ATLANTA HYPERTENSION INITIATIVE CONVENING

OCTOBER 8, 2024

11:00AM-1:00PM

WELCOME

- Welcome
- Rapid Introductions. In the chat:
  - Name
  - Organization
  - Sector
  - How are you addressing hypertension control at your organization?

AGENDA

- Welcome
- Why AHI?
- Overview of Year 1
- Review of AHI Strategic Goals
- Breakout sessions
- Breakout group reflections and discussion
- Commitments and future collaboration
- Final thoughts
- Adjourn

THE ATLANTA HYPERTENSION INITIATIVE (AHI)

- A **collaborative group** (government, health care, community organizations, and professional associations)
- To **harness the power of collaboration**
- To identify and implement **solutions that advance equitable hypertension control** (grassroots activation and support to help health care organizations improve their effectiveness in controlling HTN).

Backbone Organizations

- Centers for Disease Control and Prevention (CDC)
- American Medical Association (AMA)
- Atlanta Regional Collaborative for Health Improvement (ARCHI)
- American Heart Association (AHA)
- CDC Foundation

+

70+

Metro Atlanta Organizations…

ALL OF YOU!

WHY AHI?

REV. ERIC THOMAS, AHI CAG MEMBER

Pastor, St. Peters Church
Executive Director, MAMA

OVERVIEW OF ATLANTA HYPERTENSION INITIATIVE YEAR I

AISHA WILLIAMS
Deputy Director
ARCHI

YEAR 1 (2023-2024) AHI MILESTONES

Held AHI Inaugural convening

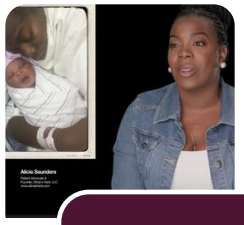
October 2023

Launched AHI Mini Grant Program

February 2024

Hosted AHI Spring Convening

February 2024



Built Capacity

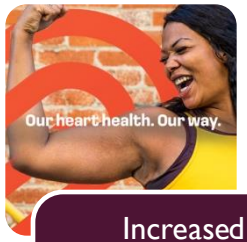
-MAA Gala

-Alicia's story

-AHI Article

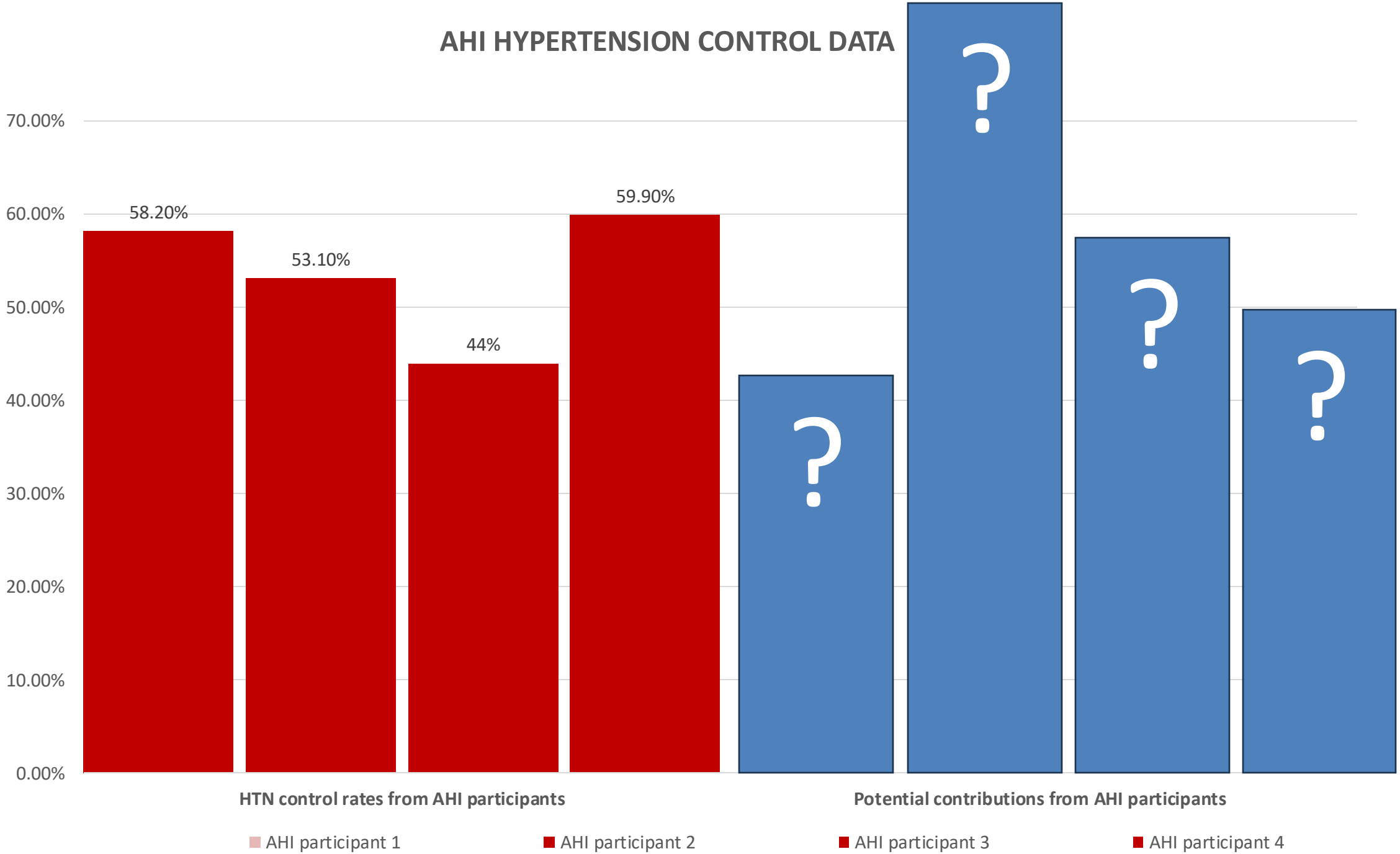
Developed AHI Framework

- Goals
- Logic Model
- AHI website
- Community Advisory Group



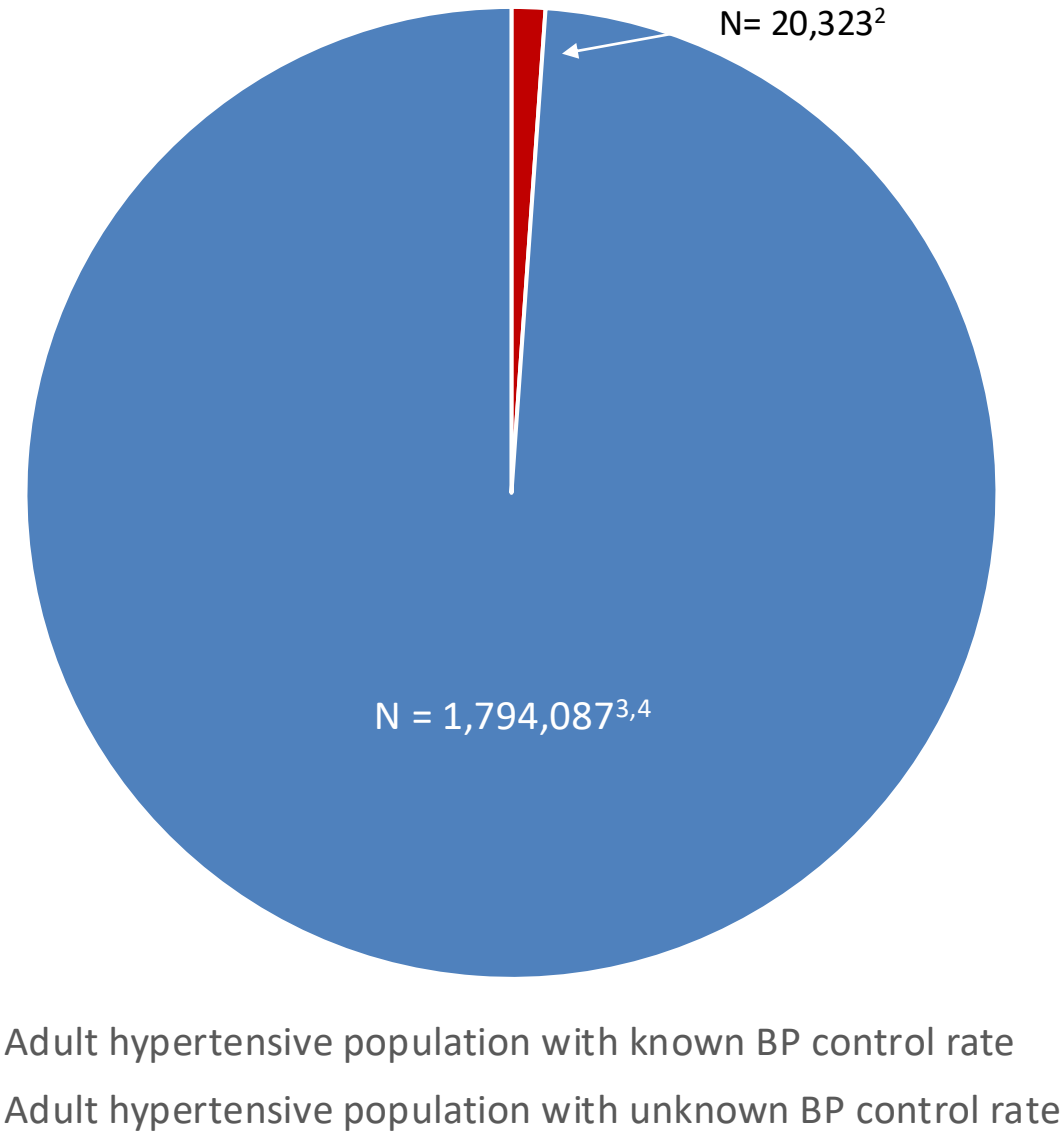
Increased knowledge and awareness

- 20 Atlanta-area LTTB ambassadors recruited
