



Design Discussion for Innovation in cardiac rehab

Oct. 7, 2022 | 1-4:00 pm



Blue Cross
Blue Shield
Blue Care Network
of Michigan



Welcome to



Transforming health and
healthy behaviors **by design.**

Meet the HBOM team



TAMMY



TOM



ANN



MARIKA



SARAH



LARREA



NOA



RYAN



MIK



FRANKIE



Teachable Moments

Major Health Events



Tobacco Cessation



Healthy Eating



Physical Activity

Cardiac Rehabilitation

Partnering on the core components



Design Expertise and Support



Noa Kim
Informatics Design
Lead



Larrea Young
Multimedia Designer



Tobacco Cessation

MICHIGAN TOBACCO
QUITLINE
1.800.QUIT.NOW
1.800.784.8669 michigan.quitlogix.org

It's never too late to
QUIT smoking.



Take a deep breath,
you CAN quit!

Designed by Maryellen Cusick

Give yourself more time to stop
and smell the roses.

STOP SMOKING

Quitting is the best thing you can
do for your health. Benefits include...

Decreased:

- ⚠ Risk of death
- ♥ Heart attack
- ⚠ Risk of stroke
- ⚠ Cancer

Improved:

- 👃 Smell & taste
- 🔄 Circulation
- 🌱 Reproductive health
- 🫁 Lung function
- 🔋 Energy level

Designed by
Sandi Osterlund,
Nurse and Data Analyst

1.800.QUIT.NOW
michigan.quitlogix.org 1.800.784.8669

MICHIGAN TOBACCO QUITLINE

1.800.QUIT.NOW



Why call the
MICHIGAN TOBACCO QUITLINE?

Because they offer FREE...

- ☐ Personalized counseling
- ☐ Educational materials
- ☐ Referrals to local programs
- ☐ Online coaching
- ☐ Text-messaging
- ☐ Nicotine replacement (if you qualify)

SCAN
to learn more



michigan.
quitlogix.org

YOU CAN QUIT SMOKING RESOURCE GUIDE

HBOM
HBOMich.org

MICHIGAN TOBACCO
QUITLINE
1.800.QUIT.NOW
784.8669

FREE Confidential
Counseling & Support

DOUBLE your chances
of quitting.

Call Now
1.800.QUIT.NOW

Or Enroll Online
michigan.quitlogix.org

Call the Michigan
Quitline to learn about
options for receiving
these treatments FREE!



LEARN MORE

TREATMENT	HOW TO GET	HOW TO USE	PROS / CONS	NOTES
PATCH	★ OVER THE COUNTER or PRESCRIPTION	REPLACE PATCH ONCE DAILY	✓ Easy to use ✓ Few side effects ✗ Less flexible dosing ✗ Slow nicotine release	
GUM	★ OVER THE COUNTER or PRESCRIPTION	USE AS NEEDED* Up to 24 pieces per day	✓ Fast nicotine release ✓ Flexible dosing ✗ Lots of chewing ✗ Can't eat or drink during use	
LOZENGE	★ OVER THE COUNTER or PRESCRIPTION	USE AS NEEDED* Up to 20 lozenges per day	✓ More nicotine than gum ✓ Flexible dosing ✗ Can cause nausea ✗ Can't eat or drink during use	
NASAL SPRAY	★ PRESCRIPTION	SPRAY ONCE IN EACH NOSTRIL Up to 40 doses per day	✓ Fastest nicotine delivery ✓ Flexible dosing ✗ Frequent use necessary ✗ Can cause nose & throat irritation	
INHALER	★ PRESCRIPTION	5-20 MIN SESSIONS THROUGHOUT THE DAY* Up to 16 cartridges per day	✓ Keeps hands busy ✓ Flexible dosing ✗ Frequent use necessary ✗ Can cause mouth & throat irritation	

PRESCRIPTION ONLY

MEDICATION BUPROPION
May also be called
WELLBUTRIN ZYBAN

PROS / CONS

- ✓ Easy to use
- ✓ 90% form
- ✓ Few side effects

✗ May not be good for people with certain medical conditions like high blood pressure or seizures

HOW TO USE*

Start 1-2 weeks before quit date. It will take this long to feel the effects of the medication.

