



# The Heart of New Ulm Project

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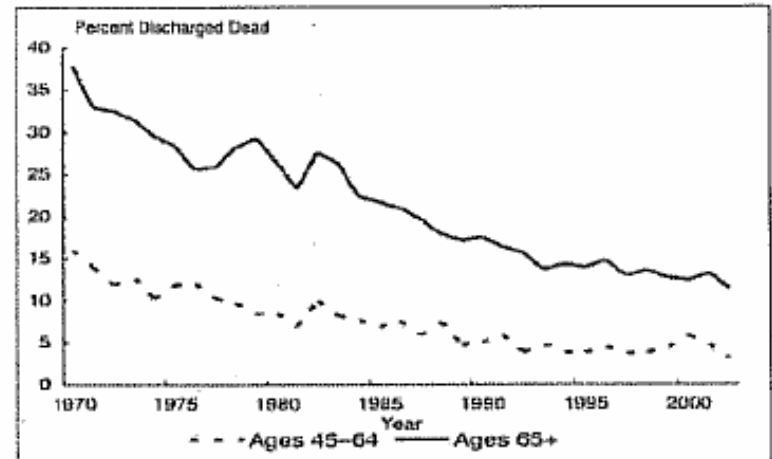
Creating a world without heart disease™

# What we know .....

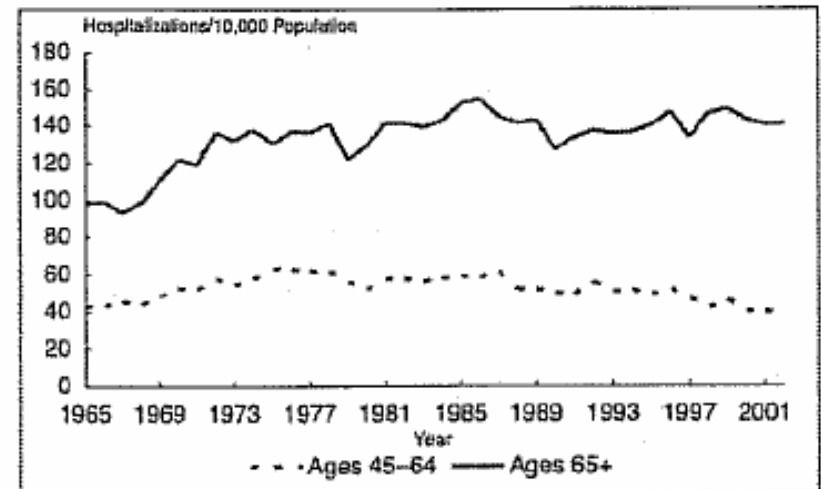
Heart attack mortality has dropped considerably, but heart attack incidence has not (as much) and is believed to be stable or rising in some groups

Efforts to date on reducing incidence have been mixed

Hospital Case-Fatality Rates for Acute Myocardial Infarction, Ages 45-64 and 65+, U.S., 1970-2002