- Evaluation plan



References:
UDS 2023

ADULTS WITH HYPERTENSION IN ATLANTA (ARC 11 COUNTY AREA[1])



References
1. Atlanta Regional Commission: https://atlantaregional.org/about-arc/about-the-atlanta-region/
2. UDS 2023
3. DHDSP Interactive Atlas, accessed July 18 2024
4. NHANES 2017-2020

UPDATES FROM THE FIELD

- MINI GRANTS
- WELLSTAR
- ARPA-H
- MAG
- MOREHOUSE

AHI MINI-GRANT UPDATES

AISHA WILLIAMS
Deputy Director
ARCHI

HIGHT HEALTH

TERRENCE HIGHT
CEO
Hight Health

HIGHT HEALTH

Hight Health Hypertension Program

90-day Program

3 in-person & 3 virtual events, Bi-weekly coaching, health resources

Location and Format

Cohort-style, held at the Hapeville Branch Library

7 Contract Jobs Created

Program team and specialty presenters

Presenter: Terrence Hight, Jr., Founder & CEO

Our Success Thus Far

14 Enrollees

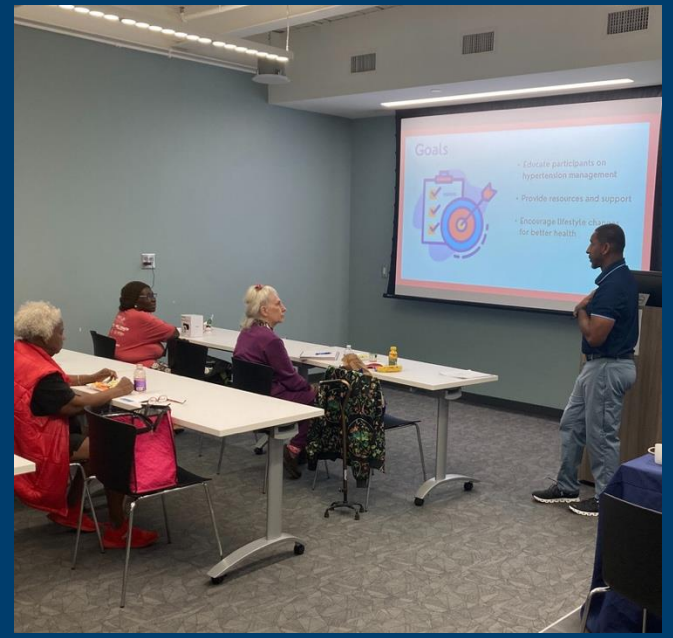
64% retention rate among enrollees.