Can be used with other treatments (gum, patch, nasal spray, lozenge, and inhaler)

Can be used for up to 12 months.

8 hours apart

160 mg 180 mg 150 mg

Day 1-3 1 Tablet
Day 4-7 2 Tablets
Twice Daily

Notes

PRESCRIPTION ONLY

MEDICATION VARENICLINE
May also be called
CHANTIX

PROS / CONS

- ✓ Easy to use
- ✓ 90% form
- ✓ Significantly reduce cravings

✗ Can cause nausea, mood changes, and abnormal dreams

HOW TO USE*

Start 1 week before quit date. It will take this long to feel the effects of the medication.

Take with food and water. Can be used for up to 12 months.

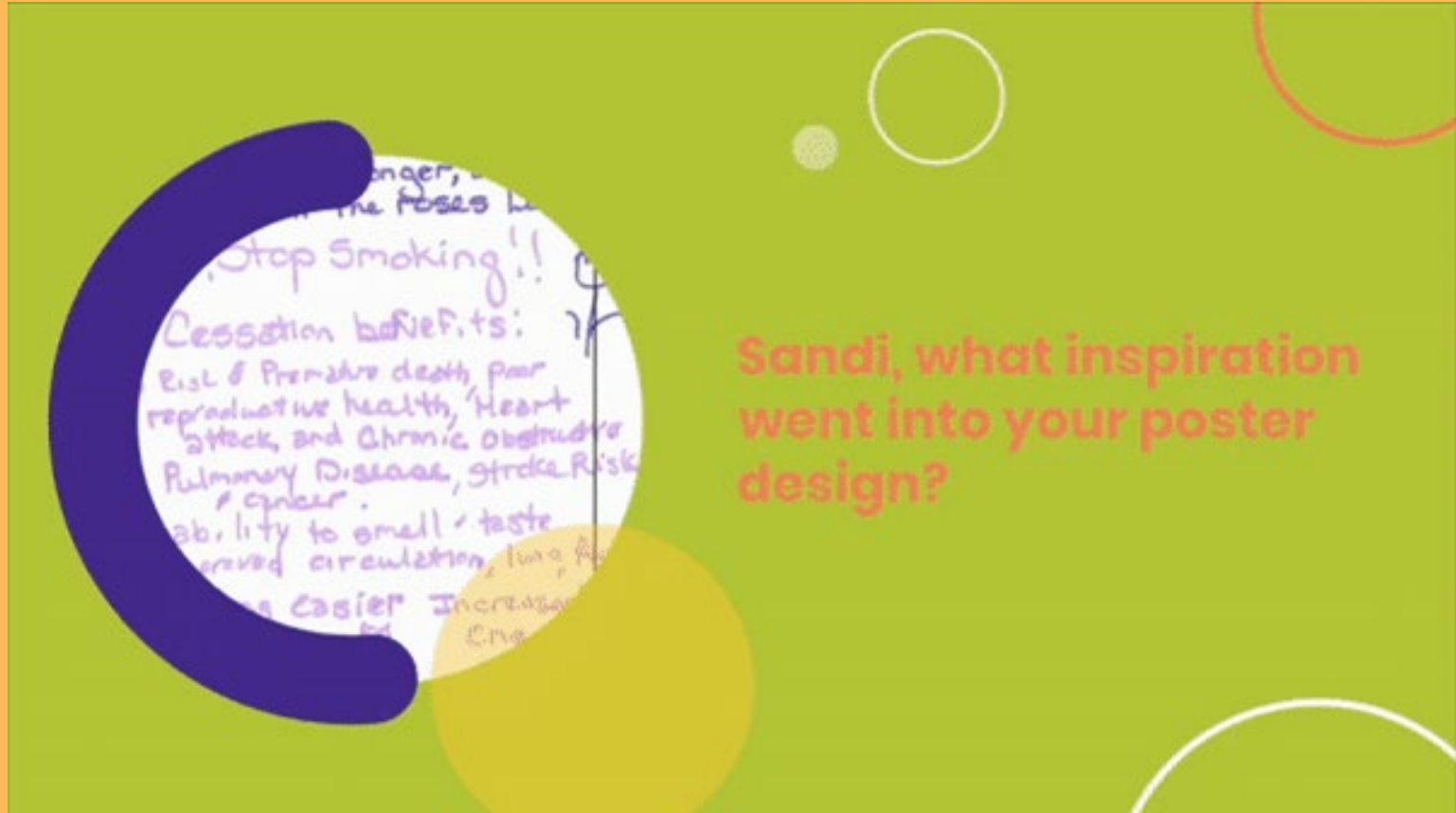
0.5 mg 0.5 mg 0.5 mg

Day 1-3 1 Tablet
Day 4-7 2 Tablets
Twice Daily

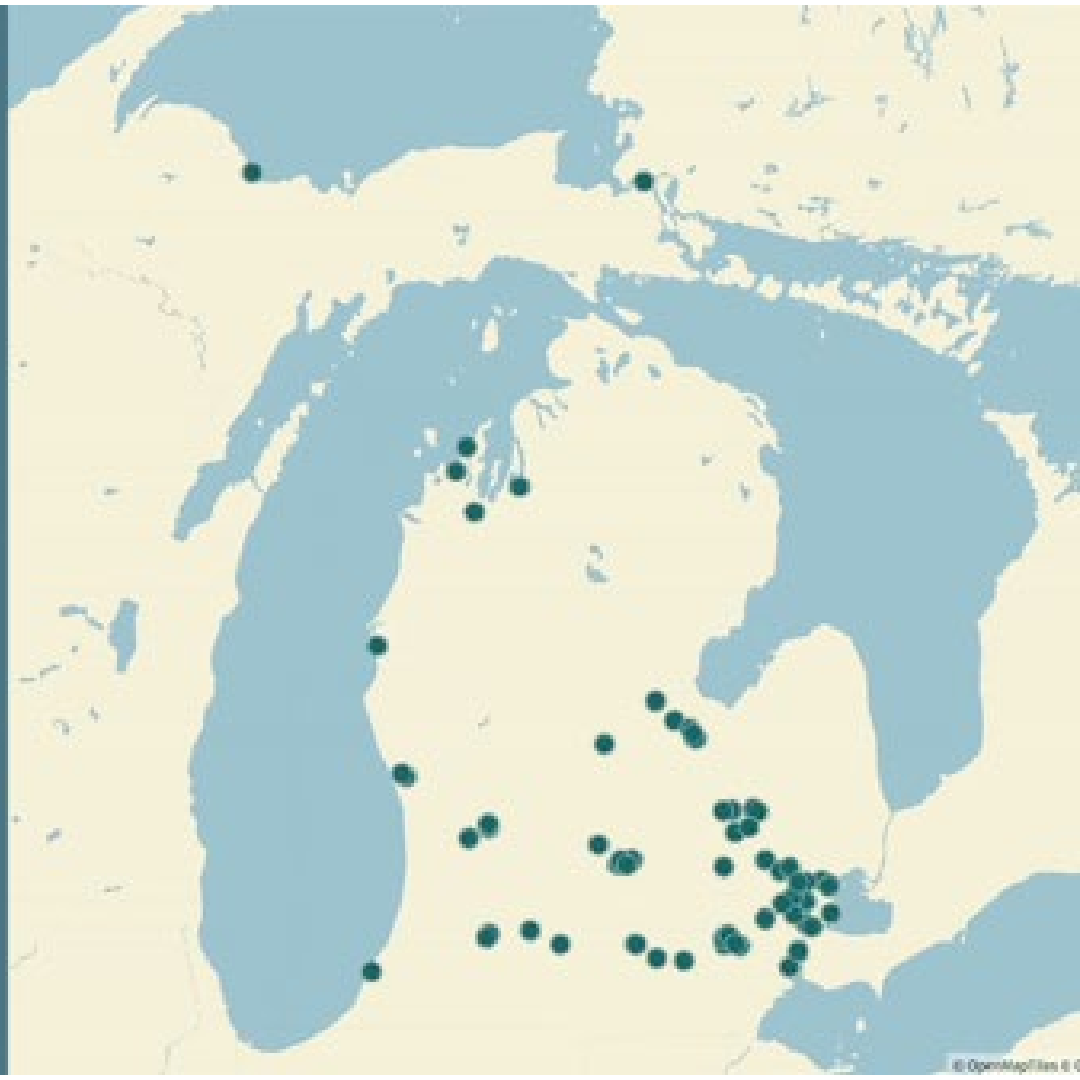
Notes

*Consult your doctor to determine the appropriate treatment options and dosing.

Build Champion buy-in by design.



**In its first six
months,
the HBOM
Tobacco
Cessation
Provider Box
has reached**





Healthy Eating



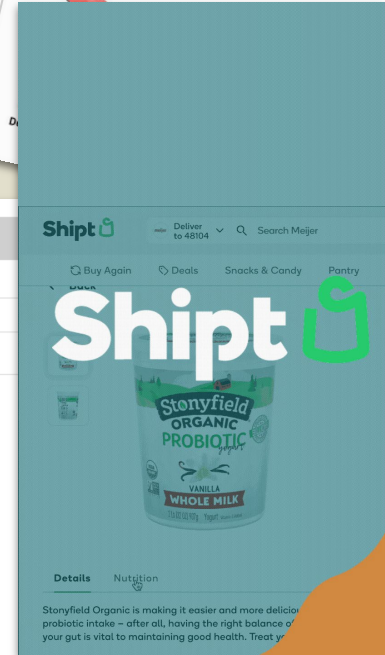
Shipt  Add ingredients to cart

