Headways On Health Equity Improves Outcomes

17 Clinics

60,000 Patients served in 2019

CHC SEK

We recieved a GRANT to REDUCE Blood Pressure

When we called to ENROLL the PATIENTS

We sounded like Tele Marketers

Hey, we got a GRANT... Do you want..

No way!

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

I'd like to Participate

Be Patient Centered

I only have $5.00

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

Prepare to ADDRESS more than the Blood Pressure

Blood Pressure

INDUCTION CHALLENGE

tangible INCENTIVES

worked
- Trackers for Smart phone
- Gift Cards

failed
- × Personal Trainer - exercise plan
- × Dietician - meal plan

lesson learned

Collect data

Be a community connector

ASK 1 More Question

What are the Patient's

fears?

concerns?

Stay Between the Flags

HOXIE MEDICAL CLINIC

helping those caught in the Rip Current