Close the Gap: Addressing Disparities in Cardiovascular Care

Charles Athill, M.D.
Life Expectancy in the U.S.

<table>
<thead>
<tr>
<th>Race</th>
<th>Total Life Expectancy</th>
<th>Years of Healthy Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>All races</td>
<td>75.4</td>
<td>64</td>
</tr>
<tr>
<td>White</td>
<td>76.1</td>
<td>65</td>
</tr>
<tr>
<td>Black</td>
<td>69.1</td>
<td>56</td>
</tr>
<tr>
<td>Hispanic</td>
<td>79.1</td>
<td>64.8</td>
</tr>
</tbody>
</table>

Major Causes of Death among African Americans

<table>
<thead>
<tr>
<th>Cause</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diseases of the heart</td>
<td>27.2</td>
</tr>
<tr>
<td>Malignant neoplasms (cancer)</td>
<td>21.1</td>
</tr>
<tr>
<td>Cerebrovascular disease</td>
<td>6.4</td>
</tr>
<tr>
<td>HIV infection</td>
<td>5.7</td>
</tr>
<tr>
<td>Accidents and adverse effects</td>
<td>4.5</td>
</tr>
<tr>
<td>Homicide and legal intervention</td>
<td>4.3</td>
</tr>
</tbody>
</table>

Cardiovascular Disease Deaths

Deaths per 100,000

- All races: 180.4
- Whites: 172.8
- Blacks: 265.3
- American Indians/Alaska Natives: 132.8
- Asians/Pacific Islanders: 107.4
- Hispanics: 120.5

Heart Attacks and Stroke Deaths

Bar chart showing deaths per 100,000 for Heart Attack and Stroke across different racial groups:

- **All races**
  - Heart Attack: 144
  - Stroke: 45

- **Whites**
  - Heart Attack: 139
  - Stroke: 26

- **Blacks**
  - Heart Attack: 205
  - Stroke: 24

- **American Indians/Alaska Natives**
  - Heart Attack: 107
  - Stroke: 19

- **Asians/Pacific Islanders**
  - Heart Attack: 78
  - Stroke: 24

- **Hispanics**
  - Heart Attack: 95
  - Stroke: 19

Death Rates for Congestive Heart Failure

<table>
<thead>
<tr>
<th>Group</th>
<th>Rate per 100,000 population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black males</td>
<td>9.5</td>
</tr>
<tr>
<td>Black females</td>
<td>7.8</td>
</tr>
<tr>
<td>White males</td>
<td>6.9</td>
</tr>
<tr>
<td>White females</td>
<td>5.5</td>
</tr>
</tbody>
</table>

Why Focus on Disparities in Cardiovascular Health Care?

- Cardiovascular disease (CVD) is the #1 killer of American women, blacks and Latinos.
- Cardiovascular care provides the most convincing evidence of disparities.
- By the year 2050, people from minority populations are expected to represent nearly 50% of the U.S. population.

- Even when they have insurance and are of the same social class, minorities often receive a lower quality of care than do their white counterparts.

- While some progress has been made in primary care, recent studies suggest that little progress has been made in addressing racial & ethnic disparities in cardiovascular care.
Where We Are Today

• Many in the U.S. are not aware that disparities exist
• Several bills are in Congress related to disparities issues:
  – The Women’s Heart Act
  – Health Equity and Accountability Act of 2007
  – Minority Health Improvements & Health Disparities Elimination Act
• Greater awareness: industry, private sectors, and some government agencies are becoming more involved in disparities issues
• Since 2002, Boston Scientific CRM has lead initiatives to identify underserved patient populations and reduce disparities in cardiovascular care
Reasons for Disparities

Patient Related
- Patient preferences
- Treatment refusal
- Care seeking behaviors and attitudes

Provider Related
- Bias
- Clinical uncertainty
- Beliefs/stereotypes about the behavior or health of minority patients

Health Care System Related
- Geographic availability of health care institutions
- Changes in the financing (health insurance access) and delivery of health care services
- Lack of interpretation and translation services
- Time pressures on physicians
CLOSE THE GAP INITIATIVE
Close the Gap Concept

• Focus on both ends of the healthcare continuum—Prevention and delivery of evidence-based treatment
• Operating principle: “People, more often than not, are influenced by those with whom they have a relationship.”
• Physician-led process
• Engage those with a stake in improving cardiovascular outcomes
• The only metric that matters is the positive shift in cardiovascular health outcomes
Areas were identified based on:

- High prevalence of cardiovascular disease
- High concentration of underserved population groups
- Key healthcare professionals already focused on addressing disparities in CV care
## Close the Gap Steering Committee

