



## CE Offering Front Matter

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### 1. Introduction

#### a. Introduction & Contacts

Thank you for agreeing to participate with your practice in the PI-CME/MOC Part IV activity, Healthy Hearts for Michigan (HH4M).

Healthy Hearts for Michigan, or HH4M, is 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 cardiovascular disease (CVD). The training covers using hiding in plain sight (HIPS) protocols to leverage EHR data for better identification and treatment of patients with hypertension; instructs care team members in proper blood pressure measurement techniques; helps practices implement a patient-centric Self-Measured Blood Pressure protocol, and offers you support with an Ask, Advise, Refer tobacco treatment protocol to help improve smoking cessation results in your patients.

Contact information regarding the project, the goal, the project lead with whom to communicate, and the participation details/requirements are below.

If you have questions about:

#### **General program questions and participation requirements:**

Bruce Maki  
HH4M Project Manager  
Bruce.Maki@altarum.org or 734-302-4744

#### **Practice coaching and technical assistance:**

Carrie Frye  
HH4M Lead Practice Facilitator (Altarum)  
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HH4M Practice Facilitator (Upper Peninsula Health Care Solutions)  
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**CME or MOC Part IV credits**  
CE@altarum.org

**Target Audience:**

This course is designed for Michigan-based Primary Care Providers and Physicians Assistants in rural or health professional shortage areas with specialties in: Family Medicine, Internal Medicine, or Preventive Medicine.

**b. Program Requirements to receive CME and/or MOC Part IV**

The learner must complete:

- HH4M Individual Clinician Information
- Participate in 12 months of program implementation, including:
  - Interpreting baseline data and intervention planning
  - Implementing intervention(s)
  - Interpreting data and planning changes
  - Implementing further intervention/adjustments
- Complete attestation survey

For those who are eligible for CME and/or MOC, an email will be sent after your 12 months of program participation to complete your attestation survey.



**c. Financial Disclosure**

Altarum is committed to ensuring all educational activities offered for credit to any group of providers are free from influence by commercial interests. In accordance with the ACCME Standards for Integrity and Independence in Accredited Continuing Education, Altarum implemented mechanisms to identify and mitigate relevant financial relationships with ineligible companies for all individuals in a position to control the content of this activity.

<b>Name</b>	<b>Role</b>
Anya Day	Principle Investigator
Brian Hitsman, PhD	Co-Investigator
Bruce Maki, MA	Project Manager
Carrie Frye	Practice Facilitator
Darla Parsons	Practice Facilitator
Dawn Bishop	Practice Facilitator
Donna Shell	Practice Facilitator
Ekaterina Klyachko, PhD	NU Project Manager
Greg Makris, MD	Principle Investigator
Jeff Nagy	Practice Facilitator
Jennifer Bannon, MS	Practice Facilitator
Jill Oesterle	Practice Facilitator
Jody Ciolino, PhD	Co-Investigator
Marlene Beaudry	Practice Facilitator
Megan McHugh, PhD	Co-Investigator
Michael Rakotz, MD	Physician Advisor
Mitzie Hewitt, DO	Physician Advisor
Theresa Walunas, PhD	Principle Investigator
Yam Hoon Lim, M.Ed	CE Manager

Dr. Ciolino’s spouse is an employee of Sprout Social, Inc.

Dr. Hewitt is a contracted researcher for AstraZeneca, Esperion Therapeutics, Novo Nordisk, Kowa pharmaceuticals, and Glaxosmithkline.

Dr. Walunas received research funding from Gilead Sciences.

**d. Accreditation & Credit Designation**

**CME.** Altarum is accredited by the Michigan State Medical Society to provide continuing medical education for physicians. Altarum designates this PI CME activity for a maximum of 20 *AMA PRA Category 1 Credit(s)*<sup>TM</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.



Credit for PI CME. The American Medical Association recognizes continuing medical education occurring through participation in “performance improvement” activities (PI CME). Physicians may receive 20 *AMA PRA Category 1 Credit(s)*<sup>TM</sup> if they participate in a quality improvement (QI) activity that involves at least one improvement cycle of (1) analyzing data on current practice performance, (2) implementing interventions based on the analysis, and (3) analyzing data on performance after the intervention and summarizing changes.

**ABMS MOC.** Altarum had been approved by the American Board of Medical Specialties Multi-Specialty Portfolio Program to approve quality improvement activities for Part IV MOC. Participating as required in this QI project will provide:

- American Board of Family Medicine certified physicians: 20 points depending on certification year
- American Board of Internal Medicine: 30 Practice Assessment points
- American Board of Obstetrics and Gynecology certified physicians: 1 Part IV assignment (max allowed per calendar year)
- American Board of Preventive Medicine certified physicians: 1 MOC Part IV activity

**NCCPA MOC.** Altarum has been approved to provide Performance Improvement CME that meets requirements of the National Commission on Certification of Physician Assistants (NCCPA) for maintenance of certification. Participating as required in this QI project will be awarded 30 PI-CME credits. NCCPA then doubles the first 20 PI-CME credits earned for each PA per CME logging cycle.