 Print Recipe

_____  _____ 

INGREDIENTS

- Cheese crisps (Parmesan, cheddar, etc.)
- Nut butters (no added sweeteners)
- Pork rinds or chicharrons
- Beef jerky or sticks (no added sugars or starches)
- Pecans
- Brazil nuts
- Macadamia nuts
- Hazel nuts
- Walnuts
- Peanuts
- Almonds
- Pumpkin seeds
- Sunflower seeds



Our Approach

Listen systematically.

Interdisciplinary rapid design research methods—from coloring contests to clinical case data analysis, making the most of your existing knowledge base, the wisdom of your members, and competitive analysis across industries.

Create strategically.

Grounded in the problem, scoped for your specific resources and needs. Made with you.

Implement iteratively.

Prototype. Iterate. Scale.

“Most striking thing about the heart attack was it kicked the confidence out of me. I didn’t know if I could lift a spoon.”

John

Graduate of cardiac rehab

“All of a sudden I felt confident. They could see what my heart was doing. You can crank it up some more. And the most important thing, aside from the confidence, they had great music. A lot of Motown.”

John

Graduate of cardiac rehab

Creating more positive experiences like
John's

**How might we innovate the
current cardiac rehab system
from referral to completion
to create better experiences
and outcomes for all patients
who could benefit?**

Opportunities for support

Based on the Cardiac Rehab Toolkit

Referral Process

Educational materials and resources for patients and providers (ex. “need to know” information for discharge)

Inpatient Liaison Programs

Patient cost assistance resources

Patient facing map with program options to reduce commute

Enrollment

Identify barriers to patient enrollment and design tools, strategies, pilot programs, etc to overcome these barriers

Improving Attendance

Collect feedback through design activities with patients

Identify innovative ways to keep patients motivated and attending appts

System-Wide Changes

Materials that demonstrate value to care teams, physicians, and administrators