

CLOSETHEGAP
Health Equity for Life

**Boston
Scientific**



Heart and Vascular (HAV)
Health Equity Level-Up
Program (HELP)



Video

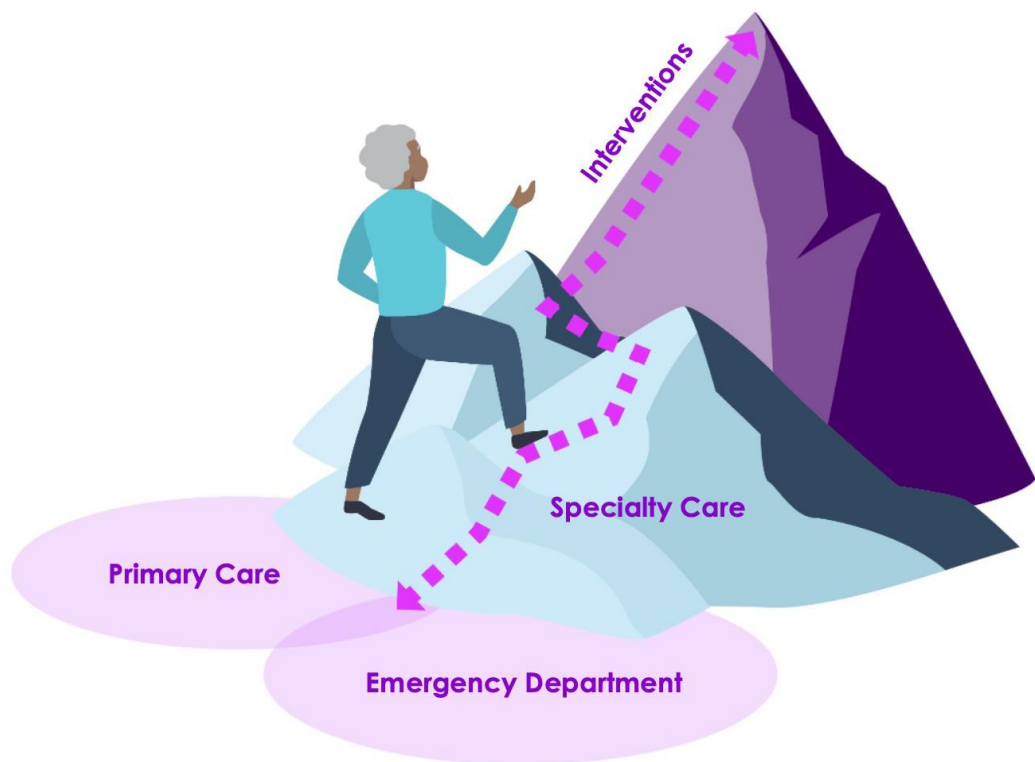
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A pathway to cardiovascular care

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For over two decades, Close the Gap (CTG) has aimed to **eliminate inequities in life- and limb-saving care** for women and people of color.



Close the Gap works to **improve pathways** to **specialty care** and **interventions** for Black, Hispanic and women patients.



It's time to breakdown barriers

Studies have shown that **barriers to care lead to heart and vascular treatment disparities** for women and people of color.

Peripheral Artery Disease

2X

Black patients are 2 times more likely* to receive an amputation and less likely to receive revascularization first^{1,2}

Coronary Artery Disease

15%

Hispanic patients are 15% less likely* to receive PCI when presenting with heart attack symptoms³

Atrial Fibrillation

4%

Black patients represent only ~4% of all LAAC procedures^{4,5}

Heart Failure



Black & Hispanic patients are less likely* to receive CRT & ICD therapies⁶⁻⁸

*Compared to non-Hispanic white adults.

For over two decades, Close the Gap has aimed to eliminate inequities in life- and limb-saving care for women and people of color.



Help move from action to impact

We **uncover care disparities** to **champion change** and ultimately, **share impact**.



UNCOVER CARE DISPARITIES

Quantify community-specific heart or vascular disparity trends to define benchmarks and identify opportunities for care improvement



CHAMPION CHANGE

Leverage health equity best practices to create an action plan that builds trust in the community and drives system change.



