

Heart Failure Awareness Week

Lunch & Learn

Wednesday, February 16th, 2022

Certification: At Heart of Heart Failure Care



American
Heart
Association.



Heart Failure Awareness Week!

Welcome!

Daily Newsletters

Lunch & Learns Mon-Friday 12 CST

Recordings

Slides & Attachments

Submit questions through the question panel



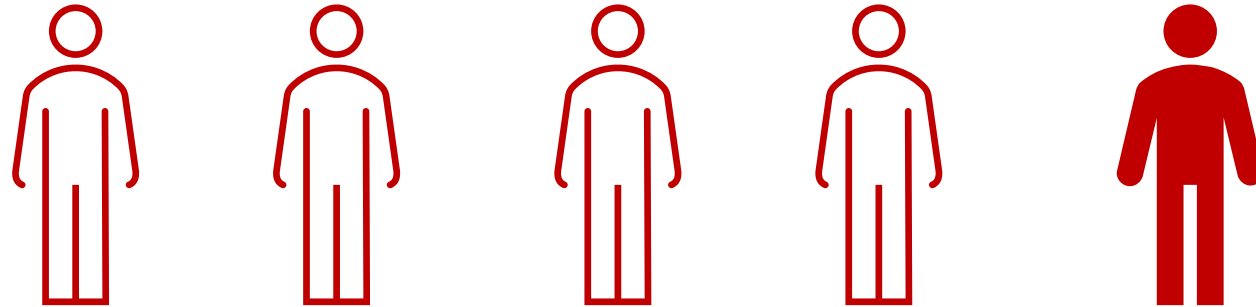
Certification: At the Heart of Heart Failure Care

American Heart Association's Heart Failure Certifications



American
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Association.

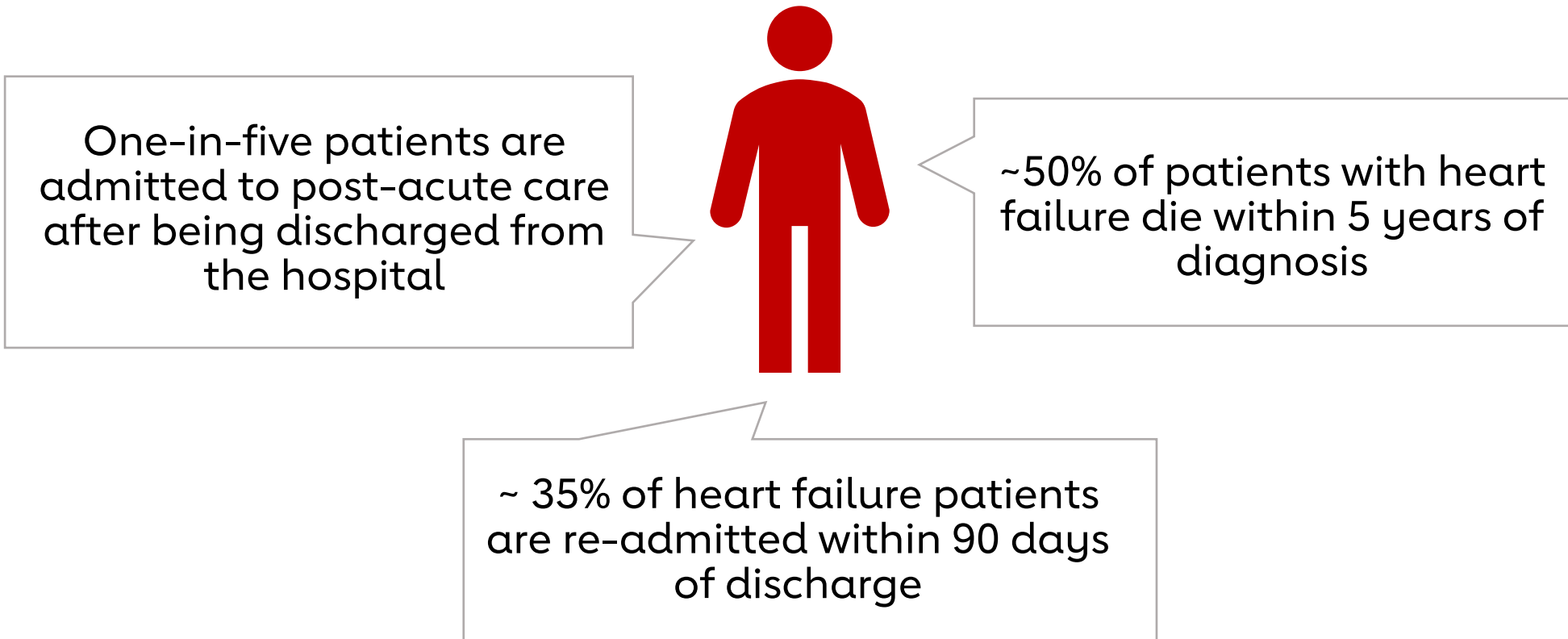
1 in 5 people will develop heart failure in their lifetime



