How do you reduce the risk of stroke, heart attack and kidney failure in Medicare beneficiaries? Make some phone calls.

**Hypertension Disease Management Program**

Using automated technology to combat hypertension in older adults.

Approximately 59% of the Medicare population has hypertension, which is a significant but manageable risk factor for catastrophic cardiovascular events. So, Aetna set out to do something about it.

The result? A Hypertension Management Program so innovative and successful, it was cited by *Time Magazine* and is now available to all Aetna Medicare Advantage members with high blood pressure.
AETNA — AHEAD OF THE CURVE

Giving older adults the tools they need to empower change.

In December 2007, Aetna randomly selected 10,000 Aetna Medicare Advantage members with hypertension to participate in a pilot program for blood pressure management. Participants were given an automated blood pressure cuff for home use and blood pressure readings were collected by an Interactive Voice Response (IVR) system once a month or more to check on their progress. Those who participated received immediate feedback about their blood pressure reading and where to call for further advice. Alerts were also sent to Aetna nurse case managers when blood pressure readings were very high.

The results? As the January 10, 2011 Time Magazine article so succinctly put it:

“Of the 217 people who started out with uncontrolled hypertension and stuck with the program for a year or so, nearly 57 percent got their blood pressure under control.”

A breakdown of those results shows that for all the participants, on average:
- Systolic mean blood pressure was reduced 1.40
- Diastolic mean blood pressure was reduced 2.17

In addition, those with adequate control or well-controlled blood pressure increased from 67.8 percent to 73.3 percent; and there was a net 18 percent reduction among those whose blood pressure had been deemed out of control.

Expanded to all Aetna Medicare Advantage members.

The significant success of the initial pilot program led to one additional result. Today, Aetna offers the hypertension disease management program to all Aetna Medicare Advantage members with high blood pressure. To date, thousands of Medicare Advantage members have enrolled in the program. They are encouraged to call in their blood pressure readings on a weekly basis, and receive educational calls and mailings with tips on diet, exercise and taking blood pressure medication. Members also get personalized quarterly letters, with a graph showing their last 12 blood pressure readings, which they are encouraged to share with their physicians. In addition, if the Aetna nurse case manager is notified that a blood pressure reading is dangerously high (based on program standards), they reach out to the member’s physician. The program is available in English and Spanish.

The hypertension disease management program can not only benefit our Medicare Advantage members with high blood pressure, it provides a roadmap for how we can proactively help our members manage other health conditions in the future.

To find out more about how our ahead of the curve thinking can help you with your Medicare program, contact your Aetna account executive today.

“We are excited to have this program praised in a national publication, but more importantly, we are thrilled that this program is having a positive impact on the health of our members.”

— Randall Krakauer, M.D.
Aetna’s National Medicare

Dear Dr. Krakauer,

Just a note to let all of you fine people at Aetna know that I am using the B.P. monitor — and it may have saved me much anguish. It indicated an atrial fib which I was unaware of. I got an EKG and the monitor was right. I am now being treated not only for that, but for elevated B.P. as well. And the treatment is working.

Gratefully yours,
Aetna member

DOING OUR PART.

Aetna is a proud sponsor of The Million Hearts® initiative, a national effort to prevent one million heart attacks and strokes in the U.S. by 2017. Launched by the Department of Health and Human Services in 2011, Million Hearts brings together communities, health systems, nonprofit organizations, federal agencies, and private-sector partners from across the country to fight heart disease and stroke.


A Medicare Advantage organization with a Medicare contract. Health insurance plans are offered by Aetna Health Inc., Aetna Health of California Inc. and/or Aetna Life Insurance Company. Plans contain exclusions and limitations. Plan features and availability may vary by location and are subject to change. Health information programs provide general health information and are not a substitute for diagnosis or treatment by a physician or other health care professional.

Not for distribution to Medicare beneficiaries

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