Lower BP Readings, Weight Loss, Community

Over 50% of the program enrollees have reported weight loss, decreased blood pressure, and a greater sense of community.

Equitable Empowerment

Community-based program that educates participates about hypertension and creates advocates.



LIVE TO THE BEAT. POWERED BY WELLSTAR.

NINA GILMORE

Nurse Manager, Community Resources
Wellstar

LIVE TO THE BEAT

Powered by Wellstar

CDC Foundation — Together our impact is greater

Million Hearts®

American Heart Association.

Wellstar Center for Cardiovascular Care

United Way of Greater Atlanta®

With High Risk....

Comes High Reward!

....A 12- Month Journey to Sustainable Heart Health

The Risk….

80% At increased risk due to family history

51% Taking Blood Pressure Medicine

56% Did not have a way to check their blood pressure

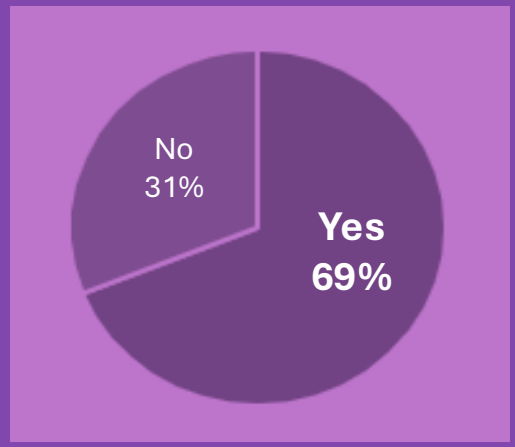
The Reward….

Engagement & Positive Behavior Change

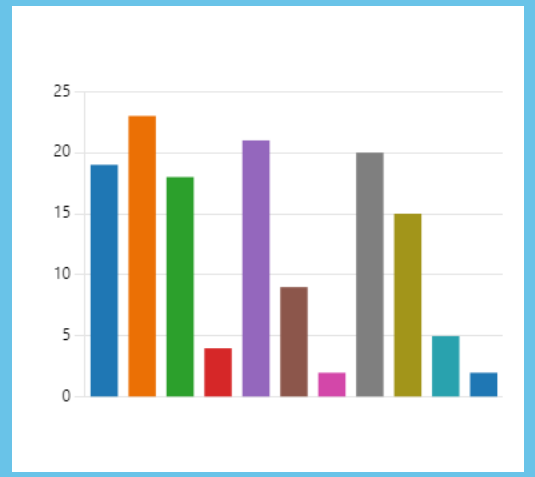
73 %

Attendance

Over the last month, were you successful in achieving or making progress towards your goal?



Were there any other goals you chose to tackle last month that you were **also SUCCESSFUL?**



ARPA-H

DR. MYAH GRIFFIN

Assistant Professor | Division of Maternal-Fetal Medicine, Department Obstetrics/Gynecology
Medical Director | Center for Maternal Health Equity
Morehouse School of Medicine

