

dare to  
**C.A.R.E.**

about heart and  
vascular disease

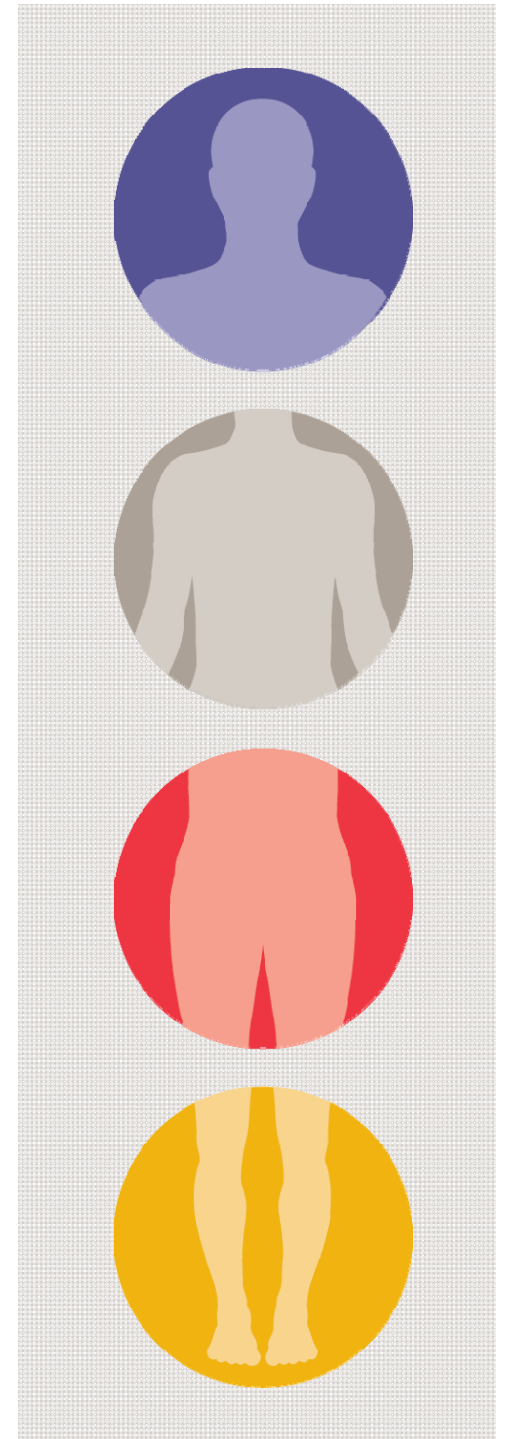
improving heart health through early detection and prevention



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# VASCULAR DISEASE OVERVIEW



# HEART & VASCULAR DISEASE

- Cardiovascular disease is responsible for about **one of every three deaths** in the United States.
- Every year, **more than 795,000 people in the U.S. have a stroke**. Of these, 610,000 are first-time strokes.
- It's estimated that only **25% of the U.S. population is even aware of PAD**

**Atherosclerosis in the vascular system is a major risk factor for a serious cardiac event.**

**Early diagnosis, treatment and management of vascular disease are key to preventing heart attacks and strokes in affected patients.**



# DIAGNOSTIC CHALLENGES

Challenges in identifying and treating vascular disease



Often asymptomatic



Patients not aware of risks or symptoms

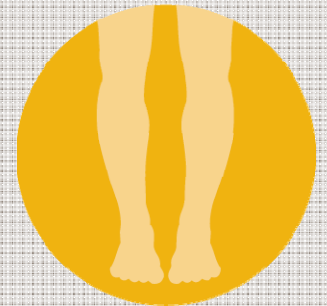
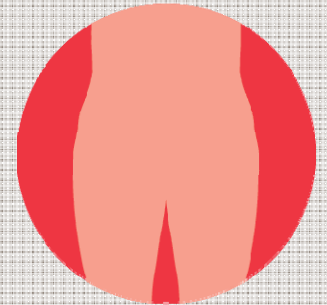
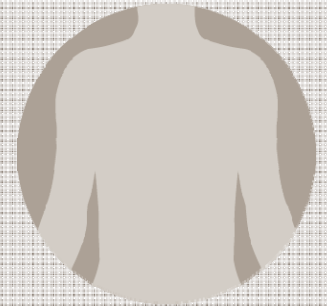