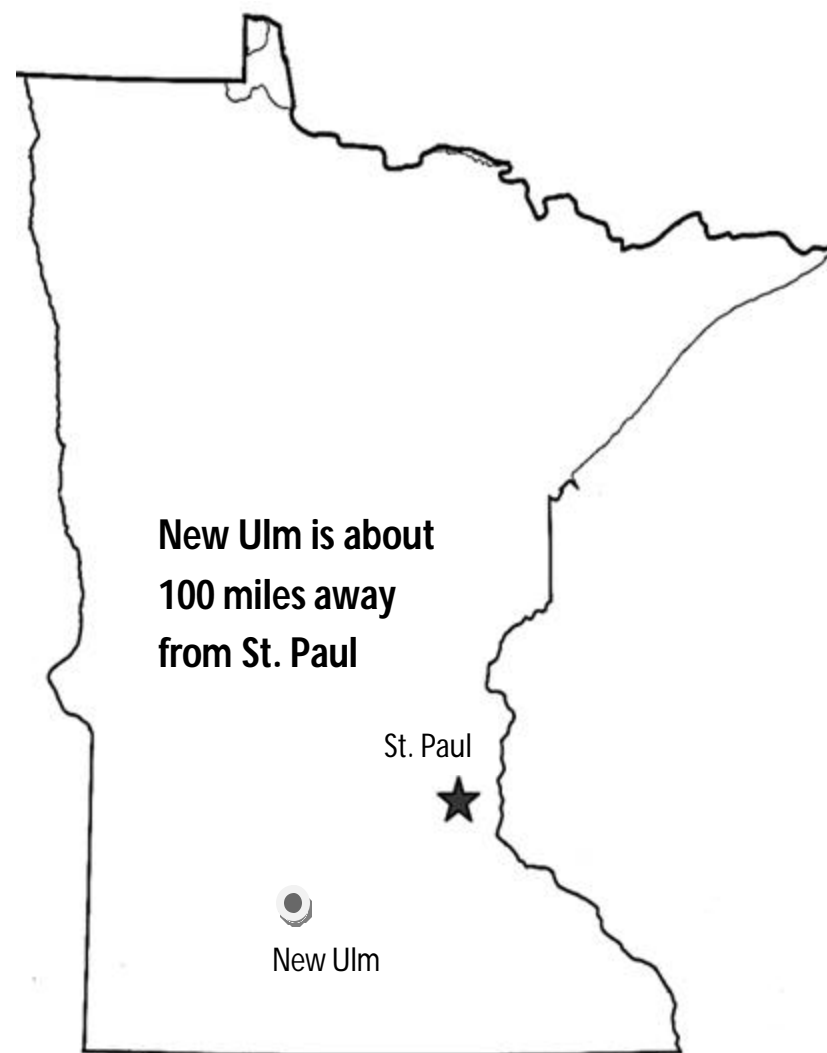


Hospitalization Rates for Acute Myocardial Infarction, Ages 45-64 and 65+, U.S., 1965-2002



Our mission in this project is to reduce, and eventually eliminate, (incident and recurrent) heart attacks in New Ulm

Long-term, we hope to create a transferrable model that can be used by other communities to do the same





## Why New Ulm?

- There is opportunity. The diet is better known locally as the “The 3 B’s” – beer, brats, and butter – but the community responds well to challenges.
- The community seems ready to change since health promotion has been put on the front agenda of the city council.
- Good data access. Since 2004, over 90% of area residents have an electronic medical record in one centralized medical service provider.



# How will we do it – first steps?

1. Conduct community assessment of existing programs and how supportive the environment is toward physical activity, healthy foods, and tobacco use
2. Create planning committees including a scientific advisory board (leading Minnesota scientists/practitioners), operational oversight board (management/budget leadership from Allina and MHIF), and community intervention boards (local leaders in business, schools, churches, health centers, etc.)
3. Review the published literature to see what has worked well in other communities and at different times



# How will we do it – next steps?

1. Screen the entire adult population to determine where the burden of risk falls and what areas the community is most ready to address first
2. Based on the population assessment, negotiate and agree on a suite of programs, services, and advocacy to offer that will address the burden of risk factors
3. Continuously evaluate our progress and adapt to changes in the environment, secular trends, and community preferences

# Interventions will Target all Population Segments and Diseases Risk Levels

Population Segments and Diseases Risk Levels

<b>Diseases Risk Levels</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center;">Low Risk</div> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center; background-color: #cccccc;">Moderate Risk</div> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center; background-color: #999999;">High Risk</div> </div>			<div style="border: 2px solid black; border-radius: 15px; padding: 10px; text-align: center; background-color: #333333; color: white;"> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; text-align: center; background-color: #cccccc;">Well Managed</div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; text-align: center; background-color: #999999;">Poorly Managed</div> </div> <p style="margin-top: 5px;"><b>Active Disease</b></p> </div>	
	<b>Assessment</b>	Health Risk Assessment	Health Risk Assessment and Excellian		
	<b>Intervention</b>	Community Campaign [Broad Reach]	Group/Individual Education [Targeted Population]		
	<b>Outcomes</b>	Increased Awareness and Knowledge	Increased Health Behavior Change		
		Excellian			
		Self Management Support [Targeted Population]			
		Achievement of Optimal Care Measures			

# How is this innovative?

- Funding stream – Healthcare system vs. university/public
- Serious timeframe – 10 years vs. 5 years
- Local priorities – No a priori assumptions on which risk factors to target; driven by scientific assessments such as PAR and community readiness
- Greater reach – Penetration vs. effectiveness of services
- Balanced approach – High-risk services proportional to public health strategies
- More environmental – Change contingencies vs. minds
- Technology – Utilizes convenient connections between people and professionals via EMR's and phone/Internet

# How will this be funded?

- Allina to invest ~\$1-2 million per year over next 5 years for Heart of New Ulm
- Matching funds will be raised from:
  - Private corporations
  - Foundations
  - Individuals

# Rough timetable

January 2009-June 2009

- Baseline data will be collected and reviewed and interventions will be developed and implemented within the community.

June 2009-December 2013

- Ongoing intervention development, implementation and evaluation.