

# Clinical Preventive Services and Population Health Management

## Community of Practice

### BACKGROUND

This Community of Practice (CoP) focuses on increasing and improving the delivery of clinical care to prevent chronic disease, detect chronic diseases early in the disease process, and appropriately manage existing chronic conditions. To this end, the group focuses on four clinical preventive objectives related to colorectal screening, vaccination against influenza and pneumonia, smoking screening and cessation counseling, and management and treatment of high blood pressure. These objectives were selected because of their importance in chronic disease prevention and data that show these four health services are underutilized in Massachusetts.

Colorectal cancer screening is a preventive service recommended for those aged 50 and older. In 2010, 63.2% of Massachusetts residents 50 and older reported that they had had a colonoscopy or sigmoidoscopy in the past five years. As of 2010, the CDC recommends a universal influenza vaccine for everyone 6 months and older. In Massachusetts, 44.3% of residents reported receiving a flu shot in 2011. For pneumonia prevention, the CDC recommends that the pneumococcal vaccine be administered to children under 2 years of age, adults 65 and older, anyone with heart disease, diabetes, or asthma, and anyone who smokes, among other medical conditions. In 2011, 49.3% of the Massachusetts population that should have received a pneumococcal vaccine reported having ever been vaccinated against pneumonia. A medical visit is an important opportunity for a medical provider to initiate a conversation about smoking cessation with current smokers. In 2011, 83.7% of current smokers who had seen a healthcare provider in the past 12 months reported that a medical provider had advised them not to smoke. High blood pressure, if left untreated over time, can cause damage to the cardiovascular and renal (kidney) systems as well as to the brain. In 2011, almost one in three Massachusetts adults (29.2%) reported that they had ever been told that they have high blood pressure. Among Massachusetts residents with high blood pressure, 76.9% were taking medications to lower or control their blood pressure.

### OBJECTIVES BY 2017

- Increase the percentage of people whose blood pressure is within normal range by 2.5%.
- Increase the percentage of smokers who are screened and counseled on tobacco use by 4%.
- Increase screenings for colorectal cancer by 5%.
- Increase vaccination against influenza by 3% and pneumonia by 4% among populations for which immunizations are recommended.

### CO-FACILITATORS

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### PRIORITY STRATEGIES

- Promote better blood pressure management by: (1) the use of the AHA's Life's Simple 7™ and Heart 360® to engage patients, (2) the promotion of the evidence-based guidelines of the Seventh Report of the Joint National Committee on Prevention, Detection, Evaluation, and Treatment of High Blood Pressure (JNC 7), and (3) the promotion of Million Hearts™ Team Up Pressure Down to support patient-pharmacist engagement.
- Promote screening and counseling for smokers.

## ACCOMPLISHMENTS

- In 2012 (BRFSS), MA had the highest colorectal cancer screening rate in the US at 77.7%. Current activities include a Stool Test campaign to promote the test as an option to colonoscopy for hard to reach populations. Focus is on Native American populations in MA, rural and African American. Work is being done in collaboration with the Mass League of Community Health Centers.
- UDS and HEDIS measures are being collected to identify areas for improvement in hypertension and diabetes management. Of note is that HTN management in the HEDIS dataset is improving, and HTN management from the UDS dataset is decreasing. Further analysis and prioritization is needed to focus future activities. The CoP will strive for alignment with chronic disease efforts currently underway with the Prevention and Wellness Trust Fund, Healthcentric Advisors, Million Hearts and the Primary Care Reimbursement Initiative from MassHealth.
- According to US Health and Human services, (<http://www.hhs.gov/nvpo/flu-vaccination-map/>) the 2013-2014 rate for flu vaccination in people 65+ is 58.01% with the national rate at 52.78%.
- According to MA 2013 BRFSS, the overall pneumococcal vaccination rate is 48.6%. There has been a slight decline in the rate of vaccination for the 18-64 age group; however there has been an increase in the rate for 65+ age group to 50.2%.
- According to MA 2013 BRFSS, the state smoking rate is 16.6%. 87.4% of smokers who had been seen by a provider in the last 12 months reported that a medical provider had advised them not to smoke. In the past 12 months 59.7% of smokers attempted to quit and 39% of smokers plan to quit. In 2013, 8,668 people called The Quitline and were offered cessation services.

## TECHNICAL ASSISTANCE NEEDS FOR 2014-2015

Identification of policies to support the objectives to increase the percentage of people whose blood pressure is within normal range.



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