PCPs operate on limited resources; not reimbursed for screening

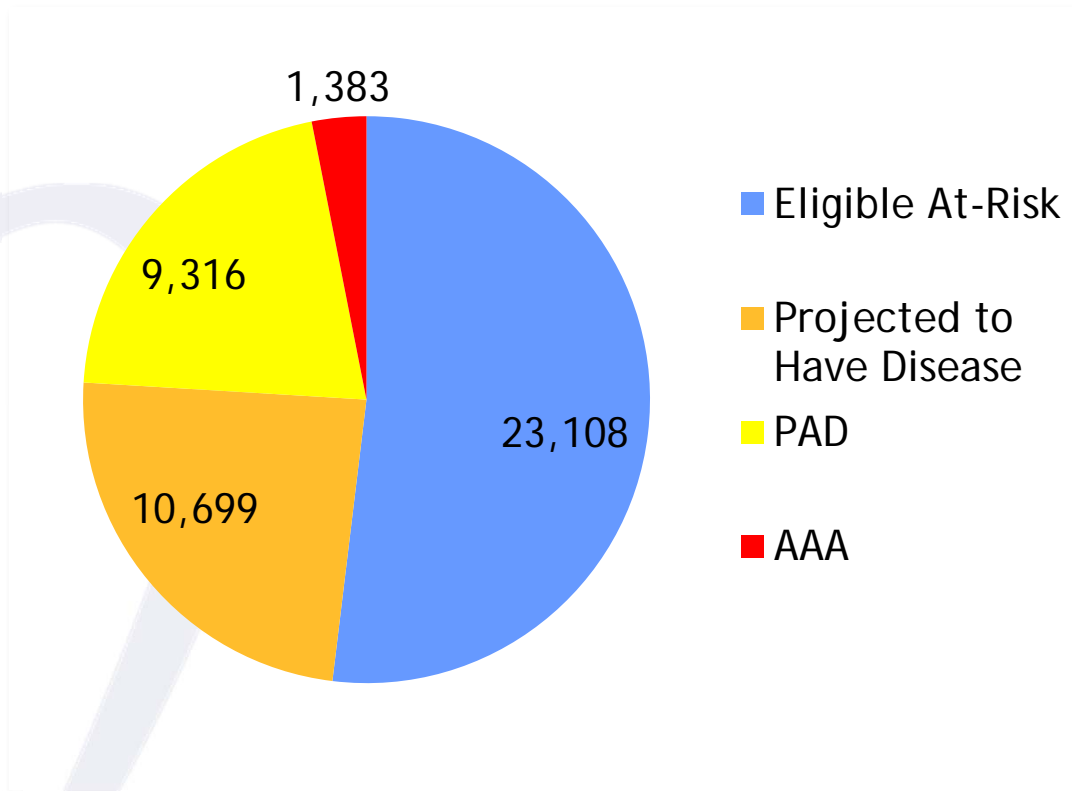
**Dare to C.A.R.E.**  
motivates patients to take action by educating and engaging them via the programs outreach capabilities.



# A LOOK AT THE MCLAREN BAY REGION CATCHMENT AREA



# CHARACTERIZATION OF BAY CITY, MI AREA AT-RISK PROFILE\*



\*CDC data

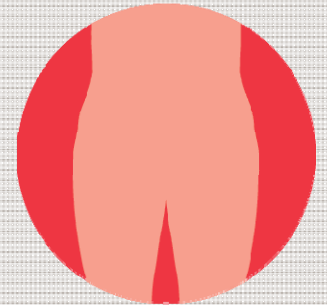


## AREA RISK FACTORS FOR VASCULAR DISEASE

Risk Factors	Arenac County	Bay County	Gladwin County	Huron County	Midland County	Saginaw County	Tuscola County
% Smokers	18.9%	17.1%	19.1%	20.3%	17.3%	19.7%	19.2%
% Diabetes	14.6%	11.3%	9.9%	10.8%	9.5%	12.8%	12.6%
% Inactivity	26.0%	26.0%	31.0%	27.0%	22.0%	23.0%	29.0%
% Obesity	34.0%	35.4%	34.7%%	31.5%	30.5%	38.9%	32.6%
% Senior Population >Age 65	23.8%	19.4%	25.9%	24.3%	17.4%	18.2%	19.5%



# ABOUT DARE TO C.A.R.E.





# SCREENING PROGRAM DESIGNED TO IMPROVE THE VASCULAR HEALTH OF THE COMMUNITY



Heart Health Foundation (501c3) – developed in 2000, based in Maryland



Dare to C.A.R.E. will improve the heart and vascular health of individuals in your community. The program is based upon 4 principles:

- Free Screening
- Frequent Screening
- Education about vascular disease
- Physicians may not self-refer (PCPs make treatment decisions)



# PARTICIPANT ELIGIBILITY – CLEAR CRITERIA

SCREENINGS ARE PRELIMINARY, NOT DIAGNOSTIC

## PATIENT ELIGIBILITY

≥ 60 years old

≥ 50 years old with ≥ 1 risk factors

- High Cholesterol
- High Blood Pressure
- Diabetes
- Smoker
- Family History of Vascular Disease

≥ 40 years old with Diabetes

## C.A.R.E.

Carotid Artery Stenosis



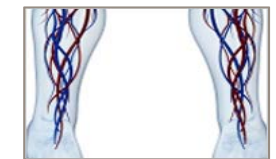
Abdominal Aortic Aneurysm



Renal Artery Stenosis\*



Extremity Artery Disease



\* Not screening for renal disease at McLaren Bay Region

## WORKING TOGETHER

- We have a significant amount of patients with vascular disease
- Risk factors among our patients are at or above national averages – such as smoking, obesity, diabetes
- PCP engagement is key to success – identify those at-risk patients and recommend a screening

The screenshot shows the McLaren Bay Region website homepage. The top navigation bar includes links for 'About Us', 'Our Health Care Professionals', 'Book an Appointment', 'My McLaren Chart', 'Research & Clinical Trials', 'Careers', and 'DISCOVER McLAREN'. Below this is the McLaren Bay Region logo and a secondary navigation menu with 'SERVICES', 'FIND A PHYSICIAN', 'PATIENT & VISITOR INFO', 'HEALTH & WELLNESS', 'OUR FACILITIES', and 'WAYS TO GIVE'. The main content area features a large blue banner with the text 'Keeping you safe. We are all in'. To the right of the banner is a 'PATIENT SAFETY EXCELLENCE AWARD™ 2017' badge from healthgrades, accompanied by the text: 'The only hospital in the Great Lakes Bay Region to reach the top 5% in the nation for Patient Safety Excellence.' Below the banner is a search bar with the text 'HOW CAN WE HELP?' and 'I'm looking for...'. At the bottom of the page, there are three buttons: 'FIND A PHYSICIAN', 'FIND A LOCATION', and 'PAY A BILL'. The footer of the page reads 'Excellence At McLaren Bay Region'.

