



RHIP Clinical Cardiovascular Disease Workgroup
PacificSource (North Twin Lakes - Lobby)
2965 Conners Ave, Bend

Agenda: July 9, 2019 from 7:00-8:00am

Goals

Clinical Goal: Improve hypertension control

Prevention Goal: Increase awareness of the risk factors for cardiovascular disease including tobacco use, uncontrolled hypertension, high cholesterol, obesity, physical inactivity, unhealthy diets, and diabetes.

Health Indicators by 2019	QIM Measure	State Measure	Healthy People 2020
1. Increase the percentage of OHP participants with high blood pressure that is controlled (<140/90mmHg) from 64% to 68% (Baseline: QIM NQF 0018 - Controlling high blood pressure, 2014).	√		√
2. Decrease the prevalence of cigarette smoking among adults from 18% to 16% (Baseline: Oregon BRFSS, 2010-13; QIM Cigarette Smoking Prevalence).	√		√
3. Decrease the prevalence of smoking among 11 th and 8 th graders from 12% and 6%, respectively to 9% and 3%, respectively (Baseline: Oregon Healthy Teens Survey, 2013).			√
4. Decrease the prevalence of adults who report no leisure time physical activity from 16% in Crook County, 14% in Deschutes County and 17% in Jefferson County to 14%, 12%, and 15 % respectively (Baseline: Oregon BRFSS, 2010-13).			
5. Decrease the prevalence of 11 th graders and 8 th graders who 0 days of physical activity from 11% and 6% to 10% and 5%, respectively (Baseline: Oregon Healthy Teens, 2013).			

1. **7:00-7:05** **Introductions - All**

2. **7:05-7:55** **Blood Pressure Marketing Campaign - All**
 - 7:05 – 7:15 Status Update by Eclipse (10 min)
 - 7:15 – 7:25 Spreading the word to clinics and pharmacies (10 min)
 - 7:25 – 7:50 Action items updates and next steps (25 min)

3. **7:50 – 8:00** **Action Items & Announcements – All**

Funds Remaining: \$172,010

Next Meeting: 8.13.2019 from 7-8am, PacificSource: North Twin Lakes



Cardiovascular Disease: Clinical (11)	Organization
Karen Ard	Deschutes County Health Services
Mark Backus, MD, FACP	Cascade Internal Medicine Specialists
Brenna Francis	La Pine Community Health Center
Maria Hatcliffe, RN, MPH	Mosaic
David Huntley, MPH	Epidemiologist - Community Member
Alison Little, MD, MPH	PacificSource
Ann Ottesen	Community Member
Katie Plumb	Crook County Health Department
Robert Ross, MD, MScED, FAAFP	St. Charles Health System/St. Charles Medical Group
Divya Sharma, MD, MS	Mosaic & Central Oregon IPA
Shiela Stewart, RN, BSN	Central Oregon IPA

BP Campaign Action Items 6.11.19

What:	Identify locations in CO that take Blood pressure, or have self-test available
Deadline:	Friday, June 14 ^t , 10am

Who	Where	Status	
Maria	Pharmacies in Prineville, Madras, Bend, Redmond, Mosaic Mobile Clinic		<p>Mosaic Medical Mobile Clinic – Because the Mobile functions much like our other clinics, they are not able to accommodate walk-ins for BP checks either.</p> <p>Below are my survey results of the pharmacies I called. I think it is safe to say that most Safeway, Rite Aids, Fred Myer and Hometown in Madras <u>DO</u> have machines. Bi-Mart's and Walgreen's do not. The folks who knew said they had Higi brand machines. Higi is a medical technology company.</p> <p>Redmond:</p> <ul style="list-style-type: none"> · Rite Aid – YES; it's called an Higi · Walgreen's – NO · Walmart – YES · Bi-Mart – NO · Safeway – YES; in the pharmacy waiting room · Fred Myer – YES <p>Bend:</p> <p>Rite Aid N Store – YES; it's a Higi Westside – NO Safeway Hwy 20 – YES but have to ask Pharmacy staff for access to it Walgreen's - NO</p> <p>Madras:</p> <p>Safeway – YES Hometown – YES</p> <p>Prineville:</p> <p>Rite Aid – YES Bi-Mart - NO</p>