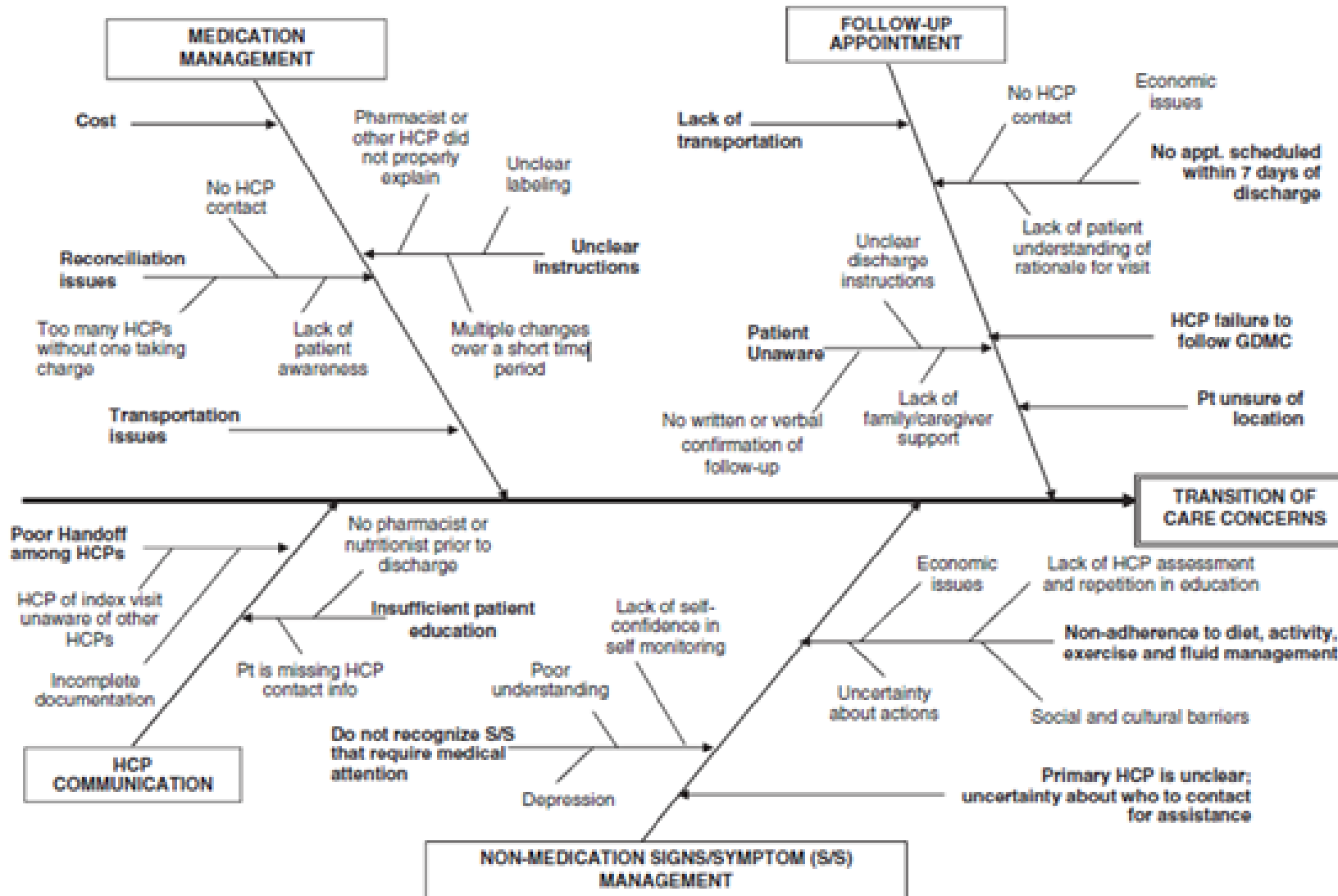
Fragmented and Siloed

Post-acute care is often “fragmented and siloed” from the rest of the health care system.

⇒ This can result in poor coordination of care, higher than normal readmission rates, and suboptimal patient outcomes



Complexity of Heart Failure



IMPORTANCE OF CERTIFICATION TO THE SYSTEM OF CARE



Systems of Care continuously needs attention



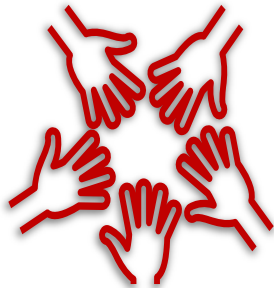
Referring hospital engagement



