

**Awardee Selection: Hypertensive
Disorders Equitably Addressed
with Remote Technology for
Birthing People (HEART-BP)
Investment Program**

October 10, 2024



Hypertensive disorders Equitably Addressed with Remote Technology for Birthing People (HEART-BP) Investment Program Overview



The purpose of the HEART-BP investment program is to accelerate adoption of **remote blood pressure**



monitoring (RBPM) with an emphasis on ensuring access for populations experiencing disproportionate prevalence of **hypertensive disorders of pregnancy** (HDP) and/or risk of severe maternal morbidity (SMM) in areas and populations, including Black non-Hispanic and Hispanic birthing people.

- **Remote blood pressure monitoring** (RBPM): Telehealth that monitors patients outside the traditional care setting using blood pressure monitors.
- **Hypertensive disorders of pregnancy** (HDP) include:
 - Chronic hypertension
 - Preeclampsia-eclampsia
 - Preeclampsia superimposed on chronic hypertension
 - Gestational hypertension



\$1.5 Million

The HPC will invest \$1.5 million in funding for the HEART-BP Investment Program.



27-30 Months

The program's Period of Performance will be 27-30 months, comprising a mandatory Planning Period of three to six months, and a 24-month Implementation Period.



5 Awards

The HPC will award funding of up to \$300,000 each to four DHTF-eligible hospitals and one provider of OB services through the PRTF.



6 Months

Following the Period of Performance, there will be a six-month Evaluation Period during which Awardees will participate in evaluation-related activities.

HEART-BP Investment Program Aims

1

Support Awardees in making high-quality, patient-centered RBPM programs available to appropriate patients for a minimum of 6 weeks postpartum.

2

Improve access to care, experience of care, and outcomes for birthing people experiencing HDP.

3

Ensure that Awardees address the presence of or potential for inequities in access, outcomes, and experience in all elements of the Program.

4

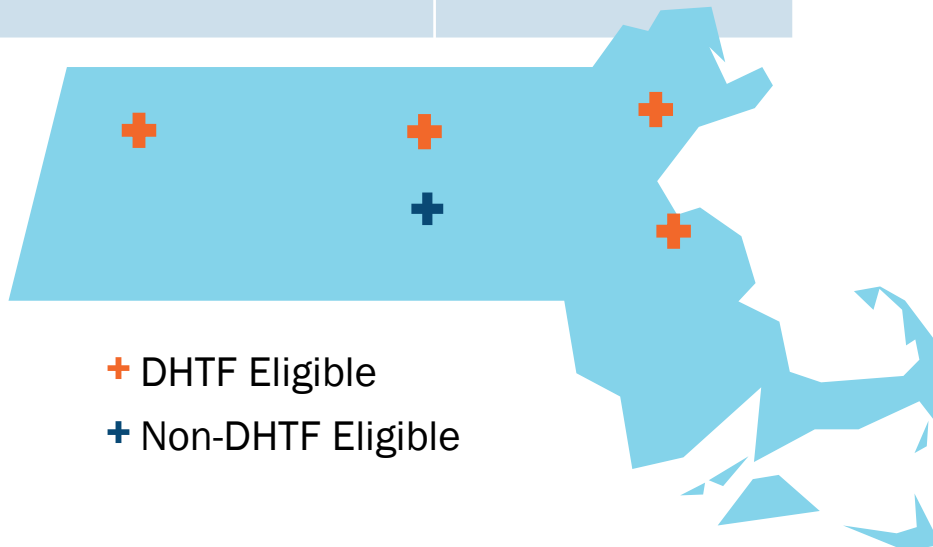
Reduce avoidable readmissions and ED visits associated with HDP to support both the clinical and the business case for RBPM.

5

Capture Program insights that can inform development of sustainable, scalable RBPM programs across the Commonwealth by collecting data on relevant processes, outcomes, experience, and avoided costs.

Review and Selection Committee Award Recommendations

APPLICANT	AWARD AMOUNT
Berkshire Medical Center	\$299,788
Beverly Hospital	\$299,073
Edward M. Kennedy Community Health Center	\$300,000
Heywood Hospital	\$300,000
Signature Health Care Brockton Hospital	\$300,000



ACHIEVING HEALTH EQUITY IN MASSACHUSETTS (AHEM) PRIORITY COMMUNITIES SERVED
Athol
Brockton
Fitchburg
Holbrook
Lynn
North Adams
Orange
Pittsfield
Rockland
Southbridge
Ware
Webster
Winchendon
Worcester

Requested HPC funding:
\$299,788

**Achieving Health Equity
Massachusetts (AHEM)
Communities Served:**

- North Adams
- Pittsfield



Program Overview:

Berkshire Medical Center proposes to create a new RBPM program built on a partnership between Berkshire Obstetricians, nursing staff and an external contractor, who will provide the hardware, software, and technology platform needed for remote monitoring. Berkshire intends to use HEART-BP funds to support start-up costs, with the goal of increasingly relying on insurance reimbursement so that RBPM is embedded in their approach to providing prenatal care.

