



## **Audience: CMO/CEO/QI lead script**

Hello Mr./Ms./Doctor,

My name is \_\_\_\_\_ and I am calling you on behalf of CHCANYS. Is this a convenient time to speak?

**IF NO**, is there a convenient time we could speak? I would like to share information with you about the *HealthyHearts NYC* Initiative, an exciting city-wide QI initiative involving intensive coaching and support for your small, eligible site(s) around cardiovascular disease prevention. We are partnering with NYC DOHMH and NYU School of Medicine on this project and would like to talk about your site's possible participation. Is there a better time to call you later today or tomorrow?

Great! I'll be sure to call you at this time. In the meantime, please visit the *HealthyHearts NYC* page on the CHCANYS website at <http://www.chcanys.org> under the Clinical Quality Improvement webpage.

**IF YES**, I am very excited to be sharing with you information related to *HealthyHearts NYC*, a citywide initiative that aims to ensure that small health center sites have the support and resources they need to provide optimal care around cardiovascular disease prevention. Your eligible site(s) would receive a year of intensive on-site and remote coaching and technical assistance support. This initiative also aligns nicely with all the work your organization is doing around **PCMH recognition**, and DSRIP, such as tobacco cessation (**project 4.b.i.**) and cardiovascular health (**project 3.b.i.**). There is also the added bonus of your site(s) care teams accessing peer to peer learning opportunities and expert consultation from leaders in CVD risk reduction. In addition, your organization will receive \$ 5,000 per site for participating.

**Leaving a voicemail/message:** Hello Mr./Ms./Doctor, my name is \_\_\_\_\_ and I am calling you on behalf of CHCANYS regarding *HealthyHearts NYC*, an exciting citywide initiative! This QI project focuses on assisting your organization's small sites in providing optimal care in relation to cardiovascular disease prevention. Among the benefits of the project, we will be offering intensive coaching and technical assistance support to your eligible sites. If you would like to learn more about eligibility and benefits, please contact me at \_\_\_\_\_. Thank you very much in advance for your time, and I look forward to speaking with you.

## **Assistant script**

Hello \_\_\_\_\_,

My name is \_\_\_\_\_ and I am very excited to be sharing with Mr./Ms./Dr. \_\_\_\_\_ information about *HealthyHearts NYC*, a citywide QI initiative that aims to work with your organization's small, eligible site(s) to best support patients with cardiovascular disease. Eligible sites would receive a

one-year of intensive on-site and remote coaching and technical assistance support. There is also the added bonus of your eligible site(s) care teams accessing peer to peer learning opportunities and expert consultation from leaders in CVD risk reduction. In addition, your organization will receive \$5,000 per site for participating. Please let Dr./Mr./Ms. \_\_\_\_\_ know that he/she can contact me at **phone number** with any questions. I'd also like to email you additional information on this project. Could you please provide your email address? Thank you very much for your time!