Combating social determinants of health



Accountability - the key to successful process and quality improvement



Working as a team toward a shared goal on a defined timeline



Formalizes buy-in and commitment from key stakeholders



Adherence to current science and best practices



Direct, frequent, and consistent support from local AHA Staff



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With you every step of the way...

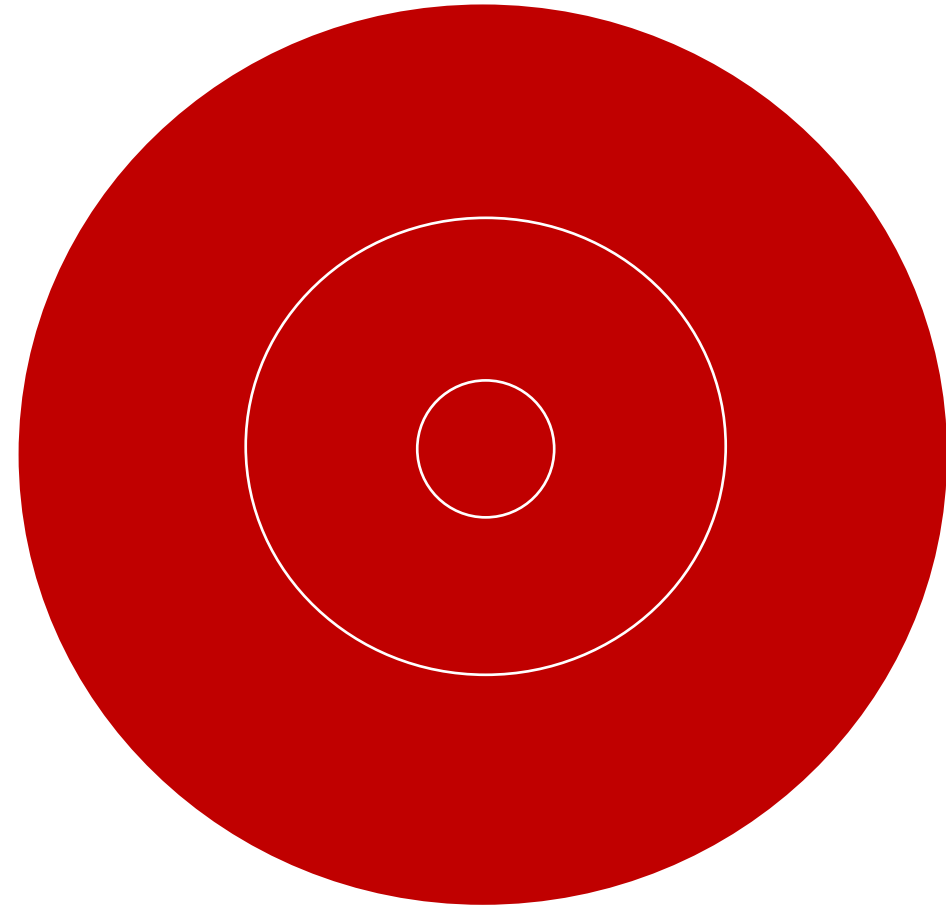
What is certification?