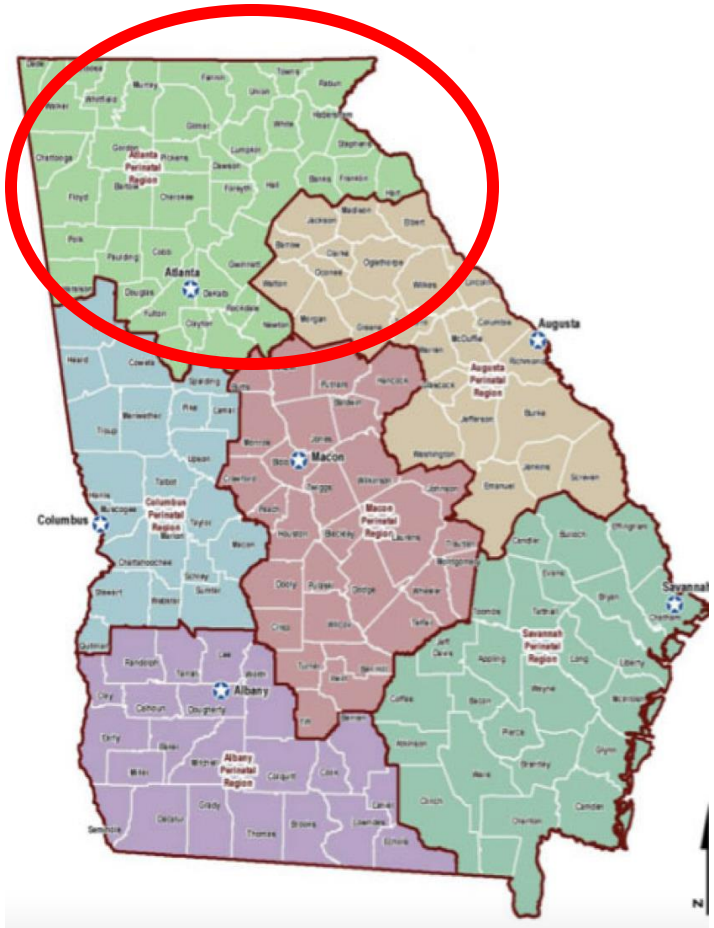
ARPA-H HEROES Program

Aim: Reduce severe obstetric complication rate* by 30% in Georgia's Northeast (Atlanta) Perinatal Region over 36 months (April 2025 – March 2028)

*As calculated by ARPA-H: the rate of occurrence of the following during the delivery hospitalization or a re-admission within 60 days postpartum

- ✓ Severe maternal morbidity *(SMM) plus*
- ✓ Suicide attempt, self-harm, domestic violence, substance abuse, overdose, severe and persistent mental illness *plus*
- ✓ In-hospital death

among ALL deliveries in the region to mothers 12-55 years of age; exclusive of *abortive outcomes (ectopic, molar, spontaneous abortion, termination)*



Proposal Due Date: Friday, November 15, 2024 at 3pm EST

Integrated Maternal Health Services in the Atlanta Perinatal Region

We will assemble collaborative teams of social services and healthcare providers dedicated to sharing accountability and responsibility for the whole-person care of pregnant and postpartum individuals across the Atlanta Perinatal Region's 39 counties under mutually agreed upon care plans that incorporate:

Population-based Health

- mHealth education – service info, care schedule, "danger signs"
- Risk-stratification – systematic screening via mHealth and CHW to identify and provide health education/counseling for:
  - Chronic conditions (Hypertension, Diabetes Mellitus, etc.)
  - Obstetrical risk factors
  - Mental health disorders
  - Substance use
  - Unmet health-related social needs
- Care navigation and coordination based on:
  - Initial and stage-specific mHealth and CHW screenings
  - Embedded care escalation alerts

Data Sharing Infrastructure

Risk-appropriate Care

- Home monitoring – blood pressure, glucose, and mental health symptoms with integrated mHealth and CHW
- Linkage to risk-appropriate services
  - Telehealth
  - Nurse case management
  - Subspecialty care (Maternal-Fetal Medicine, Cardiology, Endocrinology, etc.)
- Regional Perinatal Center, Perinatal Quality Collaborative coordination

Foundation: Equitable High-Quality Care During Pregnancy and Postpartum

Team member trainings, Institutional commitment to AIM & AIM Community Care Bundles, Perinatal Quality Collaborative Engagement

Pregnancy Navigator

Case Management/Digital Platform

OB Provider – OBGYN/CNM/FM, etc

Doula

Referrals- MFM, Cardiology, Endocrine, etc.

