

HEARTBEAT CONNECTIONS



RURAL HEALTH

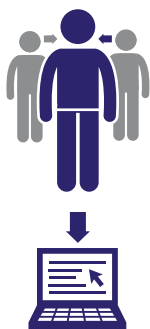
Transformation Center

From 2009 to 2018, the Minneapolis Heart Institute Foundation® (MHIF) conducted 10 years of real-world population health research with Hearts Beat Back: The Heart of New Ulm Project (HONU) in rural New Ulm, Minn. As part of that project, the HeartBeat Connections phone coaching program focused on primary prevention of heart disease in New Ulm by helping those at highest risk improve their risk factors. Individualized approaches included 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

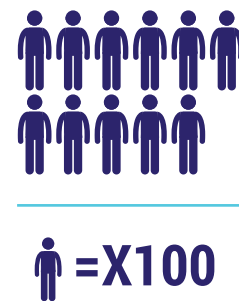
Individuals invited to participate based on electronic health record data or referral



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

5+ SERVINGS
200% ↑
INCREASE

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

1 IN 3
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

(over)

OUR PUBLISHED RESEARCH



Health Care and Telemedicine

Impact of ENHANCED (diEtitiaNs Helping pATieNts CarE for Diabetes) Telemedicine Randomized Controlled Trial on Diabetes Optimal Care Outcomes in Patients with Type 2 Diabetes (2019)

Gretchen A. Benson, Abbey Sidebottom, Joy Hayes, Michael D. Miedema, Jackie Boucher, Marc Vacquier, Arthur Sillah, Safa Gamam, Jeff J. VanWormer. *Journal of the Academy of Nutrition and Dietetics*. doi.org/10.1016/j.jand.2018.11.013

Reach and Effectiveness of the HeartBeat Connections Telemedicine Pilot Program (2017)

Gretchen A Benson, Abbey Sidebottom, Arthur Sillah, Jackie L Boucher, Michael D Miedema, Thomas Knickelbine, Jeffrey J VanWormer. *Journal of Telemedicine and Telecare*, February 2017. doi.org/10.1177/1357633X17692723

HeartBeat Connections: A Rural Community of Solution for Cardiovascular Health (2013)

Benson GA, Sidebottom A, VanWormer JJ, Boucher JL, Stephens C, Krikava J. *Journal of the American Board of Family Medicine*. 2013; 26:299-310. doi.org/10.3122/jabfm.2013.03.120240

About The Minneapolis Heart Institute Foundation's Community Rural Health Consulting Team

The Minneapolis Heart Institute Foundation® is a research and education foundation that aims to create a world without heart and vascular disease. With more than 20 years of experience, our team is passionate about sharing our real-world experience and expertise to improve health in rural communities.



We are experts in:

- Using local data to inform interventions, drive and measure outcomes
- Building community capacity to address the unique needs of rural communities
- Facilitating diverse partnerships
- Executing integrated, proven strategies across the social-ecological model
- Branding and the use of communications as a primary strategy

Our Vision

To simplify and accelerate rural community health improvement efforts for sustainability and impact.

Connect with Us

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Web: mplsheart.org/rhtc



[Twitter.com/PopHealthMHIF](https://twitter.com/PopHealthMHIF)



[LinkedIn.com/showcase/mhifpopulationhealth](https://www.linkedin.com/showcase/mhifpopulationhealth)



Creating a world without heart and vascular disease

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