Certification is...

Patient Focused

Quality Oriented

Systematically
Applied



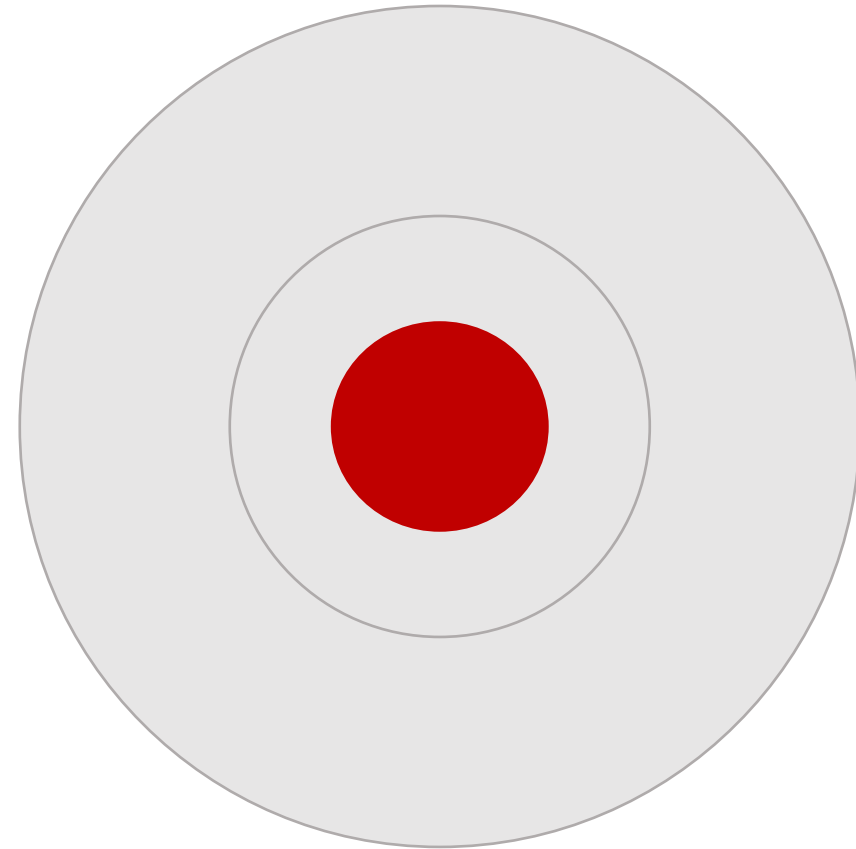
Certification is...

Patient Focused

Patient care is at the core of everything we do. Certification is a tool to help validate the quality of care being administered by the agency, to the patient

Quality Oriented

Systematically Applied



Certification is...

Patient Focused

Quality Oriented

To help ensure the best care of your patients, certification guides your heart failure program to provide the best quality of evidence-based care.

Systematically Applied



Certification is...

Patient Focused

Quality Oriented

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Systematically Applied

Certification is approached through consistent care coordination, including all components of the system.





