

The 'Ask About Aspirin' Initiative Quarterly Newsletter

Preventing Heart Attacks and Strokes in Minnesota

The Minnesota Heart Health Program (MHHP) is dedicated to the prevention of cardiovascular disease and improving the lives of Minnesotans. **Ask About Aspirin** is an initiative of MHHP at the University of Minnesota. It is currently the only program in the United States that creates public health messages and health professional tools to lower the risk of a first heart attack or stroke with the use of daily low-dose aspirin. The initiative is designed to lower individual suffering, improve community health, and lower health economic costs.

Ask
About
Aspirin



'Ask About Aspirin' Rally for Minnesota Heart Health

On June 2, 2016, an **Ask About Aspirin** press conference was held in the Mall of America Rotunda. Its purpose was to help inform the Minnesota public about the threat of heart attacks and strokes and the importance of prevention. Dr. Ed Ehlinger, Commissioner of the Minnesota Department of Health, was the keynote speaker. The event featured a large "heart wall" on which small hearts were hung to create the number 16,000, which represents the number of heart attacks and strokes in Minnesota each year. The back of the wall featured the number 11,200, which is the number of heart attacks and strokes the **Ask About Aspirin** initiative aims to prevent over the lifetime of those affected by this cardiovascular disease prevention campaign. The event was also an opportunity to recognize and thank our health system and community partners. Representatives from Fairview Health Care System (Carmen Parrotta and Steve Endrud),

Essentia Health (Cindy Ferrara), Lakewood Health (Dr. John Halfen, Kimberly Bryniarski, Katie Polman), and St. Luke's Health Care System (Todd Scaia) attended the event. Many of our health system and community partners also participated by sending in videos, photos, and logos which were displayed on the jumbo screen behind the stage. We recognize that the **Ask About Aspirin** initiative is a success because of our dedicated partners. The health systems are on the front line, working to improve the health of their patients. Our Community Advisory Board members provide guidance on community engagement and strategy development. Two of our Board members, Justin Bell (American Heart Association), and Jim Chase (Minnesota Community Measurement), described how this initiative supported creation of healthy communities. Many other Board members were there to show their support. Thank you to all of our partners for helping to make the event a success and for making Minnesota a healthier State!

Save the Dates! Upcoming Leadership Calls

August 4, 2016 Noon – 1:00 PM

November 10, 2016 Noon – 1:00 PM

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MN Heart Health Program

UNIVERSITY OF MINNESOTA

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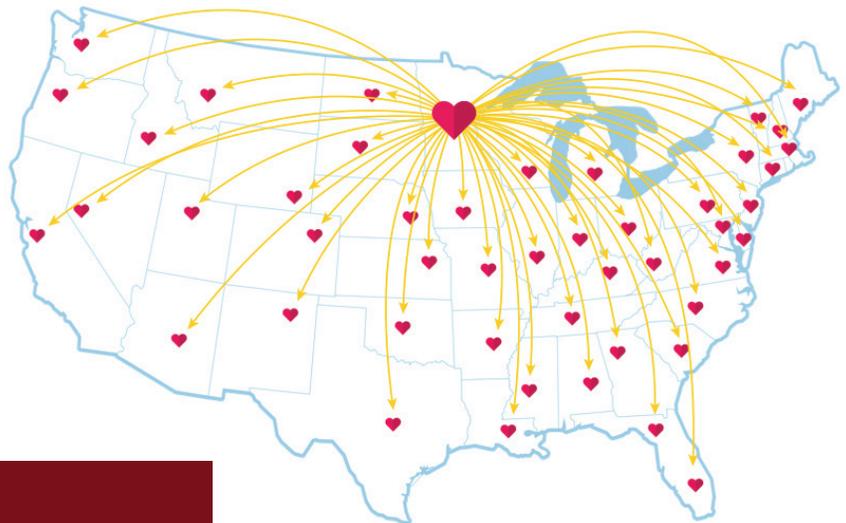
Health Economic Study

Thank you to the health systems that are participating in our health economic study. One of the goals of the **Ask About Aspirin** initiative is to measure clinical benefits and associated health economic costs associated with the implementation of an aspirin primary prevention quality improvement initiative in healthcare delivery organizations throughout Minnesota. Data collection tools have been developed to maximize information gained while minimizing burden on the health systems. The data to be collected includes improvements in primary prevention aspirin prevalence (benefit) and the quality improvement time associated with the **Ask About Aspirin** initiative (cost). We anticipate that this evaluation will help health systems answer the “value questions” about the program given the shift toward value-based payment models and the emphasis on the Triple Aim.

Did you know?

The Altarum Institute and the Council on Aspirin for Health and Prevention published a Case Study on the **Ask About Aspirin** initiative this year. The Case Study was created to educate health leaders nationwide about **Ask About Aspirin** as a model for aspirin use and prevention. If you would like a copy, please contact Karen Miller at khmiller@umn.edu.

'Ask About Aspirin' is expected to be used as a national model to prevent first heart attacks and strokes.



'Ask About Aspirin' Implementation Progress

All program materials have been updated with the new USPSTF recommendations and are now available (webinar, brochures, pocket cards, patient questionnaires, etc.) The askaboutaspirin.org website has also been updated. A “News” section has been added, which will feature media attention on the initiative and its partners, as well as MHHP newsletters. If at any time your system receives media coverage regarding your partnership in the Ask About Aspirin initiative we would be happy to post it on the website.

MHHP Directors' Corner

We have set ambitious five-year goals for the Ask About Aspirin initiative. Our aim, with your help, is to reduce the number of first heart attacks and strokes by over 11,000. We are well on our way in Phase 1 of the program. Next year, as Phase 2 begins, we will be expanding the initiative to additional health systems across Minnesota.

This statewide initiative is the only one of its kind in the nation, and you are an important part of it. We thank you for your partnership and look forward to our continued work together!

MHHP Contact Information

Questions or suggestions? We share best practices in order to ease the burden and help improve the health of your patients!

With thanks,

Alan T. Hirsch, MD and Russell V. Luepker, MD, MS

Contact Karen Miller at khmiller@umn.edu or (612) 624-5961.