Nurse Case Manager

Social Worker

CHWs

ALLIANCE FOR INNOVATION ON MATERNAL HEALTH

GEORGIA PERINATAL QUALITY COLLABORATIVE

MEDICAID COVERAGE FOR SMBP DEVICES

JASMINE COER

Director, Marketing and Communications
Medical Association of Georgia

GEORGIA MEDICAID NOW COVERS SELF-MEASURED BLOOD PRESSURE (SMBP) SERVICES AND DEVICES

- MAG and AMA are working together to raise awareness about coverage for SMBP
- Website launched with guidance and resources for physicians and care teams

MOREHOUSE: REMOTE PATIENT MONITORING

DR. WALKITRIA SMITH

Associate Professor DOFM
Chief Digital Medical Officer
Medical Director LS
Morehouse Healthcare

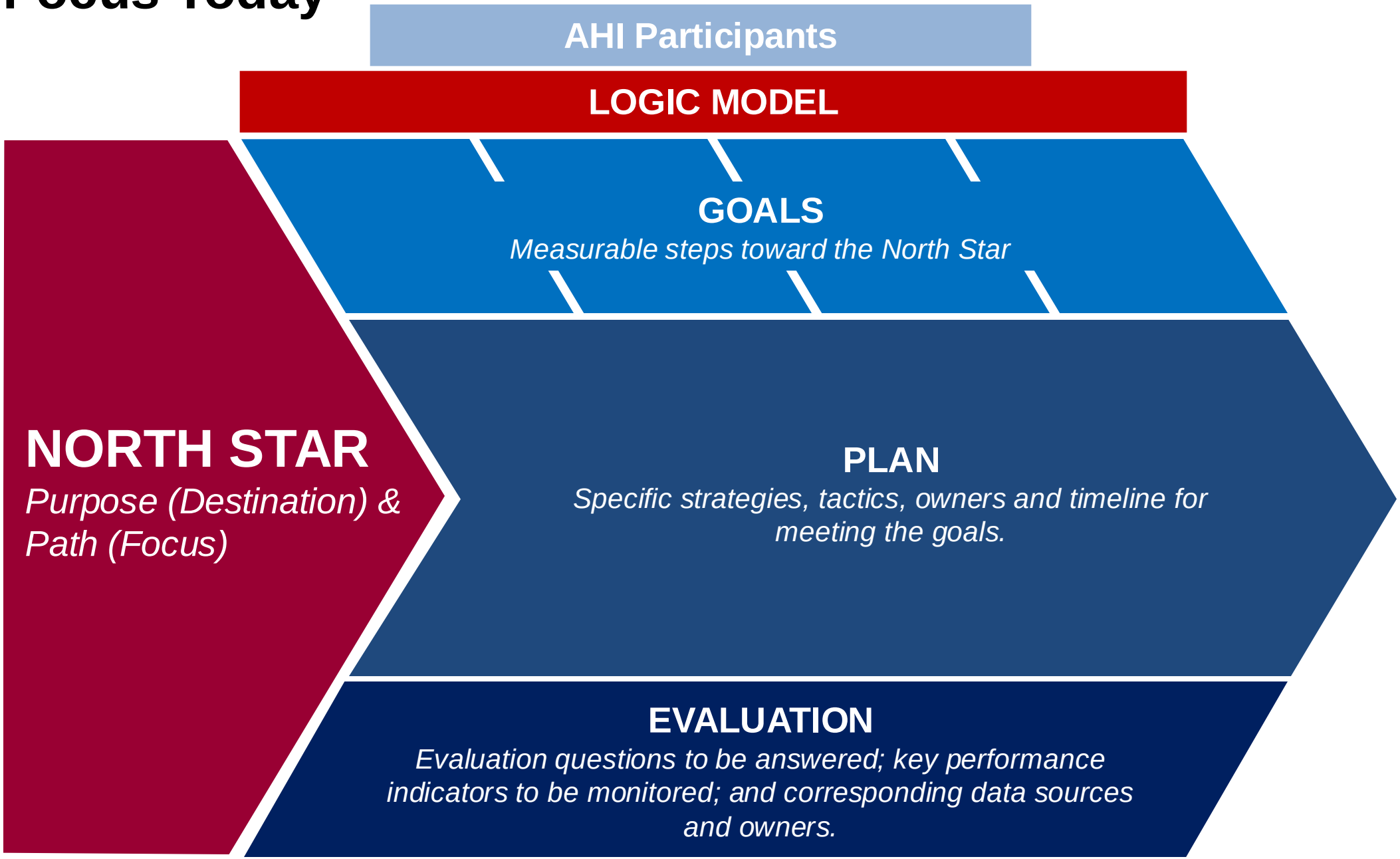
REVIEW OF AHI STRATEGIC GOALS

AISHA WILLIAMS
Deputy Director
ARCHI

KINETRA JOSEPH
Senior Advisor, Beh. Change Programs and Campaigns
CDCF

BETH TAPPER
Senior Program Manager
AMA

Our Focus Today



Our North Star

NORTH STAR (5+Years):
Through the collective action of organizations in health care and community settings, the AHI will reduce heart attacks and strokes* in metro Atlanta by improving HTN control among more than half a million Black adults in our region.