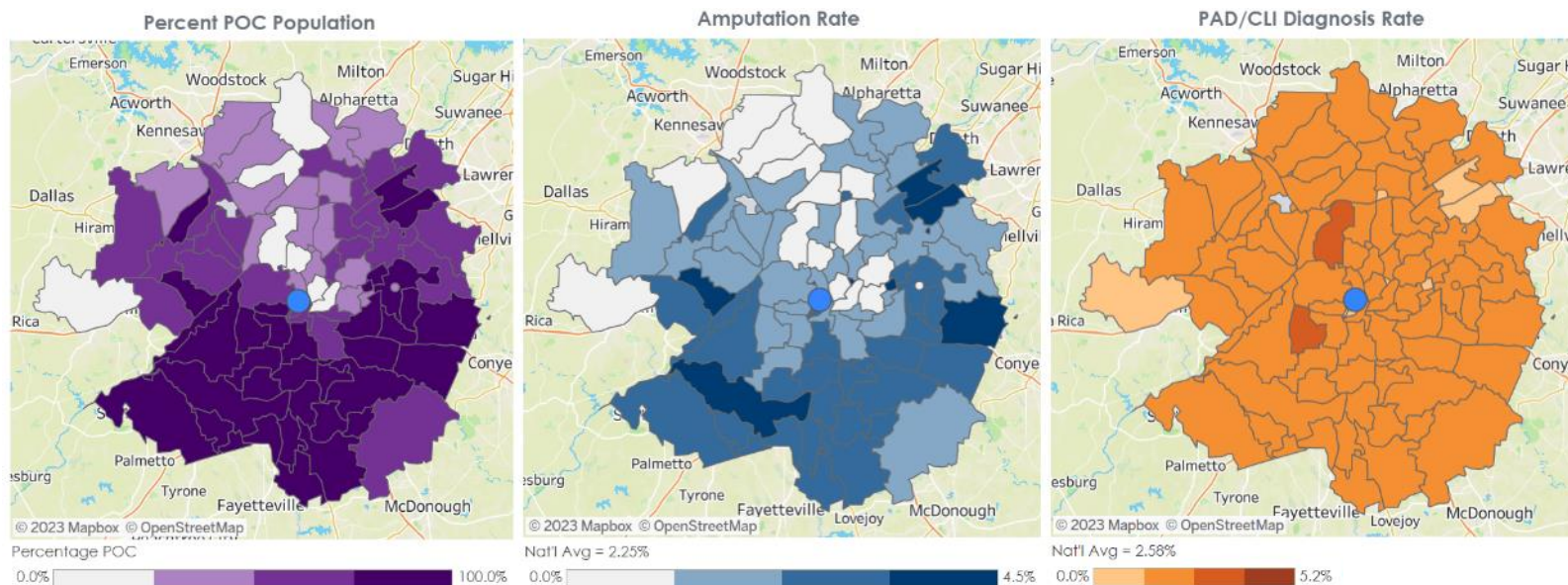
SHARE IMPACT

Measure progress and share successes to inspire and foster an ongoing commitment to equitable patient care

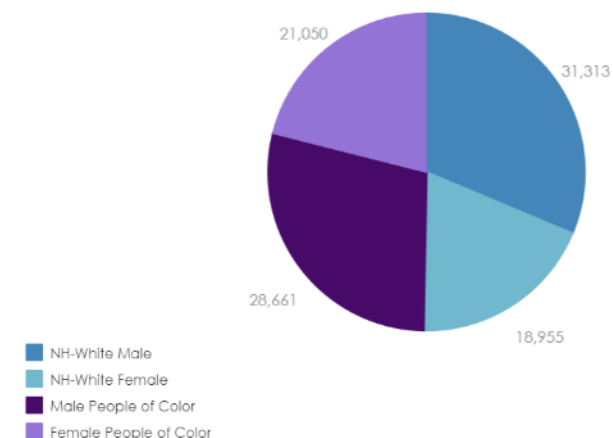


Uncover care disparities

The **DIT visualizes the diagnosed disease prevalence** in your community by using a zip-code specific catchment area.