Sheila	LaPine, Gilchrist, Chemult		Request made for infox2
Karen	Sisters		Sisters only has one blood pressure cuff available at Ray's Food place.
Rebeckah	Redmond-non-pharmacy locations		<p><u>Redmond:</u></p> <p>I found four pages from either Primary Care (Summit BMC, etc) or chiropractor type places that had pages about high blood pressure, but it was aimed at patients or getting people to become patients. No mentions of blood pressure checks during unscheduled visits.</p> <p>Pharmacies in Redmond: Safeway Pharmacy: https://local.pharmacy.safeway.com/safeway-pharmacy/or/redmond/1705-s-hwy-97.html Walgreens: https://www.walgreens.com/locator/walgreens-1450+s+highway+97-redmond-or-97756/id=7971 Rite Aid: https://locations.riteaid.com/locations/or/redmond/1514-sw-highland-avenue.html</p> <p>Health Fairs: https://www.facebook.com/events/senior-center-of-redmond-oregon/free-redmond-health-fair/2613769175305796/ https://bendchamber.org/community/redmond-community-health-fair-to-help-senior-citizens/</p>

			Deschutes County has a public health clinic located in Redmond here: https://www.deschutes.org/standard-location/becky-johnson-community-center For some reason they don't have their hours
Gwen	Warm Springs		Phone and email contact x2

What:	Follow up with clinics about putting BP and info in clinic
Deadline:	Friday, June 14 th , 10am

Who	Where	Status	
Rob	SCMG clinics		Email sent
Shiela	Indep Practices		So, I've only heard back from a few COIPA clinics regarding their accessibility to do walk-in B/P checks. Most are responding that they will only do walk-in check on their established patients and at this point, would not be interested in setting up stations in their lobbies. (I think there is still that liability factor that we brought up in the RHIP group). I'm still waiting to hear back from Muriel regarding other areas in Crook Co, that may offer walk-in checks or have the testing stations in place. Will let you know if she responds.

What:	Initiate or deepen relationship for new access points
Deadline:	Our next Clinical CVD meeting; July 9

Who	Where	Status	
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Ann	Fire Departments		<p>I did, however, touch base with the fire department (I can't remember whose idea that was). Doug Kelly at 541-504-5000. He is the EMS division head for Redmond Fire and Rescue and I think works at one of the Bend stations. He was totally open to hosting blood pressure cuffs at their fire stations with a table and pamphlets. I tried to get his opinion about it and he didn't readily give an opinion either way but said he thought more people might come to the station and ask about BP after our campaign. He said if we wanted to look into hosting at the more rural fire stations we should contact them individually (look on the internet). My idea (side bar) is that it would be so nice to have one contact at each of the rural fire stations that we run ideas by. A "community consultant" that has their eyes and ears in the rural community and can tell us what ideas might work and not work for those folks. An "ambassador" and "community expert" to consult with. They would also be helpful for spreading the word and implementing ideas as long as they liked them. I was thinking if we decided to try to host bp cuffs at these stations (or even just look into it if we decided not to host cuffs at these stations) that the REAL goal could be to develop partnerships/relationships with these rural community experts so we can consult with them when we are trying to get campaigns going. It would be nice to visit with them initially but then have them on speed dial/email.</p> <p>There are 12 fire departments in Central Oregon http://www.centraloregonfireservices.org/?zone=/unionactive/view_page.cfm&page=C020Fire20Depts</p> <ul style="list-style-type: none">• Redmond Fire & Rescue• Jefferson County Fire District #1• Sisters/Camp Sherman Fire• Black Butte Ranch RFPD• Crook County Fire & Rescue• Bend Fire & Rescue• Crooked River Ranch RFPD• Sunriver Fire Department• Warm Springs Fire• Cloverdale RFPD• Lapine Fire District• Lake Chinook Fire
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Maria	COCC nursing school, Mosaic Mobile Clinic		<p>We did get a yes (below) from the School of Nursing to become involved. I'm not exactly sure how to proceed with them. We should set up a meeting to discuss but would you be the liaison for this engagement? What are your thoughts?</p> <p>I'm including Shiela because if we need an RN to be involved perhaps she could have a role as an RN with COIPA?? And also Shiela, maybe you could see what clinics might be interested in from the students for doing BP walk ins in their clinics?</p> <p>I would think we would need our MD reps to help develop some protocols for the nursing students in any setting. "What do they do if" scenarios.</p>
Mark	Crook County Health		I talked to kylie at Crook county health but she though I needed to come by and show them the situation and get them to buy in. I'm off on vacation a few weeks but will try to set that up in July
Karen	LCA and partners (additionally ask about video support)		I spoke with LCA they have a meeting g today to discuss it and will get back to me afterwards.
Ann	Library		