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Commitment to Quality

Our Mission, Vision, and Approach

Our Mission

Establish a standardized framework for organizations to validate that their program has met the requirement criteria for certification.

Our Vision

Strive to increase access and equitable healthcare to more individuals

Our Approach

Evaluate organizations heart failure programs against certification requirements through:

- ✓ Decision making for the heart failure program driven by evidence-based guidelines
- ✓ High levels of commitment and oversight to instituting requirements for the heart failure program

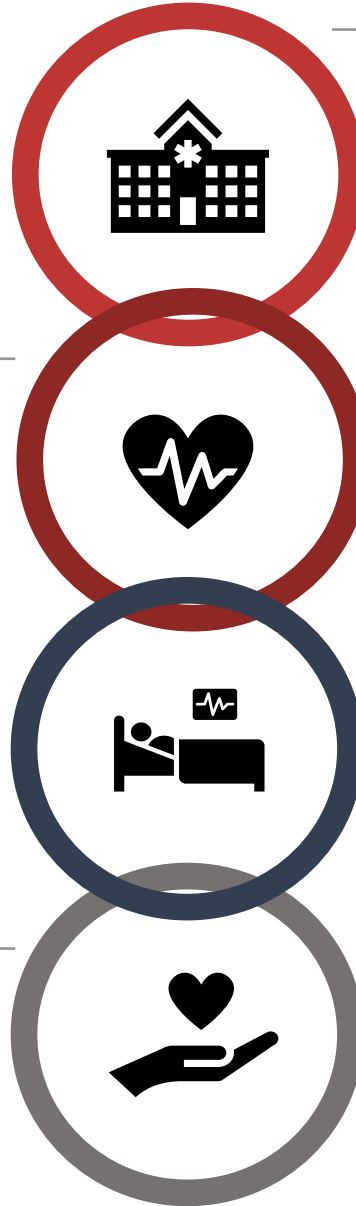
HEALTHCARE CERTIFICATIONS

Out-Patient

Hypertension Practice Center - *Launched 2018*
Comprehensive Hypertension Center - *Launched 2018*
AHA Center of Excellence - *Go Live 2022*

Wellness

Healthy Senior Living Certification - *Launched 5/21*



In-Patient

Primary Stroke Center - *Launched 2011*
Advanced Certification in Heart Failure - *Launched 2011*
Comprehensive Stroke Center - *Launched 2012*
Acute Stroke Ready Hospital - *Launched 2015*
Thrombectomy Capable Stroke Center - *Launched 2018*
Comprehensive Cardiac Center - *Launched 2019*
Acute Heart Attack (STEMI) Ready Hospital - *Launch 2019*
Primary Heart Attack (STEMI) Center - *Launched 2019*
Comprehensive Heart Attack Center - *Go Live 7/22*

Post-Acute

Heart Failure Certification-Skilled Nursing Facility - *Launched 7/19*
Heart Failure Certification-Home Health - *Launched 10/21*
Heart Failure Certification-Palliative/Hospice - *Launch TODAY!*



Foundations of Certification

Eligibility, Requirements, and Process

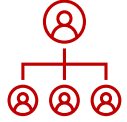
Eligibility Criteria

The organization is located within the United States or US territory

Organization demonstrates a heart failure program that:

- ✓ Uses a standardized method of delivering services based on current evidence-based American Heart Association guidelines
- ✓ Adherence to evidence-based requirements aimed at improving care and outcomes for heart failure patients in the post-acute setting

Pillars of Certification



Program Management define mission, goals, scope, and organizational structure of program



Personnel Education staff have knowledge, experience, and training for the monitoring and management of heart failure patients



Patient/Caregiver Education individualized heart failure education and support provided to patient/caregiver



Care Coordination demonstrate coordination across a system of care for heart failure patient

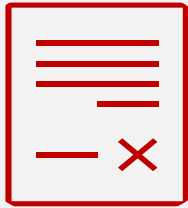


Clinical Management ability to provide care to persons with a heart failure diagnosis