Demographic Prevalence



*Example of DIT Data



Champion change

We'll **create an action plan** that builds trust in the community and drives system change.





Share impact

THE ENGAGEMENT

Location: Montgomery and Dallas Counties, Alabama

Disease Focus: CAD & PAD

Changemaker: Ralph Redd, MD, Vascular Surgeon

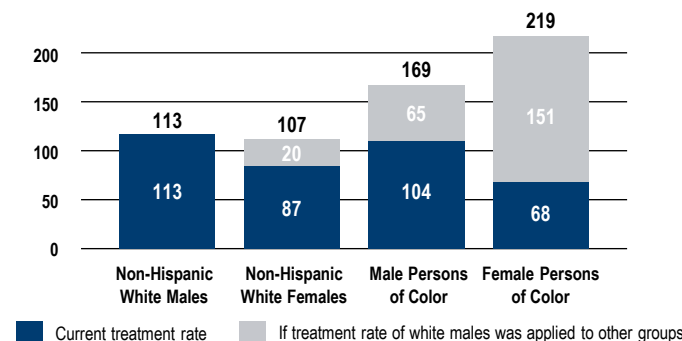
"We, the healthcare providers, can get to patients easier if we make the effort. We must be the force for change. We can't put it on the patients."
— Dr. Ralph Redd



THE OPPORTUNITY

In Montgomery and Dallas counties, where Dr. Redd practices, he has seen high rates of cardiovascular disease – particularly amongst the Black community. CTG's **Disparity Index Tool (DIT)** confirmed a significant gap in treatment rates for people of color in in these areas.

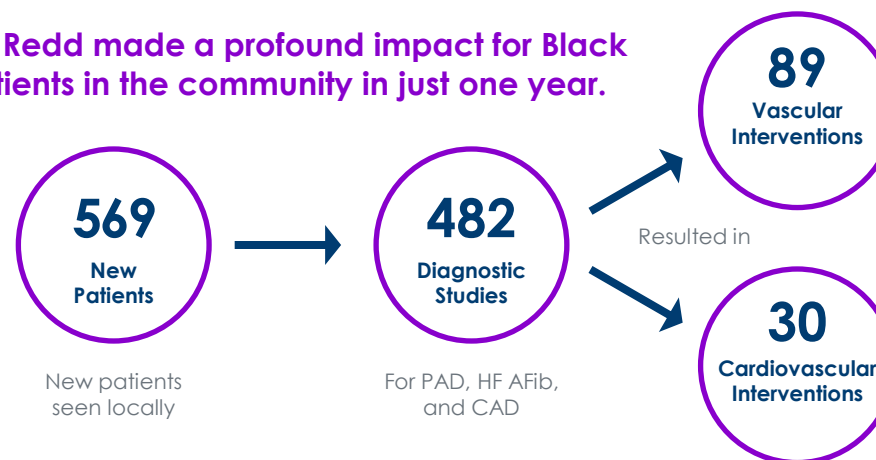
Montgomery County Area Hospitals Lower Extremity Revascularization Rates



THE ACTION PLAN

- **Peer-to-Peer Engagement:** Educated 80+ clinicians, leveraging CTG's DIT data and best practices
- **Care Coordination:** Built a diverse practice of clinicians that represent the community they treat
- **Local Site of Specialty Care:** Set-up new vascular and new cardiology satellite clinics in Selma, AL
- **Diverse Patient Education:** Added contact information to CTG diverse patient education materials

Dr. Redd made a profound impact for Black patients in the community in just one year.



Looking Ahead

Expand peer-to-peer education to include more counties and continue to foster trust where he has established sites of care.



