

U.S. House and Senate Notification  
Tuesday, September 13, 2011

To: Congressional Health Staff

From: Amy Hall  
Director, Office of Legislation  
Centers for Medicare & Medicaid Services

Re: HHS Launches Million Hearts Campaign

The Department of Health and Human Services (HHS) today launched The Million Hearts campaign. This campaign aims to prevent one million heart attacks and strokes over the next five years through enhanced quality and prevention efforts. Currently, cardiovascular disease costs \$444 billion every year in medical costs and lost productivity in Americans. By building on work already underway thanks to the Affordable Care Act, Million Hearts will help improve Americans' health and increase productivity.

Million Hearts is focused on two goals:

- Empowering Americans to make healthy choices such as preventing tobacco use and reducing sodium and trans fat consumption. This can reduce the number of people who need medical treatment such as blood pressure or cholesterol medications to prevent heart attacks and strokes.
- Improving care for people who need treatment by encouraging a targeted focus on the “ABCS” – Aspirin for people at risk, Blood pressure control, Cholesterol management and Smoking cessation – which address the major risk factors for cardiovascular disease and can help to prevent heart attacks and strokes.

A wide array of partners, including federal agencies, health care clinicians, private insurers, businesses, health advocacy groups, and community organizations are supporting Million Hearts with a wide range of activities. Additional information about the public and private-sector efforts that are part of the campaign may be found by accessing the following link <http://www.hhs.gov/news>

A live webcast of the event may be viewed today at 11:00 AM at <https://millionhearts.hhs.gov>.

Please contact the CMS Office of Legislation if you have questions at 202-690-8220. Thank you