

The iHeart ChampionSM program

Personalized heart disease management care by world-renowned experts from Brigham and Women's Hospital. And no office visits!



The iHeart Champion program identifies and works with AllWays Health Partners members to help reduce their bad cholesterol, blood pressure, and risk of heart attacks within three to six months.

Among study recipients, average results are:

40% reduction in bad cholesterol in 12 weeks

Blood pressure values decreased by an average of 31/18

Decreased risk of heart attacks and strokes

What is the iHeart Champion program?

It's a free consultative program available to our members that helps them control cholesterol and hypertension (blood pressure) levels by carefully selecting medications and doses and monitoring them through digital tools that can be used in the comfort of a patient's home. All consultations are conducted remotely, so there's no need for clinic visits. This program is offered to our members in collaboration with the Division of Cardiovascular Medicine at Brigham and Women's Hospital. Qualified members enjoy the best of technology, shared data, and the personal touch of caring navigators and clinicians.

Who is on the iHeart Champion team?

Your iHeart Champion care team is made up of Brigham and Women's Hospital (BWH) cardiologists, endocrinologists, pharmacists, nurses, and patient navigators.

How can it help a patient with cardiovascular disease?

- The iHeart Champion program is a big help to patients who have not yet found the optimal medical therapy for their cardiovascular disease.
- Patients appreciate that the program uses smart technologies to allow navigators to keep track of their blood pressure daily and zero-in on the proper medications to help manage their cardiovascular disease.
- This program works with patients to find the right medication at the right dose. For the small minority of patients who might experience side effects, we specialize in strategies to overcome these in ways that help patients take the medications they need.
- Patients receive a free blood pressure cuff, so they can monitor their blood pressure at home.

- Patients can take their blood pressure on their own, without disruption to their schedule or busy lives.
- Patients appreciate the contact with iHeart Champion Navigators who become their advocates and help

them manage the many logistics of advanced medical treatment, freeing up a patient's time. These services include coordination with labs, doctors, and AllWays Health Partners.

How can the iHeart Champion program help my PCP?

- PCPs appreciate the frequent and formal contact from the iHeart Champion team, who keeps them fully in the loop regarding medication changes and the patient's progress.
- PCPs have noted that their patients often engage more seriously with their treatment plan because it is managed by experts at the Brigham and Women's Hospital Remote Cardiovascular Health Program.
- We provide enrolled patients with all necessary prescriptions, laboratory, orders, and management plans.
- PCPs also report that they are consulted when appropriate and feel assured that the program is optimizing their patient's lipid profile.

How is it built to work so well for members?

- Consultation with iHeart Champion Navigators is free!
- If you need lab work or to fill a prescription, your health plan's cost sharing will apply.
- Patient's individual needs are optimized by tailored, personalized strategies.
- Consultation takes no longer than 5-20 minutes.
- The program is designed to be convenient: No office or hospital visits are required.
- The program delivers care remotely. All interactions are conducted by phone and through a web-based platform.
- Patients have access to health coaches who can help with goals related to diet, weight, exercise, smoking cessation, healthy habits, lifestyle choices, and more.
- This platform also provides access to free educational content, such as articles and video tutorials on cardiovascular health and care.
- Most patients receive goal-directed care for three to six months. A maintenance period of up to two years ensures that patients stay engaged with their treatment plan.
- The program is completely optional--a member can opt in or out at their convenience.

How are patients identified?

In coordination with the patient's PCP, the iHeart Champion program reviews patient data using an algorithm to identify candidates.

How can I participate in the program?

Interested in participating? Contact an iHeart Champion Navigator at iheartchampion@bwh.harvard.edu or call **617-525-9940**.

After enrolling, a patient navigator will contact you by phone and help you design a cholesterol-lowering and/or blood pressure plan. Your case is then reviewed by an extensive network of specialists, including cardiologists and pharmacists, who are experts in optimizing your cholesterol and blood pressure levels.