

The rates of **high blood pressure, heart attack, coronary heart disease, and stroke** in Michigan are *all* higher than the U.S. median. One in every five Michigan adults **smokes cigarettes** – *also* higher than the U.S. median.

Residents of **rural** Michigan are **more likely to die prematurely** from heart disease than those in urban areas. **Death rates** from heart disease are higher in Michigan non-metro counties compared to metro counties.*

*MDHHS 2019 BRFSS Annual Reports

For more information or to enroll, please contact:

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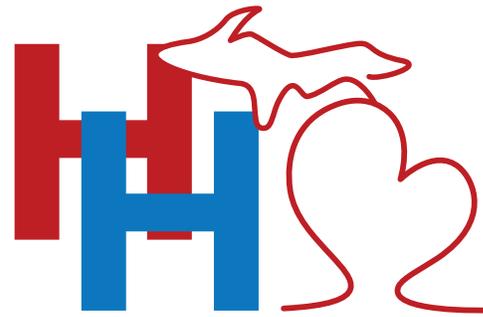
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Healthy Hearts for Michigan

Healthy Hearts for Michigan offers **rural primary care practices** a **dedicated** Practice Advisor who, through in-person and remote interactions, can help providers optimize their EHR and telehealth tools to better care for patients suffering from cardiovascular disease (CVD).

- ✓ Coaching to help enhance shared decision making and patient engagement
- ✓ Resources to assist with workflow efficiency and help promote all-staff, team-based care
- ✓ Assistance to streamline provider-to-provider electronic referral processes
- ✓ Support to improve MIPS, HEDIS, and other reporting program scores

Providers have the potential to earn Continuing Education credits, and may be reimbursed up to \$1,000 for time spent collecting and submitting data, as we assist the practice with:

- Leveraging existing EHR data to **identify undiagnosed hypertension** “Hiding in Plain Sight” (HIPS)
- Implementing or improving upon a patient **Self-Measured Blood Pressure program**
- Employing an “Ask-Advise-Connect” opt-out **Tobacco Cessation program**

Altarum, along with our partners Michigan Center for Rural Health and Upper Peninsula Health Care Solutions, is excited to announce the **Healthy Hearts for Michigan** program, a 12-month research study in partnership with Northwestern University. We aim to assess the capacity of Michigan’s rural primary care practices to adopt and sustain quality improvement strategies for treatment of hypertension and smoking, the leading risk factors of CVD.

Who is eligible? Michigan-based primary care providers in rural or health professional shortage areas.

What is required? Support staff, with provider guidance, will work with a dedicated Practice Advisor to assess current workflows, implement new best practices, establish screening and treatment protocols, and collect quarterly data.