



Creating a world without heart disease one community at a time

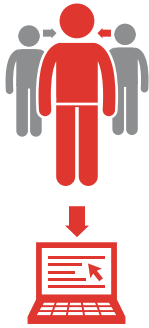
HEARTBEAT CONNECTIONS

Since 2010, the HeartBeat Connections phone coaching program has focused on primary prevention of heart disease in New Ulm, Minn., by helping those at highest risk improve their risk factors. Individualized approaches include lifestyle changes such as eating healthier, increasing physical activity, quitting smoking or losing weight, as well as prescribing preventive therapies for blood pressure and cholesterol as needed.

HOW IT WORKS

INDIVIDUALIZED APPROACH

Individuals invited to participate based on electronic health record data or referral



15-20 MIN MONTH



Participants talk via phone for 15 to 20 minutes with a professional health coach (registered dietitian or registered nurse) typically once/month



1,100

Coaching participants since 2010

= X100

WHY IT WORKS



COST-EFFECTIVE APPROACH

Providers can focus on patients' acute care needs while health coaches with specialized training in behavior change can focus on lifestyle issues in-between usual clinic visits



STRONG PROVIDER COLLABORATION

Health coaches document progress in patient's electronic health record, providing seamless communication with providers

SIX-MONTH RESULTS



200%↑

INCREASE

IN PERCENTAGE OF PARTICIPANTS EATING 5+ DAILY SERVINGS FRUITS AND VEGETABLES



ELIGIBLE PEOPLE ENGAGE IN PROGRAM



50%↓

DROP IN SMOKING AMONG PARTICIPANTS

30%↑

INCREASE IN PARTICIPANTS MEETING RECOMMENDED LEVEL OF 150 MINUTES PHYSICAL ACTIVITY/WEEK

70%

OF PARTICIPANTS IMPROVED CHOLESTEROL

95%

WOULD RECOMMEND PHONE COACHING TO FAMILY MEMBER OR FRIEND

94%

MEDICATION ADHERENCE AMONG THOSE TAKING CHOLESTEROL MEDICATION



HEARTSBEATBACK
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Our population health experts can provide you with real-world technical assistance through consultation, strategy development, program development guidance, evaluation and presentations.