



## Contact

Kitty Hietala  
New Ulm Medical Center  
507-217-5209; Kathleen.Hietala@allina.com

## Heart of New Ulm Project Featured at National Healthcare Analytics Summit

*Feature-length documentary premiered at Summit*

New Ulm, MN – Sept. 7, 2016 – Hearts Beat Back®: The Heart of New Ulm Project (HONU), a 10-year project to reduce heart attacks in New Ulm, Minn., was featured this year at the Health Catalyst Annual Summit in Salt Lake City, Utah. A 20-minute documentary was premiered at the event, highlighting the importance of the project from a national healthcare perspective. New Ulm Medical Center (NUMC) President Toby Freier was a keynote speaker at the event, outlining how analytics helped steer the project as well as providing vital outcome data.

HONU is a partnership between NUMC, Minneapolis Heart Institute Foundation®, Allina Health and the community of New Ulm. Now in its seventh year, the project's outcomes are being monitored and hailed nationwide. Locally, the project has made a significant shift to being supervised by a steering committee of community members. Community ownership of the project's strategies and goals are crucial to continued success of the program, beyond the initial 10-year parameters.

The full documentary will be released to the public in late September. In advance of the Summit, Health Catalyst released a three-minute trailer that can be viewed at [heartsbeatback.org](http://heartsbeatback.org) or [allinahealth.org/newulm](http://allinahealth.org/newulm).

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### **About the Minneapolis Heart Institute Foundation®**

The Minneapolis Heart Institute Foundation (MHIF) strives to create a world without heart and vascular disease. To achieve this bold vision, it is dedicated to improving the cardiovascular health of individuals and communities through innovative research and education.

- *Scientific Innovation and Research* — MHIF is a recognized research leader in the broadest range of cardiovascular medicine and population health initiatives. Each year MHIF leads more than 175 active research projects and publishes more than 120 peer-reviewed studies. Cardiologists, hospitals and communities around the world adopt MHIF protocols to save lives, improve care and create healthier living opportunities.
- *Education and Outreach* — MHIF provides more than 10,000 hours of education each year putting its research into practice to improve outcomes. And, MHIF leads cutting-edge, transformative population health research to connect, engage, inform and empower individuals and communities to improve their health.

The Minneapolis Heart Institute Foundation's work is funded by generous donors and sponsors and supports research initiatives of Minneapolis Heart Institute® at Abbott Northwestern Hospital.

Minneapolis Heart Institute® physicians provide care for patients at Abbott Northwestern Hospital in Minneapolis and at 38 community sites across Minnesota and western Wisconsin.

### **About New Ulm Medical Center**

[New Ulm Medical Center](#), part of [Allina Health](#) is dedicated to the prevention and treatment of illness and enhancing the greater health of individuals, families and communities throughout Minnesota and western Wisconsin. A not-for-profit health care system, Allina Health cares for patients from beginning to end-of-life through its [90+ clinics](#), [13 hospitals](#), [16 pharmacies](#), specialty care centers and specialty medical services that provide [home care](#), [senior transitions](#), [hospice care](#), [home oxygen and medical equipment](#), and [emergency medical transportation services](#). Learn more at [allinahealth.org](http://allinahealth.org).