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carol Biggs, RN MBA</td>
<td>Baptist Hospital</td>
</tr>
<tr>
<td>F. Roosevelt Gilliam, MD</td>
<td>Cardiology Associates of NE Arkansas</td>
</tr>
<tr>
<td>Kevin Monahan, MD</td>
<td>Boston Medical Center Boston, MA</td>
</tr>
<tr>
<td>Eric Taylor, MD</td>
<td>McAllen, TX</td>
</tr>
<tr>
<td>Cedric Bright, MD</td>
<td>Durham VA Medical Center Durham, NC</td>
</tr>
<tr>
<td>Patricia Guerrero, MD</td>
<td>Orlando, FL</td>
</tr>
<tr>
<td>Baxter Montgomery, MD</td>
<td>Houston Cardiac Assn. Houston, TX</td>
</tr>
<tr>
<td>Kevin Thomas, MD</td>
<td>DUKE Medical Center Durham, NC</td>
</tr>
<tr>
<td>Eugene Chung, MD</td>
<td>Ohio Heart &amp; Vascular Center Cincinnati, OH</td>
</tr>
<tr>
<td>Tim Hill, CPME</td>
<td>Capital City Cardiology, Inc. Columbus, OH</td>
</tr>
<tr>
<td>Charles Noble II, MD</td>
<td>Capital City Cardiology, Inc. Columbus, OH</td>
</tr>
<tr>
<td>Gioia Turitto, MD</td>
<td>Brooklyn, NY</td>
</tr>
<tr>
<td>Zayd Eldadah, MD PhD</td>
<td>The Washington Hospital Center Washington, DC</td>
</tr>
<tr>
<td>Mark Jenkins, MD</td>
<td>Dallas, TX</td>
</tr>
<tr>
<td>Cam Patterson, MD</td>
<td>University of North Carolina Chapel Hill, NC</td>
</tr>
<tr>
<td>Laurence Watkins, MD</td>
<td>Heart Healthy Center Port St. Lucie, FL</td>
</tr>
<tr>
<td>Winston Gandy, MD</td>
<td>Piedmont Heart Institute Atlanta, GA</td>
</tr>
<tr>
<td>Christopher Leggett, MD</td>
<td>Medical Associates of North Georgia Deluth, GA</td>
</tr>
<tr>
<td>Sergio Pinski, MD</td>
<td>Cleveland Clinic Florida Weston, FL</td>
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</table>
### “Close the Gap” Focuses on Three Goals to Address Disparities

<table>
<thead>
<tr>
<th>Community education</th>
<th>Goal: Increase awareness of cardiovascular risk factors and evidence-based therapeutic solutions for the “currently indicated”</th>
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<tbody>
<tr>
<td>Patient values</td>
<td>Goal: Improve patient outcomes by enhancing health care providers’ patient engagement skills</td>
</tr>
<tr>
<td>Advocating for quality measures</td>
<td>Goal: Strengthen quality measures to assure that proven, effective cardiac therapies are being offered to all patients who need them.</td>
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</table>
Goal: Increase awareness of cardiovascular risk factors and evidence-based therapeutic solutions for the “currently indicated”

Progress: Close the Gap is partnering with community institutions, including faith-based organizations; collegiate and professional sports teams; non-healthcare businesses; and patient advocacy groups to improve cardiovascular outcomes
Community Education

Tools to promote awareness about risk factors, warning signs, and lifestyle modification.

• Local hospital educational events
  – Health Fairs
  – Health Screenings/Risk Assessments
  – Special Events focused on Women and Minority CV Health

• Community events
  – Athletic games
  – Church Groups
  – Parent Teacher Associations
  – Women’s and Cultural Organizations
  – Health Clubs/ Weight Loss Clinic
**Goal:** Improve patient outcomes by enhancing health care providers’ patient engagement skills

**Progress:** Close the Gap has developed an educational program for health care professionals to enhance their knowledge of cultural differences and find new ways to identify and overcome potential cultural barriers to high quality patient care
**Goal:** Strengthen quality measures to assure that proven, effective cardiac therapies are being offered to all patients who need them.

