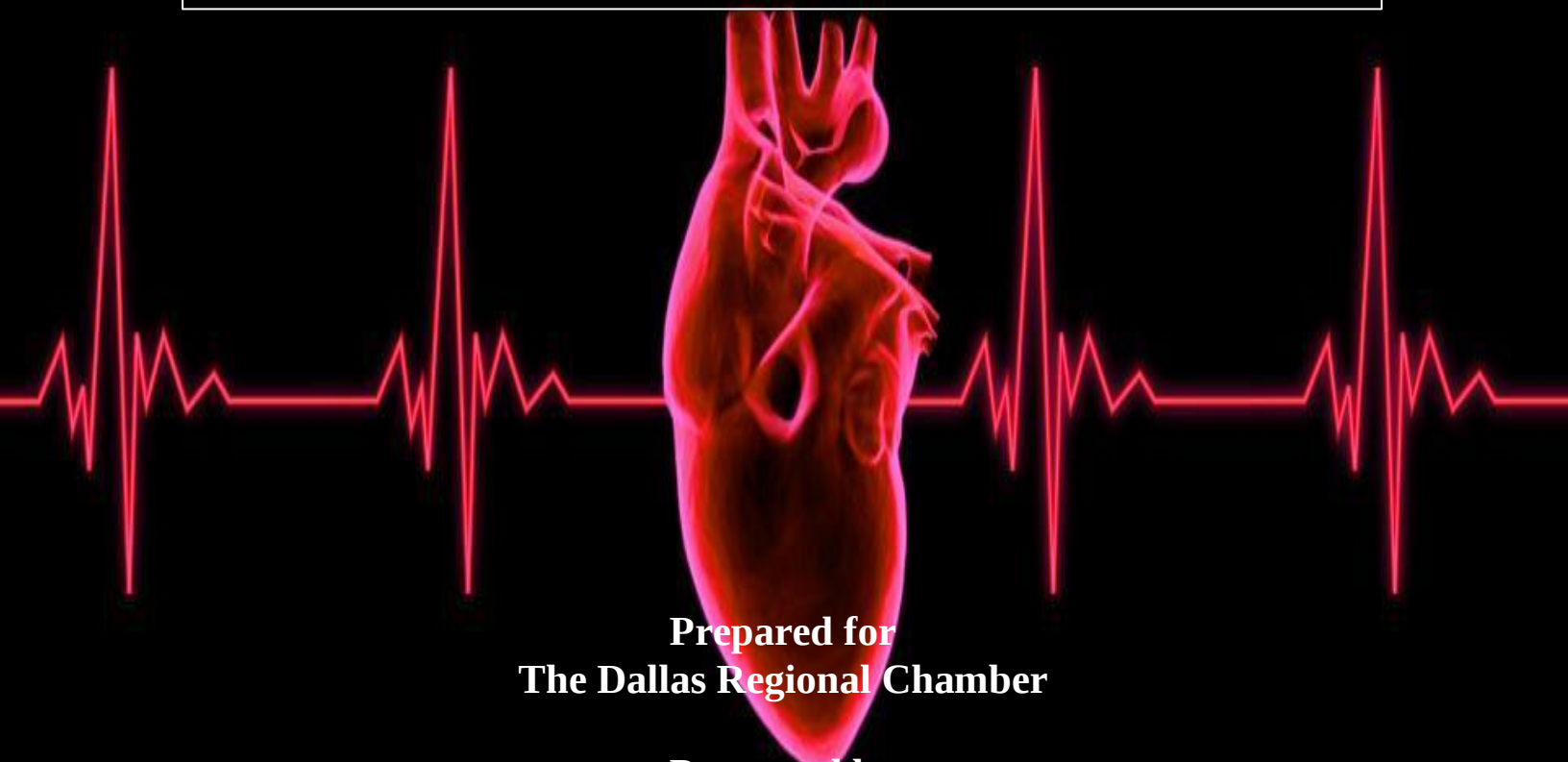




The Heart Disease Interception Program



**Prepared for
The Dallas Regional Chamber**

**Presented by
Vaibhav Bommareddy, Anna Chung, Nilisha Gajera, Magas Omar, Vidhi Patel**





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EXECUTIVE SUMMARY

Background

Heart disease is infamously known as the number one cause of death nationally. In order to tackle any huge issue, the population needs to begin by being aware and proactive within their own communities. Heart disease in the United States is mainly caused by unhealthy, daily lifestyles; this includes diet and exercise.