Improving HTN Control = Preventing Heart Attacks & Strokes

HTN is a leading risk factor for heart attacks, strokes and cardiovascular events.

- In the U.S., nearly half of adults (120 million) have hypertension (≥130/80 mmHg).
- Among those 120 million people, only about 1 in 4 (23%) has their blood pressure (BP) under control.

HTN Disparities Persist in Black Adults

AHA says high blood pressure in Black Adults in the U.S. is among the highest in the world.

- HTN prevalence of 58% among non-Hispanic (NH) Black adults compared to 49% for NH White adults.
- Hypertension control rates are 17% for NH Black adults compared to 25% for NH White adults.

In Metro Atlanta: HTN Control + Black Adults = Opportunities for Impact

- There are more than 1 million Black adults (1,172,839) in metro Atlanta*.
- An estimated 58% of them have hypertension (680,247).
- Among them, potentially 564,605 (83%) do not have their HTN under control and are at risk for heart attack and stroke.

*Metro Atlanta is defined as the 4-county AHI primary focus area: **Fulton, Dekalb, Clayton, Gwinnett, Cobb**

North Star & Strategic Goals

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BUILD CAPACITY: 1. HTN-Specific Learning and Collaboration 2. Referrals to Resources to Address SDOHs 3. Access to Technical Support for Patient Education, Screening, Self-Management & Referrals to Care	**POTENTIAL METRICS (Community Linkages):** • Channel Reach: Email, Web, Social (#) • Resource Distributions / Downloads (#) • Screening Events & Participation (#) • Patients Screened (#) • Devices Distributed (#) • SMBP Program Participation (#)
INCREASE KNOWLEDGE & AWARENESS: 4. Exposure to Messages About Impact & Preventability of HTN 5. Awareness of Threat of Uncontrolled HTN 6. Knowledge about HTN Control Steps	**POTENTIAL METRICS (Community Outreach & Education):** • Media Impressions (#) • Educational Materials Distributed (#) • Website Traffic (#) • Awareness of Threat (%) • Knowledge of Prevention Steps (%)
SHARED HTN PEFORMANCE MEASUREMENTS & QI RESOURCES: 7. Commitments to Utilize Clinical QI Resources & Share HTN Control Rates 8. Black Patient Reach Among AHI Health Care Organizations 9. Collection & Tracking of Baseline BP Control Data	**POTENTIAL METRICS (Clinical Support):** • HCO Commitments (#) • Patient Reach (#) • MAP HTN / Target BP Sign-Ups (#) • HTN Control Rate (%)

ZOOM POLL

BREAKOUT SESSION

North Star & Strategic Goals

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BREAKOUT SESSION REFLECTIONS

KEY TAKEAWAYS

JEFF SMYTHE
Executive Director
ARCHI

COMMITMENTS AND FUTURE COLLABORATION

JUDY HANNAN
Senior Advisor
CDC, Million Hearts Initiative

AHI COMMITMENTS: 6-MONTH CALENDAR

2024 Q4	2025 Q1	2025 Q2
AHI goals finalized	Learning from other large-scale community HTN initiatives	AHI stipend application open
LinkedIn group launched		Clinical QI webinar for CME launched
		In market LTTB messages
		LTTB webinar launched
		In-person Convening

Your contributions

CLOSING THOUGHTS

DR. MODELE OGUNNIYI

Professor of Medicine and Master Physician
Associate Medical Director, Grady Heart Failure Program
Emory University School of Medicine, Division of Cardiology

THANK YOU!

JEFF SMYTHE
Executive Director
ARCHI