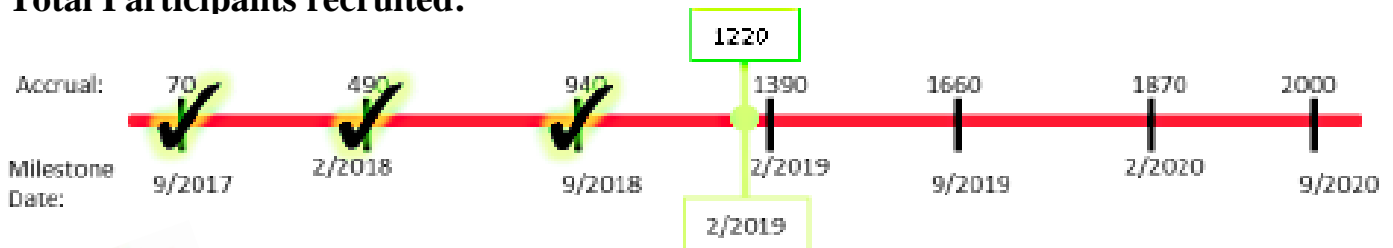


Southeastern Collaborative to Enhance Blood Pressure Control

North Carolina Newsletter: *Practice Facilitation* Edition

Total Participants recruited:



Practices currently participating: 30 out of 30
Congratulations on reaching target practice recruitment
& thank you for continuing to participate!

Program Manager Highlight

ECU is located in Greenville, NC. We are responsible for recruiting and enrolling 250 patients at 30 sites. Our active study sites are spread out geographically two hours north, and two hours to our south, and as far as about 1.5 hours to the west as well. This means that on any given month, my primary data collection assistant travels over 1,500 miles to interact with patients and staff at these sites. As far as site recruitment, study parameters required that the sites be rural, and serve a large population of underserved African Americans, and have a large population with uncontrolled hypertension. This describes most of Eastern North Carolina, so I had a lot of clinics to contact.

The sites I have enrolled in the study are hospital owned, private family/internal medicine practices, and community health centers. I even have one free clinic, that specializes in adult patients with common chronic diseases like hypertension – so that was a great fit! Without a doubt, 100% of sites are BUSY.

We are grateful that our sites don't mind us being around to conduct patient interviews. My staff work with each location to minimize our impact, greet, room and interview the patients enrolled in the study, and we bring our own equipment. We also do our own chart review for enrolled patients, and work with each clinic on if they want to give us access to the electronic medical record, or if they would rather print out patient info for us. We do our best not to bother providers or interfere with the busy practice day, and have maintained great relationships thus far.



Alyssa Adams
Research Specialist

Southeastern *Collaboration*

www.southeasterncollab.org

Meet our Change Agents!

Change Agents engage health care practices to facilitate changes that improve outcomes for patients and staff members



“To enhance the accuracy of blood pressure measurement within the clinic, the practice purchased noise reduction/ sound machines for 9 patients visit rooms. Patients thus are provided a more relaxed setting and the opportunity to rest prior to having their blood pressures taken. Staff members have seen dramatically lower blood pressures on many of their patients with adding this simple and effective process to their work flows.”

– Jennifer Rees, RN, CRN, CPF



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



“Our education boards located in patient areas within clinics include our red hearts and multiple messages about high blood pressure. We continue to message about the importance of using out of office blood pressure measurement and will be raffling off 2 home blood pressure machines for the clinics’ patients during Heart month. Additionally, we will use this activity to advertise into the community what the clinic is doing to help spread the messages.”

– Shannon H. Peaden, CMC,
MBA



WHAT IS PRACTICE FACILITATION?

A HIGHLY CUSTOMIZED, STAGED APPROACH TO HELPING A PRACTICE TO IMPLEMENT PROCESS AND STRUCTURAL CHANGES TO ENHANCE THE QUALITY OF CARE AND IMPROVE PATIENT AND STAFF SATISFACTION



Photo above is from activity during “heart month” implemented in primary care practices that are receiving the practice facilitation intervention.

Facilitators are **certified** to have 4 core competencies:

1. **Interpersonal skills to build and support for and facilitate change**
2. **Methods for accessing and using data to drive**
3. **Quality improvement and change management strategies**
4. **Health information technology optimization**