Proposal

As Medical City, we are developing a program to help raise awareness and initiate a change in the community to help prevent and/or reduce heart disease in the DFW metroplex. With the help of the American Heart Association, we will implement The Heart Disease Interception Program, in hopes of people changing their own lifestyles to help prevent and/or reduce heart disease. In the beginning stages of the program, we will target a large-scale firm and its employees. The program will induce consistent, gradual lifestyle habits. It will first be implemented into the firm, State Farm, by having employees document or track their daily steps and meals throughout their day. This data will be taken daily for six months up to a year to ensure reliable data. When employees complete a level and meet its requirements, the individual will be entered into a raffle to win the corresponding level's prize, for free. The insurance company in and of itself will indirectly benefit by having lower insurance premium coverage for their healthier employees.

Staffing and Budgeting

In order to make our program effective and successful, we will have a program manager, cardiologist, volunteer coordinator, chief marketing officer, and a chief financial officer. We will have additional staffing of six volunteers, six nurses and a truck driver to help different sections of our program run smoothly. In relation to the budget, we are dividing it into a few sections based upon the program's levels. Participants will receive initial Fitbits and then will be awarded additional prizes once they reach and surpass the certain levels we are planning on implementing. Our total cost in order to run our program, is \$36,194. We are requesting the Dallas Regional Chamber to support our initiative of implementing the Heart Disease Interception Program by contributing half of our total cost, \$18,097.

Conclusion

As Medical City, we are committed to the care and improvement of human life. Similarly, our program's main goal is to be at the service of people and to inform them of the preventative measures they can take. Many forms of heart disease can be prevented or treated with healthy lifestyle choices, which is why The Heart Disease Interception Program will serve as a stepping stone in a way to enable people to better their own lives, and the lives of their loved ones as well.

INTRODUCTION

Purpose

The mortality rate of heart disease related conditions has been gradually decreasing but can always be lowered. The Heart Disease Interception program will raise awareness for heart disease, initiate research, and seek other methods of treatment for heart disease. The initiative will consist of prizes in hopes of incentivizing the participants to gradually build healthier lifestyle changes. With Dallas being one of the major cities in the state of Texas, it serves as a hub to broaden the data pool, in which, will help improve the program for future implementations. Spreading the message of preventative medicine is a crucial aspect; our focus group will be individuals that are at-risk for heart disease. The health of an individual's heart has other implications within the body, such as the brain too. "When your brain is healthy, it has the blood flow required for peak performance," stated by the American Heart Association (Brain Health). The public has a tendency to not adjust to a healthier lifestyle until it's too late. Heart disease is the leading cause of death in United States. The initial step to fixing a problem, is recognizing there is an issue to begin with. This is the underlying reason why the program will be initially implemented in corporations based in the Dallas area. In conjunction with Medical City's passion and openness to innovation and serving its community, a program that aligns with both companies' expertise and goals can be a very useful tool.

Medical City and the American Heart Association

Medical City, a large health care provider in the Dallas/Fort Worth area, offers the most comprehensive heart and vascular treatment in the Southwest region. Our mission statement is, "Above all else, we are committed to the care and improvement of human life" (Mission, Vision, and Values). Similarly, our program's main goal is to serve people and inform the public of the preventative measures that can be taken. We, along with the rest of the nation, have recognized the need to be concerned with the cardiovascular health of all patients and their families. Medical City's "cardiac surgeons and interventional cardiologists... were the first in the United States to successfully perform a beating heart valve replacement surgery without opening the patient's chest" (Heart and Vascular). Innovations, such as these, especially in this field of healthcare, will lead the nation into a future of more preventive and less invasive medicine. Many hospitals have taken more steps to advocate other forms of medicine to their patients rather than sending them home with a list of medications. These alternatives are utilized to potentially reduce the length of stay or recovery time and improve quality of life. Along with treating patients with the utmost care, Medical City invests in the newest equipment and labs for their patients.

