

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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Study Number: STU00213920

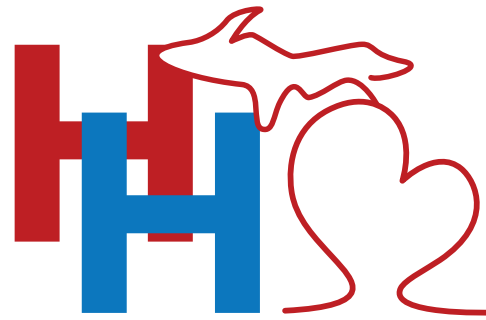
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Healthy Hearts for Michigan

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 (SMBP) 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.



## FREE PI CME & MOC Part IV Credit Opportunity

Altarum is offering a unique opportunity for providers to earn **Performance Improvement Continuing Medical Education (PI CME) credits and Maintenance of Certification (MOC) Part IV credits.**

### ABMS Certified Physician

Part IV MOC Activity Completion, e.g., Boards of:

- Family Medicine: 20 points depending on certification year
- Internal Medicine: 20 points depending on certification year
- Preventive Medicine: 1 practice performance assessment
- Obstetrics and Gynecology: 1 Part IV assignment

### Physician Assistant (PA):

Project awarded 30 PI CME credits. NCCPA then doubles the first 20 PI CME credits earned for each PA per CME logging cycle.

For more information or to enroll in HH4M:

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For more information or questions about

**Continuing Medical Education:**

**1-855-4-Altarum | CE@altarum.org**

### Target Audience:

This course is designed for Michigan-based MDs, DOs, PAs, MAs, NPs, RNs, and LPNs in rural or health professional shortage areas with specialties in: Family Medicine, Internal Medicine, or Preventive Medicine.

### At the end of this activity, learners will be able to:

- Use hiding in plain sight (HIPS) protocols to leverage EHR data for better identification and treatment of patients with hypertension and instruct team members on their role in this process.
- Instruct care team members in proper blood pressure measurement techniques and confirm adherence to a defined protocol via in-service trainings and/or other means.
- Implement a patient-centric SMBP protocol, engaging patients in the management of their blood pressure allowing for improved communication of treatment results and adjustment of therapy when appropriate.
- Implement an Ask, Advise, Refer tobacco treatment protocol, preferably via automated (CCDA-based) mechanism allowing for better smoking cessation results and coordination of care.

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>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.