

1ATTACHMENT 3

Million Hearts® Hospital/Health System Recognition Program Introduction

Million Hearts® Recognition Program Introduction

Million Hearts® is pleased to announce the development of the *Million Hearts® Hospital / Health System* designation, a program that recognizes institutions working to systematically improve the cardiovascular health of the population and communities they serve through the priority areas of: **1) Keeping People Healthy, 2) Optimizing Care, 3) Improving Outcomes for Priority Populations, and 4) Innovating for Health.**

Background: Heart disease, stroke and other cardiovascular diseases (CVDs) kill over 800,000 Americans each year, accounting for one in every three deaths. CVD is the nation's number one killer among both men and women and the leading cause of health disparities across the population. Million Hearts®, a national, public-private initiative co-led by the Centers for Disease Control and Prevention (CDC) and the Centers for Medicare & Medicaid Services (CMS), was established to address this issue.

The *Million Hearts® Hospital / Health System* designation engages, equips, and supports leading clinical institutions across the country, given their direct connection to people at risk for CVD, as well as those who have had a cardiac or cerebrovascular event and remain at risk for having a subsequent event. Hospitals are also the largest component of the health care sector, and in total employ over 5.4 million people – the second largest source of private sector jobs.

Whether migrating towards value-based reimbursement or simply striving for a significant impact in reducing the devastation of heart attacks and strokes, clinical organizations are positioned to improve the health of the population they serve by implementing high-impact, evidence-based strategies. Achieving a *Million Hearts® Hospital / Health System* designation signals a commitment to not only clinical quality, but population health overall.

Application Process: We anticipate applicants will range from health systems with multiple hospitals, hospitals with and without ambulatory medical practices, and medical practices not affiliated with hospitals. Any clinical entity whose leaders consider it eligible may apply. In recognition that achieving results requires intention, decision-making, resource-allocation, and one or more processes of implementation, this designation can be earned by institutions in one or more phases: commitment, implementation, and achievement. The path to improved outcomes begins with focus and commitment, continues with implementation, and leads to robust evaluation of outcomes. Applicants should complete the application, indicating in which areas they are **committing** to implement Million Hearts® strategies; those strategies which they are currently **implementing** or have previously implemented; and those strategies for which they have **achieved outcomes/results**.

Applicants must address a minimum of one strategy in at least three of the four priority areas, but are encouraged to target as many strategies as is appropriate for their institution. The priority areas are listed below and described in more detail within the application:

1. Keeping People Healthy
2. Optimizing Care
3. Improving Outcomes for Priority Populations
4. Innovating for Health

Within the application, applicants are required to indicate their phase of implementation — committing, implementing, or achieving — for each strategy they intend to address. The following is a summary of the supporting evidence required for each of these phase:

- *Committing* – no data required other than your commitment to implement
- *Implementing* – must submit the data per strategy listed as “Required attestation for those implementing”
- *Achieving* – must submit the data per strategy listed as “Recommended outcomes for those achieving results”

For example, a hospital may be in the process of implementing changes in support of benefit design outcomes, achieved results in blood pressure control, and committing to work with patients who have had a previous heart attack or stroke. The grid below lays out an example of a potential clinical entity's status and corresponding data submission categories. The specific documentation requirements are detailed within the application.

Priority Area	Strategy	Phase (with required documentation categories noted)
Keeping People Healthy	Benefit design to advance employee health	Implementing – submit required attestation for those implementing
Optimizing Care	Cardiac rehabilitation referral initiation	Achieved – recommended outcomes for those achieving results
Improving Outcomes for Priority Populations	Work with patients who have had a previous heart attack or stroke	Committed – describe intended approach and outcomes for addressing past heart attack / stroke patients
Innovating for Health	Implementing telehealth strategies to track hypertension levels of patients in rural areas	Implementing – documentation supporting the efforts such as target population(s), policy or program materials, timeframe and measures being tracked

Applications will be reviewed and vetted, and award designations announced, throughout the year. The *Million Hearts® Hospital or Health System* designation is valid for 3 years, and Million Hearts® staff will coordinate with designees to receive updates on their progress. At any time, hospitals can submit data to demonstrate they have achieved outcomes. The Million Hearts team will review these submissions, highlighting these outcomes in promotional materials.

Million Hearts® designees will be recognized on the Million Hearts® website and promoted via multiple communication channels, listed below. The successes and outcomes of clinical entities which have achieved results will be given additional, focused emphasis in these communications and promotional materials:

- highlight in the Million Hearts® electronic newsletter;
- use of the Million Hearts® logo on your institution's website;
- use of an icon specific to those strategies where hospital has achieved results;
- template press materials and newsletter announcements;
- recognition through Million Hearts® communication and partner channels;
- access to resources and support, and opportunity to exchange implementation tips and problem-solve with other Million Hearts® Hospitals and Health Systems;
- connection to state health department Million Hearts® program

The Million Hearts® team will hold check-in calls at six-month intervals with each designee to assess progress and receive an update on advancements made since the application was submitted.

Applications Submission: Complete applications should be submitted to Million Hearts via XXX and will be reviewed on a quarterly basis.