



Why Participate?

Participation in H3 may help your practice:

- Strengthen prevention for heart disease and stroke by focusing on the ABCS – Aspirin, Blood pressure control, Cholesterol management and Smoking cessation;
- Build or enhance its infrastructure to report and use quality data to improve care;
- Generate new opportunities for its providers to earn continuing medical education (CME) credits and maintain their board certifications;
- Prepare to take advantage of fee-for-service reimbursement opportunities and quality-based incentive programs; and
- Prepare for our healthcare system's rapid shift toward value-based reimbursement.

H3 will work with your practice primarily through a **dedicated practice facilitator** – an experienced practice management coach who is backed by a team of experienced clinicians, population health experts and researchers at some of our area's most prestigious universities and healthcare organizations. Your practice facilitator will have the ability to:

- Give your practice access to important clinical management tools and resources;
- Suggest best practices for possible integration into your clinical routines;
- Recommend EHR decision support tools;
- Use software to build heart health reports and create lists that help with population health management; and
- Review monthly reports on cardiovascular care and discuss further opportunities for improvement.

Healthy Hearts in the Heartland (H3) is a federally funded research program working with small practice clinics in the Midwest to implement and evaluate quality improvement strategies for cardiovascular care. H3 seeks to identify the best practices, tools and supports needed for small clinic settings to improve heart health of their patients.

This type of work is becoming common in large health systems; your clinic has the opportunity to pioneer how this quality improvement work can be done effectively here in the Midwest.

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Many educational components of H3 align with Federal healthcare initiatives. Education you receive from your facilitator may help you understand how these initiatives could benefit your practice and how you can participate in these programs. Some education also may be used for continuing medical education (CME). Examples include:

Medicare reimbursement for chronic care management	Bill around \$45 per month for 20 minutes of staff phone support to help patients better manage multiple chronic diseases
Medicare reimbursement for behavioral screening and intervention	Bill for screening and intervention for tobacco use, unhealthy alcohol use, depression and obesity
Medicare Physician Quality Reporting System (PQRS)	Perform well on various quality metrics to avoid a 2% downward payment adjustment by Medicare in 2017
Value-Based Payment Modifier (VBM)	Perform well on various quality metrics to avoid a 2% to 4% reduction or to obtain a 2% to 4% increase in Medicare reimbursement
Medicare Meaningful Use	Meet program requirements to receive up to \$44,000 and to avoid a 3% downward payment adjustment
Medicaid Meaningful Use	Meet program requirements to receive up to \$63,750 and to avoid a 3% downward payment adjustment
Merit Based Incentive Payment System	Meet program requirements to avoid payment reductions and to receive a bonus of up to 27% starting in 2017
NCQA Patient-Centered Medical Home	Receive higher reimbursement across the board and be prepared for future value-based reimbursement programs.
HEDIS measures (and WCHQ measures in Wisconsin)	Perform well on various quality metrics to strengthen your reputation and gain a competitive edge with purchasers
Maintenance of Certification Part IV	Receive credit toward Part IV of MOC for your specialty
Million Hearts Campaign	Guides, toolkits, educational materials and other resources for preventing heart attacks and strokes
CMS QIO Program on Cardiac Health	Technical assistance to provide more effective treatment and perform well on various quality measures
CMS QIO Program on Diabetes Care	Technical assistance to provide more effective treatment and perform well on various quality measures
CDC Smoking Cessation Program	Quitlines and other educational resources for more effective smoking cessation