What:	OTHER
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Who	What	When	Status	
Ann	Cost of free-standing, automated BP machines	Our next Clinical CVD meeting; July 9	6.12	<p>https://secure.higi.com/locator?search=97701</p> <p>I can't believe it! Higi is in bend, Redmond, prineville. Two right aides and Fred Meyer and shopko in bend, right aid and Fred Meyer in Redmond, right aid in prineville. They have qualifications with American heart (follow updated guidelines). So good to know. They have programing and population health platforms.</p> <p>I emailed them to see what it would take to get them in LaPine, Madras, sisters, and warm springs. They are located in food, drug, and club stores...albertsons, Krueger, Sam's club, and much more.</p>

				<p>I asked if we could have input on the programming for Central Oregon (maybe health Dept already involved??). They also do marketing. Asked about machine maintenance and costs.</p> <p>They have a lot of metrics they track (including bmi, no), do goal setting, etc. There is some buzz about highi (good and bad) on the internet.</p>
Gwen	Provide visual 1-pager for distribution to impacted partners	Wed, July 19		

IDEAS:

Who	What
Rebeckah	<p>I wonder if we can partner with LWWCC to have blood pressure checks at their classes around the region (perhaps an hour before or after their class?) for the public to drop in? This would not be consistent though. I do prefer having a partnership with public health clinics if they'd be willing.</p> <p>https://www.deschutes.org/health/page/living-well-chronic-conditions</p>

Detailed Summary from Ann:

1. Machines at Grocery Store and Beyond. Two main Brands
 - a. Highi: Contact 626-256-6152, support@highi.com, 1-866-818-8793. They provide machines, software, service. Pharmacies (and beyond) provide the space.
 - i. Apps for tracking weight, height, BP
 - ii. Working on integration with Epic
 - iii. All across the country, growing. Have Kiosks in malls, universities, stadiums, and beyond. Based in Chicago
 - iv. Have partnerships with employers and employee health, insurance companies,
 - v. ACTION ITEM: Maybe software could be modified to include local information such as who to call if no PCP or insurance. Question out to them and waiting to hear back.
 - vi. ACTION ITEM: Would they consider hosting machines in rural communities (with low volume) such as rural fire stations? They sounded open but wanted to contact people higher up in the company.

- b. Screen America Wellness: machines purchased by pharmacies. Contact 1-800-333-9355, 360-686-8031. This company website is linked to pharmaceutical online company. Action Item: I left voicemails for more information. Waiting to hear back.

2. Locations

a. Bend

i. Higi

1. Rite Aid 1900 NE 3rd Street Bend, OR 97701
2. Rite Aid 700 S.E. 3rd Street Bend, OR 97702
3. Shopko 60 NE Bend River Mall Ave Bend, OR 97701
4. Fred Meyer 61535 S Hwy 97 Bend, OR 97702

ii. Screen America Wellness

1. ???

b. Redmond

i. Higi

1. Fred Meyer 944 SW Veterans Way Redmond, OR 97756
2. Rite Aid 1514 SW Highland Avenue Redmond, OR 97756

ii. Screen America Wellness

1. ???

c. Prineville

i. Higi

1. Rite Aid 1575 Northeast 3rd Street Prineville, OR 97754

ii. Screen America Wellness

1. Clinic Pharmacy 198 NE Combsflatt Road, Prineville, OR 97754

d. Madras

i. Screen America Wellness

1. Hometown Drug 65 NE Oak St, Suite 100 Madras, OR 97741
2. Safeway 80 NE Cedar St, Madras, OR 97741

e. Warm Springs

i. ??

f. Rural Outliers ???

i. Sisters

ii. Culver

iii. ??

