

For Immediate Release



UCSF CEPC RECEIVES KAISER PERMANENTE GRANT TO HELP REDUCE HEART ATTACKS AND STROKES

San Francisco, CA – About 600,000 people in the United States die of heart disease every year—that’s one in every four deaths. With a new grant from Kaiser Permanente, the UCSF Department of Family and Community Medicine’s Center for Excellence in Primary Care (CEPC) is part of a new, two-year effort to help prevent heart attacks and strokes among people who are at greatest risk.

CEPC’s grant of \$250,000 will expand the reach and scope of Kaiser Permanente’s successful Preventing Heart Attacks and Strokes Everyday (PHASE) program. Since developing PHASE in 2002, the organization has reduced incidence of heart attacks and strokes among its members by more than 60%.

“For about 5 years, the UCSF Center for Excellence in Primary Care has been assisting community health centers to implement the Kaiser Permanente PHASE cardiovascular risk reduction program. We are delighted to continue working with Kaiser’s Community Benefit Program to extend this work, which can improve the care of thousands of low-income people with diabetes, hypertension, and high cholesterol,” said CEPC co-founder Tom Bodenheimer, MD, MPH.

Community health organizations are often providing care for patients that have a multitude of chronic conditions that are complicated by socioeconomic factors. PHASE is effective because it helps keep treatment simple and affordable—it will make a world of difference by giving patients a plan they can stay with. PHASE combines a fixed-dose medication regimen with lifestyle changes. Successfully implementing the program requires team-based care, with coordination between pharmacies and direct care providers, along with reliable patient data management.

“By sharing PHASE with the broader health care system, we can save more lives. In the process we’re giving community health providers access to an evidence based model and population health management tools,” said Marc Jaffe, MD, endocrinologist and internist at Kaiser Permanente South San Francisco. “It’s an important investment for the long-term, because it will help clinicians operate more efficiently in an environment that is becoming more focused on improving measurable patient outcomes.”

Kaiser Permanente is awarding a total of \$5.25 million in 17 PHASE grants across Northern California. Grants will support the technology and work process changes that are necessary for implementing PHASE, as well as assistance in evaluating the effectiveness of the program. All organizations receiving PHASE grants become part of a learning community that engages in training, problem solving, and advancing best practices.

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About the Center for Excellence in Primary Care

The Center for Excellence in Primary Care (CEPC) was created in 2005 to respond to the challenges confronting primary care. The CEPC identifies, develops, tests, and disseminates promising innovations in primary care to improve the patient experience, enhance population health and health equity, reduce the cost of care, and restore joy and satisfaction in the practice of primary care.

The CEPC provides training in team-based care, offers practice facilitation to spur and support transformation, broadens the evidence base through research and evaluation, and advocates for policy that promotes high performing primary care. The CEPC is part of the UCSF Department of Family and Community Medicine and is housed at San Francisco General Hospital. To learn more about the CEPC, visit: <http://cepc.ucsf.edu/>

About Kaiser Permanente

Kaiser Permanente is committed to helping shape the future of health care. We are recognized as one of America's leading health care providers and not-for-profit health plans. Founded in 1945, our mission is to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. We currently serve more than 9 million members in nine states and the District of Columbia. Care for members and patients is focused on their total health and guided by their personal physicians, specialists and team of caregivers. Our expert and caring medical teams are empowered and supported by industry-leading technology advances and tools for health promotion, disease prevention, state-of-the-art care delivery and world-class chronic disease management. Kaiser Permanente is dedicated to care innovations, clinical research, health education and the support of community health. For more information, go to: kp.org/newscenter.