The American Heart Association (AHA), also based in the heart of Texas, "[believes] that scientific research could lead the way to better treatment, prevention and ultimately a cure" for heart

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disease (History). The AHA has been a key player in the “fight against heart disease and stroke... for nearly 100 years,” and as of recently they have been making large strides in the education of the general public to take more preventative measures against these debilitating and fatal diseases (About Us). Due to their extensive brand name as a pioneer in heart health, we believe their backing will provide a level of authority to the Heart Disease Interception Program.

BACKGROUND

The Need

The term “heart disease” is frequently used interchangeably with the term “cardiovascular disease.” For both men and women, heart disease is the leading cause of death. According to the Centers for Disease Control and Prevention (CDC), “about 610,000 people [died] of heart disease in the United States every year—that’s 1 in every 4 deaths” (Heart Disease Facts). In a span of three years, the CDC also found that 3.9% of heart disease patients in the Dallas County admitted into the hospital, had died before being discharged (Interactive Atlas). Although a seemingly small percentage, this would account for approximately 136,500 people in the county alone. The population lacks the knowledge of potential warning signs of heart attacks, aside from chest pain. Other symptoms such as shortness of breath, nausea, or cold sweats often go undetected (Heart Attack). If people start following a healthier lifestyle and manage their health conditions, heart disease can often be prevented. Families, health professionals and the community in all, can come together to devise opportunities for people to make much healthier choices. Because of the exponential increase in heart disease, Medical City would like to make a difference in the DFW area, by spreading the word about the various approaches to prevent disease and encouraging the community to live “heart healthy” lives. Treatment for the various types of heart disease can quickly become a financial burden on an individual. Things like this can be prevented if people start making changes in their everyday behaviors.

Goals of the Project

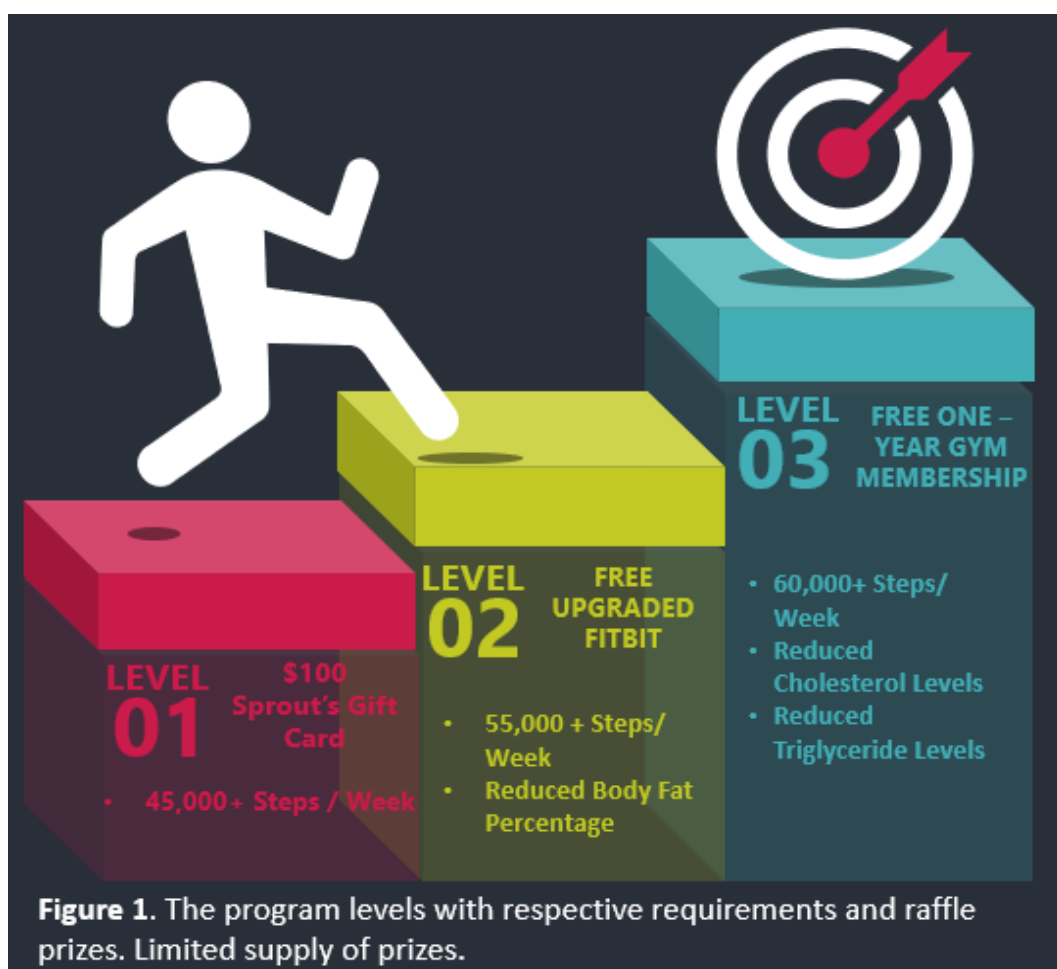
The main goal of our project is to raise awareness in maintaining and preventing heart disease in the DFW area. Our program will provide our participants the necessary resources and methods to taking their heart and overall health into their own hands and jump starting their journey to better heart health. We will achieve our main goal, by setting up this program in which employees have the opportunity to earn rewards if they make changes to their lifestyle. We are striving to encourage healthier lifestyle habits and behaviors, and in an effort to achieve this, we are implementing milestones throughout our program.