**Progress:** Close the Gap is helping raise awareness of heart failure quality measures and advocating the inclusion of ICD therapy as a recommended treatment for sudden cardiac arrest in both AHRQ and JCAHO measures. A study is underway to assess the impact on patient care when this measure is added.
Houston, Texas
Close the Gap in Houston

Key factors for success:
- Engaged physician leader
- Engaged Boston Scientific team
- Relationships in the community

Houston Close the Gap team:
- Physician leader: Dr. Baxter Montgomery, EP
- Boston Scientific team: RM, Sales Reps

Partnerships:
- Businesses
- Churches
- Medical Associations in Houston
- Hospital Administrators
Some activities to date:

- **Community Education**
  - Quarterly Curves Women in Heart Disease program
  - Cardiovascular screenings

- **Patient Values**
  - OB/GYN educational dinner and presentations at clinics
  - Annual JAM non-CVD CME symposium
  - Multiple meetings with Medical Associations

- **Partnerships**
  - Multiple presentations to hospitals including physicians and administrators
  - Partner with IDN’s to execute coordinated CTG activities
Key Observations:

• Demographic mix in the cath lab shifting to be more representative of the surrounding community
• Increased stakeholder/partner engagement
• Expanded influence and reach in targeted areas
Close the Gap is Gaining Traction by the Media
Media Continued…

- **CNN**
  - *Health Minute* segment (#2) with Dr. Gandy on heart health and care disparities

- **KTRK ABC (Houston)**
  - Interview with Dr. Montgomery and Coach Sumlin rescheduled due to hurricane Ike

- **KRIV Fox (Houston)**
  - Interview with Dr. Montgomery re: Heart Health nutrition

- **KIRO CBS (Seattle)**
  - Interview with Dr. Poole, patient and Coach Lorenzo aired
Conversations Ongoing….

- **Good Housekeeping**
  - February ’09 heart health feature
    (6-month lead time)

- **Minneapolis Star Tribune**
  - Considering feature story

- **WJZ-TV (Baltimore)**
  - Interested in story

- **Diagnostic & Invasive Cardiology**
  - Reviewing CTG material for inclusion in future issues
Conversations Ongoing…Latino Targeted Media/Spanish Language

• Miami Univision 23
  *(Ahora en Nuestra Comunidad)*
  – Considering Dr. Pinski as talk show guest to discuss Latino heart health disparities

• El Neuvo Herald
  *(Spanish language version of Miami Herald)*
  – Considering several stories related to heart health for Latino population (both print and online)

• Vista Magazine
  *(Insert in 32 major metropolitan newspapers, 1.4 M circulation)*
  – Considering several stories related to heart health for Latino population (both print and online), regular Q&A column with Dr. Pinski and possible speaking engagement at annual health conference they host in NYC

• WPLG (ABC) Miami
  – Considering covering info booth at either FIU or U of Miami football game – interview with coach and/or doc possible
Close the Gap Cardiovascular Health Resources include:

- Educational tools to help Healthcare Professionals to reach out to peers and referral networks to:
  - Increase Access to Cardiovascular Care for Women, Blacks and Latinos
  - Change Patient Outcomes

- Community Awareness tools and materials to help increase local awareness and identify at-risk populations of CVD.

- Sponsorship of an informational website www.heart-health-disparities.org
Increase Physician and Practice Group Awareness

Education

Physicians can use educational materials to reach out to peers such as internists, ER physicians and other referring physicians

- Educate referring physicians
- Nurses/Allied Health Professional Meetings
- Grand Rounds/Medical Symposiums
- Emergency room/triage centers

Know the facts and share them with colleagues
Interactive Workshops: Tailoring the Conversation to Patient Values

**Goal:** To help healthcare professionals educate patients about cardiovascular (CV) treatment options. When information is exchanged in a culturally sensitive manner, patients are more likely to accept and comply with treatment recommendations.

- Awareness that cultural differences may impact effective communication between physician and patient
- Leveraging your skills to educate other healthcare professionals
- Tailoring the conversation to the patient’s values, effectively communicates with patients of all backgrounds
Promote Community Awareness

Tools to promote awareness about risk factors, warning signs, and lifestyle modification.

• Local hospital educational events
  – Health Fairs
  – Health Screenings/Risk Assessments
  – Special Events focused on Women and Minority CV Health

• Community events
  – Church Groups
  – Parent Teacher Associations
  – Women’s and Cultural Organizations
  – Health Clubs/ Weight Loss Clinic
Close the Gap Resource Materials

- Close the Gap Brochure
- What every American needs to know about heart disease
- What every black American needs to know about heart disease
- What every Latino American needs to know about heart disease (English and Spanish)
- What every woman needs to know about heart disease
- Sudden Cardiac Arrest (SCA) Call to Action Flyer 8.5 x 5.5
- Athletes and SCA Flyer 8.5 X 11
- Standing Banner featuring SCA and Athletes
- Close the Gap Heart Pin & Card
- Close the Gap Awareness Bracelet
- Close the Gap Bookmark
Close the Gap:

1. Provides a pathway for all stakeholders to participate in improving cardiovascular health outcomes.

2. Aligns incentives among all stakeholders.

3. Offers a cost effective way to address cardiovascular disparities.
Thank You
Slide 7

Slide 8
1. American Heart Association, Heart Disease and Stroke Statistics Update 2007

Slide 9

Slide 10

Slide 12