Key Features:

Hiring a **bilingual, bicultural community health worker** to support the adoption and maintenance of RBPM and connect patients to local resources.

Provision of **cellular enabled blood pressure cuffs**; not relying on patient access to internet or data.

Soliciting input on design and planning through **1:1 interviews with eligible birthing patients** at any stage of pregnancy or postpartum care.

Requested HPC funding:
\$299,073

**Achieving Health Equity
Massachusetts (AHM)
Communities Served:**

- Lynn



Program Overview:

Beverly Hospital proposes to build on an existing outpatient RBPM program with the creation of the “Beverly Engagement for Advancing Cardiovascular Outcomes in New parents” (BEACON) program, which they hope will surface best practices and foster program expansion across the BILH system. Clinical pharmacists will serve as patients’ primary point of contact and will be responsible for BP monitoring and medication management.

Key Features:

Provision of tablets that can be **pre-configured to 30 different languages** for patients without cell phones.

Engagement with **patient experience advocate** to inform development of patient-facing educational materials and program design.

Transition of clinical oversight from the BEACON program to primary care through one year after postpartum period.



Requested HPC funding:

\$300,000

Achieving Health Equity Massachusetts (AHM)

Communities Served:

- Southbridge
- Ware
- Webster
- Worcester



Program Overview:

Kennedy Community Health proposes to build on their existing BP monitoring program through the establishment of “Remote Blood Pressure Monitoring for Obstetric Patients” (BP-OB). The BP-OB program will include birthing people with an HDP diagnosis as well as patients at risk for HDP. Kennedy Community Health will leverage its existing relationship with a BP monitoring vendor to provide cuffs, technology onboarding, and TA to patients, in addition to managing an online dashboard.

Key Features:

Offering wireless, cellular-enabled blood pressure monitoring cuffs improved to **fit patients with larger arm circumferences.**

Creation of an **internal engagement campaign** to improve outreach to populations at disproportionate risk of HDP.

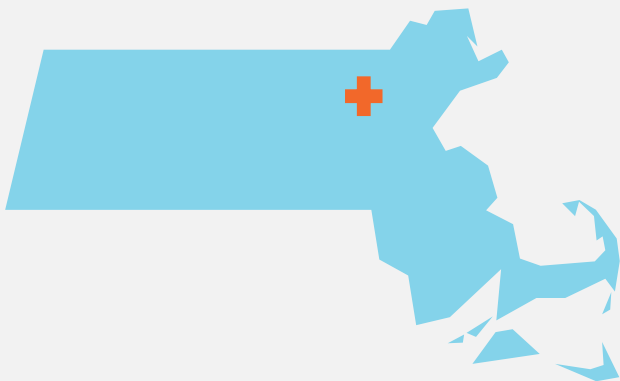
Implementation of **continuous patient feedback mechanisms** through regular check-ins and surveys to improve their program.



Requested HPC funding:
\$300,000

Achieving Health Equity Massachusetts (AHM) Communities Served:

- Athol
- Fitchburg
- Orange
- Winchendon



Program Overview:

Heywood Hospital proposes to create a new RBPM program that involves primary care, family medicine, obstetrics, an external consultant to provide telehealth TA, and a third-party vendor to provide RBPM software and hardware. Heywood seeks to adopt an RBPM option that may allow for monitoring of a broader set of diagnoses in the future, and they intend to bill for applicable services to promote sustainability of their program.

Key Features:

Convening a **maternal care hub** that brings together clinicians, CBOs, and patients with lived experience to build community linkages and strengthen social supports.

Providing referrals to **culturally competent doula services** that can offer patients ongoing support and encourage engagement in RBPM.

Developing **culturally and linguistically appropriate educational materials** tailored for priority populations, including for those with low technology and literacy levels.

Requested HPC funding:

\$300,000

Achieving Health Equity Massachusetts (AHM)

Communities Served:

- Brockton
- Holbrook
- Rockland



Program Overview:

Signature Healthcare seeks to establish a new program that serves patients at risk of HDP as identified by referring physicians in Signature Medical Group. The program proposes to work with an external contractor to provide RBPM technology and collect patient data. A Signature nurse care manager will conduct monthly check-ins, provide care coordination with enrolled patients' care teams, and handle patient education.

Key Features:

Creation of a program implementation team that engages **two birthing people of color with lived experience**, who will share input based on their delivery experiences at Signature.

Provision of **smart phones and discounted data plans** for patients without cellphone and internet access.

Develop **culturally and linguistically appropriate educational materials** tailored for priority populations, including for those with low technology and literacy levels.

Anticipated HEART-BP Program Timeline