MedStar Health

Changemaker Case Study

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THE ENGAGEMENT

System: MedStar Health **Location:** Baltimore
Disease Focus: AFib, CAD, PAD & HF
Changemakers:



Cheryl Lunnan, RN, Regional Vice President, MedStar Heart & Vascular Institute, MedStar Health



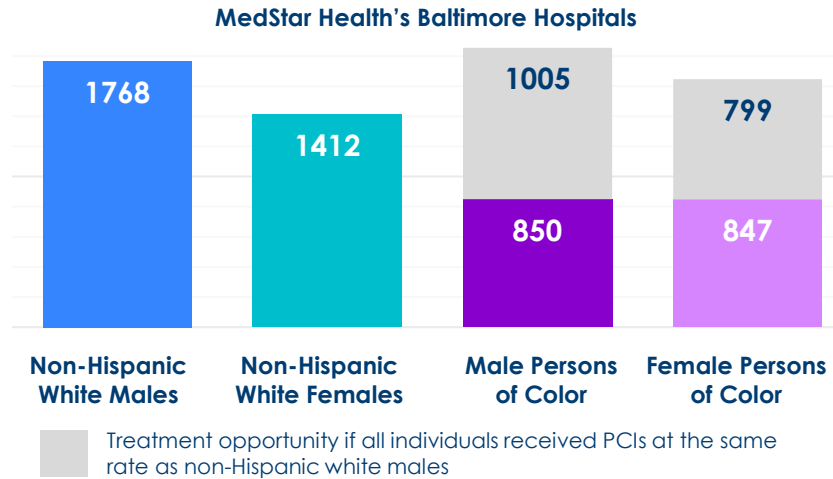
Luke Carlson, MD, MPH, Medical Director, Care Transformation, MedStar Health, Baltimore region

“Boston Scientific’s broader and more objective [DIT] data allowed us to show the disparities to other stakeholders in our system. Aligned with our existing population health initiatives, it gave us the push we needed to do more for our diverse patients.”

– Dr. Luke Carlson

THE OPPORTUNITY

Close the Gap (CTG), a Boston Scientific initiative, used its **Disparity Index Tool (DIT)*** to identify nearly **2,000 more diverse patients** who could have had the opportunity to receive PCIs**:



THE ACTION PLAN

Resulting from its engagement with CTG, MedStar Health improved health equity in 5 ways:

- **Peer-to-Peer Engagement:** FQHC collaboration
- **Care Coordination:** Community health advocates
- **Local Site of Specialty Care:** Mobile health center
- **Community Connection:** Cardiovascular health events
- **Diverse Patient Education:** Leverage CTG education toolkit

THE IMPACT *“We’ve had a great partnership with Boston Scientific, but this was on a different level.” – Cheryl Lunnan*

At MedStar Harbor Hospital

Ranked #2 statewide for the 2022 **Readmission Reduction Incentive Program** disparity gap measure, up from #25 in 2021

Region-wide

CHA engagement was associated with a **46.5% lower rate of 90-day inpatient utilization**

At MedStar Harbor Hospital

Timely hospital discharge follow-up visit rates up by 10%, from 60% to nearly 70%

Looking Ahead

Plans to add CTG's amputation disparity data to the 2024 Community Health Needs Assessment



Close the Gap's dedicated team

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Leadership



Paige Bingham
Director, Close the Gap



Camille Chang Gilmore
VP, Human Resources & Global Chief
Diversity, Equity and Inclusion Officer



Samuel Conaway
Chair of Close the Gap &
President, US Cardiology Group Sales

Provider Engagement

- Champion health equity and system change
- Share health equity best practices & action plans



Jeri'Ann Hiller
Sr. Health Equity Manager



Patricia Solliday
Health Equity Manager

Clinical Data & Insights

- Provide hospital-specific treatment disparity trends
- Partner with BSC clinical teams on diversity planning



Iñaki Martín Cossio
Health Equity Clinical Manager



Leigh Wynne
Sr. Health Equity Consultant

Awareness & Education

- Deliver marketing insights and provider education
- Provide research-backed diverse patient education



Keana Jennissen
Principal Marketing Manager



Rasika Boice
Sr. Marketing
Communications Strategist

Capturing Value

- Manage HAV-HELP operations
- Measure program outcomes and impact



Heather Brown
Project Manager