Health Coalition
 - k. MI Primary Care Association
3. Goals/Recommendations to be developed through the process of identifying “Barriers” and methods for “Barrier Removal” from the list of Priorities. To also identify Strengths/Weaknesses and Opportunities and focus on potential resources. Barriers identified were:
 - a. Prescription compliance
 - b. Diagnosis
 - c. Prescription access
 - d. Access to care
 - e. Literacy
 - f. Hypertension and Hypercholesterolemia are “silent” diseases
 - g. Healthy behaviors are not rewarded
 - h. Clinical guidelines not always implemented accurately, consistently, or up to date with latest science
 - i. No family support
 - j. Communication issues; ED, primary care provider, pharmacist, patient
 - k. Info tech void
 - l. Transitions of care

- m. Pay for performance (not outcomes)
 - n. Ineffective intervention prior to prescribing pharmaceuticals
4. Workgroup to meet monthly. Prefer “face to face” meetings with additional communications sent via email or conference call as needed. Schedule to be determined.

Workgroup Assignments:

1. Review the “Impact of Heart Disease and Stroke in MI” CD distributed at meeting as a reference.
2. Review previously developed recommendations/strategies from the “Improving Cardiovascular Health in MI – 2003 Update” (handout/excerpts distributed at meeting).
3. Identify and send names of additional workgroup members to Eileen Worden via email at wordene@michigan.gov.
4. Begin to consider and/or develop new goals/recommendations from list of above barriers.
5. Marianne Ford to call bank in Brighton to find potential site for next meeting, which will be scheduled in December. Will ask about conference phone.
6. Staff will send information to workgroup members on optional meeting dates/times (Dr. Fendrick unavailable on Weds.)
7. Eileen Worden will pull together update on Michigan EMS and disseminate to group.