

Finger Lakes Health Systems Agency/Rochester Business Alliance Community High Blood Pressure Collaborative

Description: As a key step toward making Rochester the healthiest community in America, the Rochester Business Alliance and Finger Lakes Health Systems Agency initiated a collaborative effort to transform how adults here manage high blood pressure. One-third of American adults have high blood pressure, including more than 150,000 people in Monroe County. Yet studies show that less than half of the people diagnosed with high blood pressure have managed to reduce it effectively. Left untreated and unchecked, high blood pressure can have devastating, and costly health impacts. This initiative aligns business, labor, physicians, hospital systems, health insurers, community service agencies, the faith community, local, state, and federal governments, private citizens, and others toward a goal of improving management of high blood pressure across the community, so that we can reduce the level of health complications linked to the condition, and reduce health care costs to our community. The overarching measures of success are to increase the percentage of people with high blood pressure who reach their goal blood pressure reading and to decrease the incidence of heart attacks, heart failure, strokes and kidney failure.

Current Status:

- Some 70 individuals from more than 40 organizations have come together to support this initiative, which to our knowledge, is the only collaborative of its kind in the nation.
- The collaborative has raised over \$2 million in community and state funds to date to support its efforts.
- Work teams, comprised of community representatives, are actively engaged in developing and implementing strategies in these areas:
 - *Behavior Change:* Using researched methods for effecting sustainable behavior change, this work team has defined specific actions aimed at helping people take personal control of managing their blood pressure, including improving nutrition, increasing physical activity, and quitting smoking; researched and dispensed knowledge of sustainable behavior change.
 - *Clinical Best Practice:* Using aggregated blood pressure control data, this team is working toward health system quality improvement efforts to maximize a medical practice’s capacity to control blood pressure.
 - *Communication:* After evaluating citizen and stakeholder knowledge and opinions, and developing communication strategic parameters, this team engaged an agency to design an integrated communication strategy.
 - *Community Engagement:* This team is facilitating public blood pressure screening and educational events, including a blood pressure monitoring competition among more than 700 participants from 19 churches with predominantly African American members, as well as recruiting and training community-based high blood pressure ambassadors.
 - *Metrics and Measures:* After defining measurement specifications and data sources, this team established local performance baselines and is developing community reporting distribution.
 - *Plan Design:* This team is analyzing high blood pressure clinical services to align them with health plan benefit packages.
 - *Healthy Worksite:* Helping to implement workplace wellness strategies, this team is sharing with employers the best practice models currently in place nationally and locally.
 - *Financial Development:* This team is developing a long-range financial stability strategy for the initiative.
- Blood pressure control data is being provided by the 3 major health systems for nearly 100,000 individuals; local insurers will soon be providing data to help analyze cost trends. To our knowledge, this hospital collaboration of data sharing is not found anywhere else in America.

In the next six months the collaborative will be conducting several continuing medical education programs, recruiting and training community high blood pressure ambassadors and reporting blood pressure control rates and our improvement goals to the community.

COLLABORATIVE PARTNERS

AIDS Care Rochester	Finger Lakes Health Systems Agency	Monroe Plan for Medical Care	Rochester Clinical Research	The Community Place
American Diabetes Association	Golisano Children’s Hospital at Strong	MVP HealthCare	Rochester General Medical Group	United Way of Greater Rochester
American Heart Association	Laborers Local 435	National Kidney Foundation	Rochester Institute of Technology	Unity Health System
Anthony Jordan Health Center	LiDestri Foods, Inc	Paychex, Inc	Rochester Primary Care Network	University of Rochester Medical Center
Bausch and Lomb	Local 1199 SEIU	Roberts Communication	Rochester Regional Health Information Org.	URMC Center for Community Health
City of Rochester	Monroe County Dept of Human Services	Rochester Business Alliance	Senator Charles Schumer	URMC Clinical and Social Psychology Dept
Eastman Kodak	Monroe County Dept of Public Health	Rochester City Council	Senator Kirsten Gillibrand	Wegmans Food Markets, Inc
Excellus BlueCross BlueShield	Monroe County Medical Society	Rochester City School District	Southwest Area Neighborhood Association	Xerox Corporation
YMCA of Greater Rochester				