PROPOSAL

In the beginning stages of the program, the team will target a large-scale firm and its employees. The program will induce gradual lifestyle changes. The program will be implemented into the firm, State Farm, by having employees document or track their daily steps, as well as, their meals throughout their day. The insurance company in itself will indirectly benefit by having lower insurance premium coverage for their healthier employees. This data will be taken daily for six months to a year to ensure reliable data. When employees complete a level and its requirements, the individual will be entered into a raffle to win the

specific level's prize for free on behalf of Medical City and the American Heart Association shown in Figure 1.

Requirements for each level gradually become more difficult to accomplish, but the prizes become more appealing to compensate. Eligible reduction in health levels will be dependent on the significance of change throughout the course of the program. The prizes will be distributed according to the timeline represented in Figure 2 along with every other step of the program.



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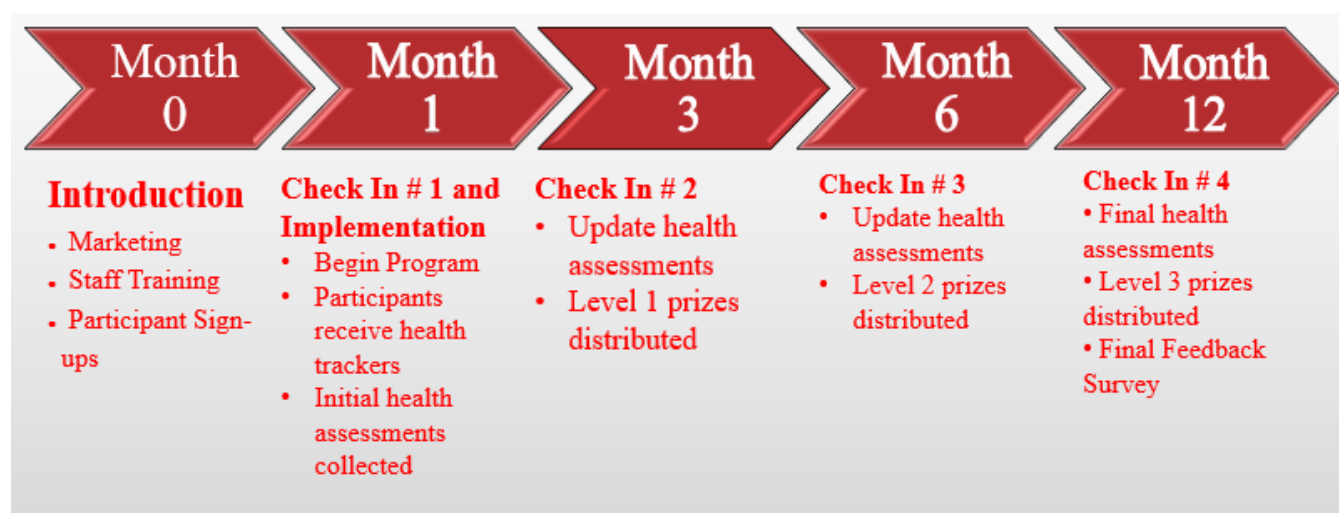


Figure 2. The Heart Interception Program timeline by month

Expansion and Future Goals

The pilot program is very generalized to the public. Figure 3 breaks down the deaths caused by heart disease by ethnic groups. Each race has significantly different lifestyles and require different motivations to change their habits. We hope to eventually target the program to various ethnic groups and provide a more directed approach for fixing heart health to a diverse group of program participants. This will be a feasible goal as we collect data from our first group of program participants. Indirectly, we would like to encourage our participants to eventually not rely on extrinsic motivation such as prizes and material goods, but rather seek change through intrinsic means. Individuals should avoid the over justification effect because of the longevity between intrinsic and extrinsic motivators (Cherry).