3. Fire Departments/Stations. Doug Kelly Redmond EMS division head for Redmond Fire and Rescue 541-504-5000. Open to hosting BP cuffs (if provided) at Bend station. Recommended contacting individual rural stations for input regarding hosting at those stations. Action Item: even if not deciding to host at these stations, would be good to have a list of "rural community experts" when deciding on how to reach these communities and rolling out campaigns. Rural fire station volunteers are probably in touch and well respected in their communities and probably considered local health experts. Would be good to have a list of contacts (establish relationships) with one person at each community. There are 12 fire departments in Central Oregon. Fire Districts are

smaller components of this.

http://www.centraloregonfireservices.org/?zone=/unionactive/view_page.cfm&page=CO20Fire20Depts

- 4. Libraries. **Action Item: Contact about hosting BP cuff machines**
- 5. Primary Care Clinics.
- 6. Would it be easy to have a Central Oregon Health Council Email? Make things more efficient when doing tasks for the workgroup? If super easy to do, would be worth it I bet. Could also do Asana for organizing with the work group. <https://asana.com/>

Photo of Higi Station At Fred Meyer Bend. Note pamphlets to the left.

From: Dr. Lin <CLin@BMCTOTALCARE.COM>
Sent: Thursday, June 27, 2019 5:29 PM
To: 'sstewart@coipa.org' <[sstewart@coipa.org](mailto:ssewart@coipa.org)>
Subject: RE: Blood pressure media campaign is coming- please share

Is there any funding for blood pressure cuffs that we could hand out to patients?

Dr Lin

Ops Survey Monkey Feedback:

How likely are you to support your clinic/agency in providing some type of complementary, self-service, walk-in blood pressure testing?		As responsible community partners, we want our clinical and ancillary care community to know about the BP campaign so they can be prepared to experience a volume increase of people seeking blood pressure testing and treatment. In addition to the traditional email and written letter, what social/professional networks and communication methods would you suggest we use to reach them?	We want to optimize the role out of the media campaign, and we value your broad experiences. What learnings can you share from other media campaigns your workgroup or organization has sponsored that would help us be successful? (If we may contact you for further discussion, please include your name.)
Response	Comments:	Open-Ended Response	Open-Ended Response

Unlikely

Likely

Likely

Very likely

social media campaign

Phone call or in-person.

COIPA

Media reach is limited outside of Bend.

cant afford to buy a self serve system, but would be happy to host one.

Central Oregon Medical Managers Group, coordinator is Tona Buck at Integrated Eye Care
COIPA: Med Staff at the Hospital, Postings in the hospital

lunch and learn, any community meetings

Not related to media campaigns, but some additional thoughts I have: Fire stations as a location for free screenings The lobby of the hospital Fairs and Festivals Schools and school events (football games and high school sporting events that bring in middle aged parents) Pop up location from Vacant storefronts (not a lot I realize, but there are a few) Fitness clubs This great list: <https://www.mayoclinic.org/diseases-conditions/high-blood-pressure/in-depth/high-blood-pressure/art-20046974>

I don't have direct experience with this.

Very likely

Very likely

BP Campaign Notice Dissemination Plan 7.9.19

Who	Where	How	By When	Status
Gwen	COHC contacts: Ops Council, workgroups	Email and flyer	6.26 (email). Aug 2 (flyer and email)	
Sheila (and Divya?)	COIPA providers			
Gwen	Pharmacist email list	Email	6.26 (email) Aug 2 (email)	
Rob	SCMG-In the Know	Email		
	Redmond Pharmacies: Riteaid, Walmart, Fred Meyer, Safeway	Flyer drop off		
	Bend Pharmacies: RiteAid, Safeway Hwy 20	Flyer drop off		
	Madras Pharmacies: Safeway, Hometown	Flyer drop off		
	Sisters Pharmacy: Ray's Food Place	Flyer drop off		
	La Pine and South Pharmacies:	Flyer drop off		
	Prineville Pharmacy: Rite Aide			
	All Pharmacies: Redmond, Bend, Madras, La Pine and South (2 nd notice)	Fax	Aug 1	
Maria	Mosiac Clinics	Email and paper		
Allison	Pacific Source Provider Network	Email		