Headway on Health Equity Improves Outcomes

CHCSEK

17 Clinics, 60,000 Patients served in 2019

We received a Grant to REDUCE Blood Pressure

When we called to ENROLL the PATIENTS

Hey, we got a GRANT. Do you want to

No way!

Hi, I'm Mallory from CHC. I'm calling to talk about your BP.

I'd like to participate

Collect data

Be a Community connector

ASK 1 More Question

Hoxie Medical Clinic. Helping those caught in the Rip Current

Stay Between the Flags

Blood Pressure

Induction Challenge

Tangible incentives

Worked:
- Trackers for smartphone
- Gift cards

Failed:
- Personal Trainer - exercise plan
- Dietician - meal plan

Lesson learned

I only have $5.00

Prepare to ADDRESS more than just the Blood Pressure

Her chart says she likes ENSURE... she's probably hungry.