Race of Ethnic Group	% of Deaths
American Indians or Alaska Natives	18.4
Asians or Pacific Islanders	22.2
Non-Hispanic Blacks	23.8
Non-Hispanic Whites	23.8
All	23.5

Figure 3. This table shows a breakdown of the race of ethnic group and the percentage of how many people account for deaths in the United States, yearly. Retrieved from <https://www.cdc.gov/heartdisease/facts.htm>

METRICS & DATA

Throughout this program we will be tracking participants steps and performing a longitudinal analysis between participant's blood tests at the accomplishment of each level. We will be collecting data on the number of steps that the participants are taking via their Fitbits, triglyceride/cholesterol levels in their blood, and their body fat percentages at the completion of each level. We included each of these measures, due to their strong correlation with heart health.

Step count data was included in our metrics as it allows for us to monitor and motivate our participants to get out of their seats and walk around. Exercise, more specifically movement, is also considered to be the most powerful prescription against developing heart disease. Cholesterol, a type of triglyceride, is our second metric to measure the efficacy of our program. We will be testing our participants blood for high levels of low-density lipoprotein (LDL). “LDL cholesterol is considered the “bad” cholesterol, because it contributes to fatty buildups in arteries... and increases the risk for heart ... disease,” (HDL (Good)). Lastly, we will be measuring and calculating body fat percentages over the course of the year to make sure that the participants are meeting their weight goals and provide further assistance to improve their heart health.

On the more qualitative side of program assessment, we plan to get participant feedback of the program as a whole and any suggestions they have for future improvement (Appendix B). This is to ensure that we are continuously improving our program, thus allowing us to better help our participants take their health into their own hands.

STAFFING

Anna Chung	• UT Dallas, MBA • Program Manager
Nilisha Gajera	• UT Southwestern, MD, CADE • Cardiologist
Vidhi Patel	• UT Dallas, BS in Healthcare Management • Volunteer Coordinator
Magas Omar	• UNT, BS in Marketing • Chief Marketing Officer
Vaibhav Bommareddy	• UT Austin, BS in Finance • Chief Financial Officer

Anna Chung	Program Manager - ensures the program runs efficiently and the team meets deadlines and goals
Nilisha Gajera	Cardiologist - analyzes and interpret lab work and provide dietary recommendations to program participants
Vidhi Patel	Volunteer Coordinator - recruits volunteers and delegate duties
Magas Omar	Chief Marketing Officer - markets and advertises via flyers
Vaibhav Bommareddy	Chief Financial Officer - budgets and manages the organization's financial strategy
Additional Staffing	Six Medical City Nurses - draws blood for incremental health assessments Six Medical City Volunteers - paired with each of the nurses to assist in workflow and ensure proper registration Truck Driver - assists in driving the truck from Medical City to the targeted company

BUDGET

Item	Approximate Cost of Supplies
Basic Fitbit Bands	\$27,060
Sprouts Gift Card	\$550
Upgraded Fitbits	\$1,625
1 Year Gym Memberships	\$4,880
Program Flyers	\$20
Snacks/Water/Gatorade	\$537
Gas Travel	\$22
Miscellaneous expenses	\$1,500
Total	\$36,194

The above budgeting table indicates how we plan on distributing our funds to the variety of parts in our healthy heart initiative. The prices on this table were calculated with the Texas sales tax (8.025%) and were rounded up to the nearest whole number. The salaries of the personnel that we recruited from Medical City Dallas were not included in the budget as they are already included on our hospital payroll.

We will be providing basic level Fitbits (Fitbit Alta) to the 250 employees that decide to enroll into our program. These Fitbits will eventually be recollected at the end of the program to be reused the following year for a new group of employees, incurring a one-time fee of \$25,000.

