HEARTRESCUE PROJECT OVERVIEW

May, 2014
HEARTRESCUE PROJECT

Working together to save lives.
VISION

Every minute – and every person – counts.

- The HeartRescue Project envisions a day when every person who experiences SCA receives life saving state of the art care:
  - On the scene
  - En route
  - In the hospital
Landscape of Resuscitation (1970-2010)

- Only 30 communities reported survival
- 7% overall survival, 17% ventricular fibrillation survival
- No evidence of improvement over time
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HeartRescue Strategy
1. Engage a comprehensive geography
2. Measure care and outcome of resuscitation
3. Translate science into community action
Transforming the Landscape of Resuscitation
EVERYONE HAS A ROLE TO PLAY

BYSTANDER RESPONSE

PREHOSPITAL RESPONSE

HOSPITAL RESPONSE

HeartRescue PROJECT
HEARTRESCUE PARTNER GRANTS

Multi-year grants for collaborative initiatives in resuscitation to:

- Join forces to share best practices
- Expand proven programs state wide
- Improve SCA measurement
- Connect levels of care for SCA patients
- Increase overall SCA survival by 50% over five years
MEASURING MATTERS

• HeartRescue is committed to gathering & sharing data
• Communities that gather data have about twice as many survivors.
• CARES used for measurement
  – Goal is to promote standardization of national data collection to share and compare in a meaningful way
  – > 80% of the HRP sites populations are covered by cares
HEARTRESCUE DATA PARTNER
CARES

- 500 communities in 26 states
- 10 statewide registries
- Covers a catchment area of over 80 million
- More than 500 EMS agencies
- More than 1,000 hospitals
INCREASING CASE ASCERTAINMENT

Submitted Cases

- AMR
- AZ
- MN
- PA
- NC
- PNW
- Total HR

HeartRescue PROJECT
COUNTIES PARTICIPATING IN DATA COLLECTION

Baseline in 2010

Percent of Population Served by EMS Reporting to CARES

- 0%
- 1%-20%
- 21%-40%
- 41%-60%
- 61%-80%
- 81%-99%
- 100%
COUNTIES PARTICIPATING IN DATA COLLECTION

Current in 2014

Percent of Population Served by EMS Reporting to CARES

- 0%
- 1%-20%
- 21%-40%
- 41%-60%
- 61%-80%
- 81%-99%
- 100%
HEARTRESCUE PARTNER OUTCOMES: PRELIMINARY RESULTS

Submitted SCA Cases vs. Estimated Potential Incidence

- AMR
- AZ
- IL
- MN
- NC
- PA
- PNW**

- Submitted (2013)
- Potential
INCREASING SURVIVORS

Number of Survivors

- AMR
- AZ
- MN
- PA
- NC
- PNW
- Total HR Survivors

HeartRescue PROJECT
WORKING TOGETHER TO SAVE MORE LIVES

- Leadership
- Common model of integrated response (Bystander, Prehospital, Hospital)
- Focus on measurement and QI
- Best practice sharing
- Dialogue and troubleshoot on challenge areas
SUCCESS FACTORS

- Leadership and local champions
- Collaborative, unified approach in everything
- Concrete goals for improvement
- Evidence based, metric driven
- Consistent, collective measurement
- Successful programs can be replicated

“The Heart Rescue Initiative challenges the status quo by demanding a geographically-comprehensive program that can translate resuscitation success to all communities.” ~Tom Rea, MD, WA Partner
SAVE-A-LIFE SIMULATOR

• Objective: Creatively engage bystanders as first stage of SCA response
  – CPR doubles survival rates. Today only 1 in 4 victims receives CPR.
• Results:
  – > 7 million people completed simulator training. < 2 % bounce rate.
  – 2012 OMMA Best in Show and Website Excellence for Charity/Non-Profit
  – Winner of 2013 Webby Award (Healthcare)

www.HeartRescueNow.com
HEARTRESCUE PARTNER OUTCOMES: PRELIMINARY RESULTS

Bystander CPR Rate (%)

2011 2012 2013

AMR AZ MN NC PA PNW

HeartRescue PROJECT
2013 NATIONAL HIGHLIGHTS

- First HeartRescue publication in *American Heart Journal*
- 80% population coverage for data collection of OHCA events
- HR communities seeing 50%-300% increase in survival rates over 3 years.
- 7 million visitors to Save A Life Simulator

[www.heartrescuenow.com](http://www.heartrescuenow.com)
WHAT YOU CAN DO

• Think Big, **Start Small**, Move Fast
• Maximize your level of authority to foster change
  • Policy and protocol changes
  • System wide, geography based
• Promote **measurement** of OHCA
  • Local registry
  • Where available, CARES/PAROS registry
• Use available **resources:** [www.HeartRescueProject.com](http://www.HeartRescueProject.com)
  • Contact HeartRescue partners for more information