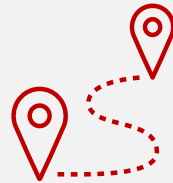
Performance Improvement ongoing quality improvement measuring adherence to evidence-based guidelines at improving care for heart failure patients

Certification Review Process



AGREEMENT:

Organization signs Certification Agreement, pays invoice, and enrolls in online network



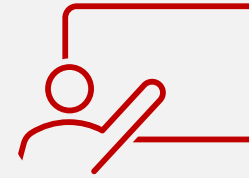
PRE-CERTIFICATION PREP:

Complete gap analysis and desk review form
Enroll in Quality & Certification Tool



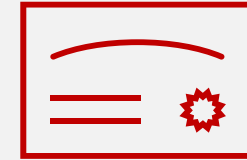
DESK REVIEW:

Reviewer completes evaluation of documents submitted to meet the heart failure certification standards.



VIRTUAL REVIEW:

A 90-minute virtual presentation via video conference and a PowerPoint of your heart failure program.



CERTIFICATION:

The AHA Reviewer submits a report to the expert panel. The Organization receives notification and a marketing kit to promote the certification.





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Benefits of Certification

For patients, agencies, and referral sources/insurance providers

Benefits for patients/caregivers

- ✓ Assurance that the care being received is at the heart of the certification
- ✓ Knowledge that the organization can provide services designed by heart failure, and post-acute care experts, using professional evaluation criteria supported by American Heart Association science
- ✓ Confidence their heart failure treatment is coordinated from admission and throughout care



Benefits for organizations

- ✓ Opportunity to promote an American Heart Association certification
- ✓ Opportunities for increased and more timely referrals
- ✓ Access to collaborating with other certified organizations nationwide
- ✓ Consultative services from American Heart Association staff



Benefits for referral sources/insurance providers

- ✓ Support care coordination and communication between the referral source and organizations, enhancing the continuum of care for the patient
- ✓ Provide confidence that organizations heart failure program is based on standards built on American Heart Association science
- ✓ Opportunity to demonstrate quality of care of program through measures and metrics





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State of Heart Failure Certification

Skilled Nursing Facility, Home Health, and Palliative/Hospice



Skilled Nursing Facility Heart Failure Certification

Launched: July 2019

Our first post-acute care certification



American Heart Association®
Certified Care™
Skilled Nursing Facility
Heart Failure

Mission: Establish a standardized framework for skilled nursing facilities to validate that their heart failure program has met the requirement criteria for certification.

Vision: Improve the outcomes of patients with chronic heart failure while working with acute-care hospitals, skilled nursing facilities, rehabilitation facilities, and other post-acute care providers.



Home Health Heart Failure Certification

Launched: October 2021



American Heart Association®
Certified Care™
**Home Health
Heart Failure**

Mission: Establish a standardized framework for home health agencies to validate that their heart failure program has met the requirement criteria for certification.

Vision: To improve the quality of care and life for heart failure patients during treatment.



Palliative/Hospice Heart Failure Certification

Launched: Today

Look for information about our
introduction webinar – March 17!



American Heart Association.
Certified Care™
**Palliative/Hospice
Heart Failure**

Mission: Establish a standardized framework for palliative/hospice agencies to validate that their heart failure program has met the requirement criteria for certification.

Vision: To improve the quality of care and life for heart failure patients during the final stages of treatment.

Interested in Certification?



If your organization would like to get started, send us an email at certification@heart.org



Don't forget to join our [Healthcare Network](#) to have access to:

- ✓ Essential resources
- ✓ Networking with experts across the country
- ✓ AHA consultative services

THANK YOU!

For questions or more information: please contact your local AHA Quality Improvement Manager OR reach out via the below link:
<https://www.heart.org/en/professional/quality-improvement/contact-your-local-get-with-the-guidelines-representative>

Registration for tomorrow's Lunch & Learn on Patient and Provider Resources: Heart Failure Tools You Can Use can be completed by clicking [here](#).