As the State Farm employees reach the different levels of accomplishment, we will be inputting their names into raffles for prizes such as a Sprouts gift card, upgraded Fitbits, and one-year gym memberships. The following show a breakdown of the quantity and prices of various raffle prizes:

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1. The Level 1 raffle will consist of **five** \$100 Sprouts Gift card, to encourage healthy eating habits, totaling to \$500.
2. The Level 2 raffle will consist of **ten** upgraded Fitbits (Fitbit Charge 3), that the winner will be allowed to keep, totaling to \$1,500.
3. The Level 3 raffle will consist of **fifteen** one-year memberships to a gym of their choosing, totaling to \$4,500.

Lastly, the budget incorporates miscellaneous expenses for possible expenditures such as Fitbit repairs and gym memberships that will exceed the allotted cost. For budgeting purposes, LA Fitness and 24 Hour Fitness were considered for the gym membership prize.

AUTHORIZATION

Medical City requests the Dallas Regional Chamber to support our initiative of implementing the Heart Disease Interception Program to help prevent and reduce heart disease in the Dallas area. We request the Dallas Regional Chamber to contribute to half of our cost, of \$18,097. The Dallas Regional Chamber hereby authorizes Medical City to proceed to use the total amount of \$36,194 to implement the program in the Dallas area.

Dallas Regional Chamber Signatures

X_____	X_____
X_____	_____

As the representatives for Medical City, we promise to use the Dallas Regional Chamber's funding solely for the Heart Disease Interception Program.

Medical City Signatures

X_____	X_____
Anna Chung, Program Manager	Magas Omar, Chief Marketing Officer
X_____	X_____
Nilisha Gajera, Cardiologist	Vaibhav Bommareddy, Chief Financial Officer
X_____	
Vidhi Patel, Volunteer Coordinator	

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Q&A

We as Medical City are trying to implement The Heart Disease Interception Program in order to help reduce and/or prevent heart disease in the Dallas-Fort Worth Area.

1. How do we account for falsified data from participants?

Falsified data, such as inaccurate step count, will be observed holistically by comparing numbers to other participants. Outliers will be eliminated from the program.

2. Why did we choose State Farm as our target company?

We chose to target State Farm as they are a large-scale insurance firm and better understand that risky health leads to higher premiums. Their employee population is also very diverse in terms of ethnicity and ages, which will provide better data for future program improvements.

3. How do we take into the account the very expensive gym memberships that participants may want to choose in terms of our budgeting?

We have set aside a budget of \$1500 as a miscellaneous cost to ensure that we have the money to pay for the varying costs in gym memberships.

4. How does AHA play a role in our program?

The American Heart Association has professionals that have dedicated cardiovascular research to their expertise. The AHA will be a valuable asset in furthering prevention. Our information gathered from the program will also be mutually beneficial to them to aid in research.

5. What other companies or firms do we plan to target and why?

We plan on targeting Blue Cross Blue Shield (BCBS), Cigna, AT&T, and various Fortune 500 companies because they are more likely to understand the need for a high-performing healthy workforce.

APPENDIX A

**A Healthy Heart
Nothing Beats It!**

Level 3: **Free 1 Year
Gym Membership**

Level 2: **Free
Health Trackers**

Level 1:
**\$100 Spout's
Giftcard**

**JOIN THE PROGRAM
AGAINST HEART DISEASE**
Be entered in the raffle
for these prizes.

 **American
Heart
Association**  **Medical City
Dallas**

APPENDIX B

The Heart Disease Interception Program - Participant Feedback

How Are We Doing?

We are committed to providing you with the best experience possible, so we welcome your comments. Please fill out this feedback form and return it to any Medical City staff. Thank you.

Please rate the quality of the service you received from Medical City Staff.

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Disappointing

Exceptional

Based on your experience with our program, how likely are you to recommend it to others?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Not Likely

Very Likely

Were the nurses and volunteers...

Courteous? ☐ Yes | ☐ No

Informative? ☐ Yes | ☐ No

Prompt and efficient? ☐ Yes | ☐ No

How much did your lifestyle habits and behaviors improve through the use of our program?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

No change

Significant Change

How motivational were the level prizes?

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Disappointing

Motivating

Please explain any of your health goals, and if you were able to reach any of them with the help of the Heart Disease Interception Program.

Do you have any suggestions for improving our program?
