

About the Campaign

Cardiac rehab (CR) has a Class IA indication, meaning there is high-quality evidence that it is beneficial. Nevertheless, CR is widely underused, with national utilization rates only 20-30% and, in Michigan, a large disparity between CR referral and CR attendance. By using our 90-day episode claims data to provide time-specific hospital-level information on CR enrollment and completed visits, and partnering with the Blue Cross Blue Shield Cardiovascular Consortium (BMC2), the Coordinating Center aims to equitably increase participation in cardiac rehabilitation for all eligible individuals in Michigan. The MVC team is supported by a stakeholder working group made up of hospital and PO representatives, experts in the field, CQI partners, and BCBSM representatives, to provide advisory guidance and ensure the delivery of a collaborative and coherent message when advocating for policy changes that will improve care for patients in Michigan.



Cardiac rehabilitation is a medically-supervised regimen intended to improve a patient's cardiovascular health through exercise, heart-healthy living (e.g., tobacco cessation, healthy eating), and stress reduction through strategies such as counseling and meditation.

Cardiac Rehab Push Reports Identify Gaps

The MVC Coordinating Center distributed CR push reports to 47 members and other partner Collaborative Quality Initiatives (CQIs) in March of 2021 in the hopes of helping them to identify areas of opportunity. Statewide 90-day CR utilization rates were provided for percutaneous coronary intervention (PCI), coronary artery bypass graft surgery (CABG), transcatheter aortic valve replacement (TAVR), and surgical aortic valve replacement (SAVR).

A refresh of this report was sent to 95 hospitals in October of 2021 and incorporated a methodological change in response to feedback from stakeholder group meetings. This change expanded the 90-day episode window to 365 days to more fully capture the number of CR visits. The October report also included the addition of episodes from acute myocardial infarction (AMI) and congestive heart failure (CHF).

Both reports found that utilization rates were well below the [Million Hearts](#) initiative goal of 70% participation for eligible patients across all conditions. For instance, the October 2021 report showed the average CHF patient utilization was just 3% and CABG had the greatest utilization rate at 59%.

Cardiac Rehab VCC: 2021 Progress & 2022 Goals



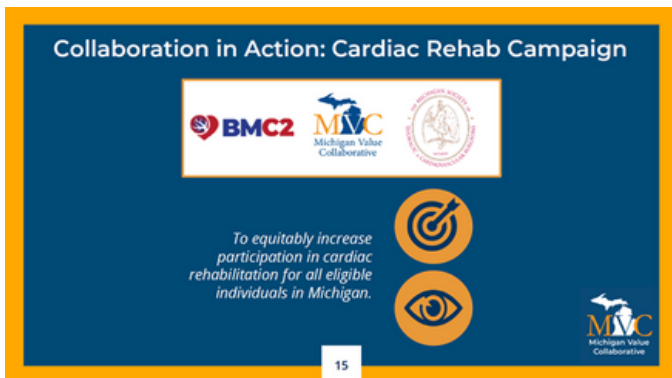
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Multi-group Partnership Leads the Way in Improving Cardiac Rehabilitation Use in Michigan

MVC Michigan Value Collaborative

Blue Cross Blue Shield of Michigan



Collaboration in Action: Cardiac Rehab Campaign

BMC2 MVC Michigan Value Collaborative

To equitably increase participation in cardiac rehabilitation for all eligible individuals in Michigan.

MVC Michigan Value Collaborative

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Conference Presentations

The MVC Coordinating Center prepared presentations about its cardiac rehab data and efforts for two national conferences that informed professionals in the health data and policy space about MVC's VCC and quality improvement strategies:

- National Association of Health Data Organizations (September 29, 2021)
- National Academy for State Health Policy (September 21, 2021)

Developed Webpage & Resources

The MVC Coordinating Center has collated a variety of materials and resources that explain the case for equitably increasing cardiac rehab utilization and how MVC is supporting improvement efforts. These are populated on an [MVC webpage](#) dedicated to VCC projects like cardiac rehab.

Stakeholder Meetings Held

The MVC Coordinating Center held three cardiac rehab stakeholder meetings with representatives from member hospitals and partner CQIs. These meetings helped MVC to facilitate collaboration and best practice sharing. Stakeholder meetings will continue to occur on a regular basis in 2022.

Two Manuscripts Published

The MVC Coordinating Center contributed to two published manuscripts in 2021. Both were published in *Circulation: Cardiovascular Quality and Outcomes*, a weekly peer-reviewed publication for content related to cardiovascular health and disease. The manuscript titled, "Determinants of Hospital Variation in Cardiac Rehabilitation Enrollment During Coronary Artery Disease Episodes of Care," was published in February of 2021. Read the full published manuscript [here](#). The second titled, "Hospital and Operator Variation in Cardiac Rehabilitation Referral and Participation After Percutaneous Coronary Intervention: Insights From Blue Cross Blue Shield of Michigan Cardiovascular Consortium," was published in November of 2021 [here](#).

Site Visits with BMC2

The MVC Coordinating Center is intentional about partnership opportunities related to its Value Coalition Campaigns. In the case of its cardiac rehab campaign, MVC participated in three site visits in conjunction with the Blue Cross Blue Shield of Michigan Cardiovascular Consortium (BMC2). These site visits with member hospitals allowed both CQIs to learn about cardiac rehab efforts in various regions and for diverse patient populations. The Coordinating Center plans to further develop and leverage this partnership in the year ahead. For instance, BMC2 manages a patient advisory board, which would provide MVC with an important perspective currently missing within the VCC stakeholder group.



2022 VCC Campaign Goals

- Host quarterly, multi-collaborative meetings in partnership with BMC2
- Expand the reach of MVC's push report mailing list to cardiac rehab facilities, and improve the depth of their reach within member organizations
- Finalize and disseminate a best practices toolkit to the MVC and BMC2 memberships
- Identify a quantitative goal for improved overall cardiac rehab utilization rates
- Utilize MVC and BMC2 communications to hold a Cardiac Rehab Awareness Week
- Offer an in-person symposium on cardiac rehab in 2022