

NEW BEAT Heartfelt, Pragmatic Support to Increase Cardiac Rehab Enrollment after PCI

Team: Larrea Young, MDes, Human Centered Designer, Healthy Behavior Optimization for Michigan (HBOM) part of Michigan COIs, **Noa Kim, MS**, Informatics Lead, HBOM; **Marika Waselewski, MPH**, Program Manager, HBOM; **Thomas Cascino, MD, MSc**, Clinical Lecturer, Internal Medicine, University of Michigan; **Tammy Chang, MD, MPH, MS**, Associate Professor, Family Medicine, University of Michigan

value prop

NEW BEAT: A Fresh Start to a Healthier Heart

Maximizing the **ten-second teachable moment** between patients and the cardiologists who save their lives, while **minimizing the effort** to successfully connect patients to cardiac rehabilitation and its positive, long term health impacts.

impact

- ✓ Increase the number of patients who are referred and attend cardiac rehab.
- ✓ Reduce barriers such as transportation and lack of knowledge to cardiac rehab enrollment and attendance.
- ✓ Centralize and unify actionable, intuitive information about cardiac rehab via a comprehensive digital hub.
- ✓ Empower patients to seek out cardiac rehab options and work collaboratively with providers.

problem + solution



Counseling each patient on cardiac rehabilitation options is challenging and time consuming, and resources are often not organized, easy to access, or well-designed.

New Beat's Digital Hub provides easy access to important information and resources for both patients and providers. The Hub will help patients take a more active role in their recovery and support physicians in providing more efficient care. With clear navigation, intuitive search functions, and up-to-date information, this digital hub will save valuable physician time by providing a central location for information that might otherwise require time-consuming research or consultations with colleagues.

Patients are inundated with post-operative paperwork and discharge instructions, on top of the overwhelming and disorienting experience of having a cardiac event.

We break through the noise, providing a heartfelt keepsake card, signed and hand-delivered by their cardiologist or surgeon. Inside are simple instructions to access New Beat's free Digital Hub paired with a personal message from a recent cardiac rehab participant.



timeline

MAR 2023

NEEDS ASSESSMENT
Brainstorm sessions with CR specialists, cardiovascular medicine teams

APR 2023

PARTICIPATORY DESIGN
Activities with CR patient volunteers and CR staff

MAY 2023

PILOT SET UP
Program Logistics, Information gathering, patient interviews, media and web production, card design

JUN - AUG 2023

NEW BEAT LAUNCH

SEP - OCT 2023

ASSESSMENT AND REVIEW
Survey, interviews, web analytics

acknowledgements

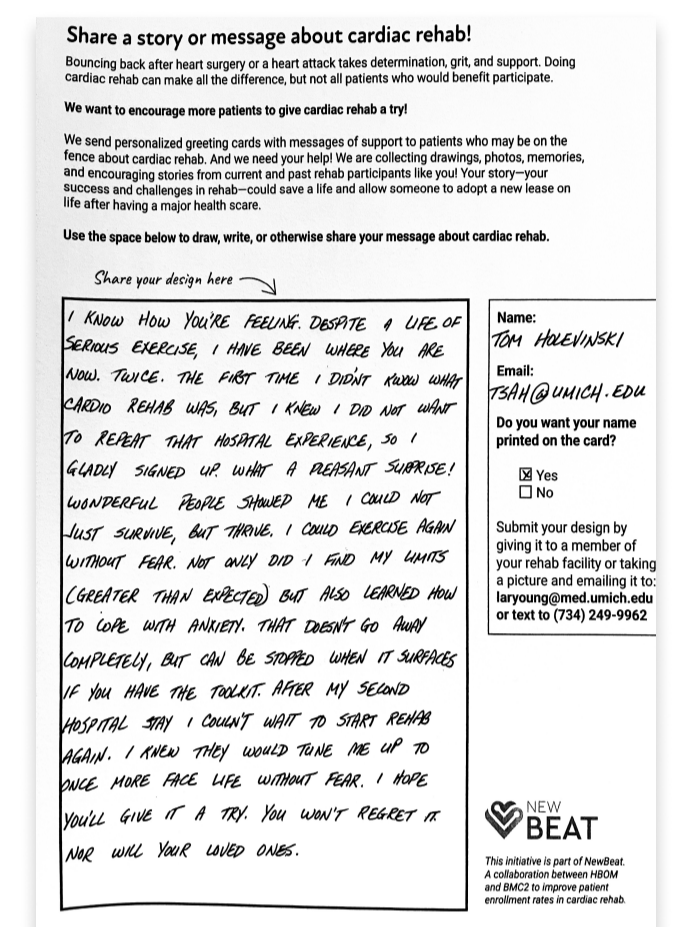


aims

AIM 1: SIMPLIFY THE PROCESS for interventional cardiologists' to counsel patients on attending cardiac rehab as an important component of recovery after PCI.

MEASUREMENT OF SUCCESS

Utilization of the New Beat referral cards and post-pilot feedback from participating physicians

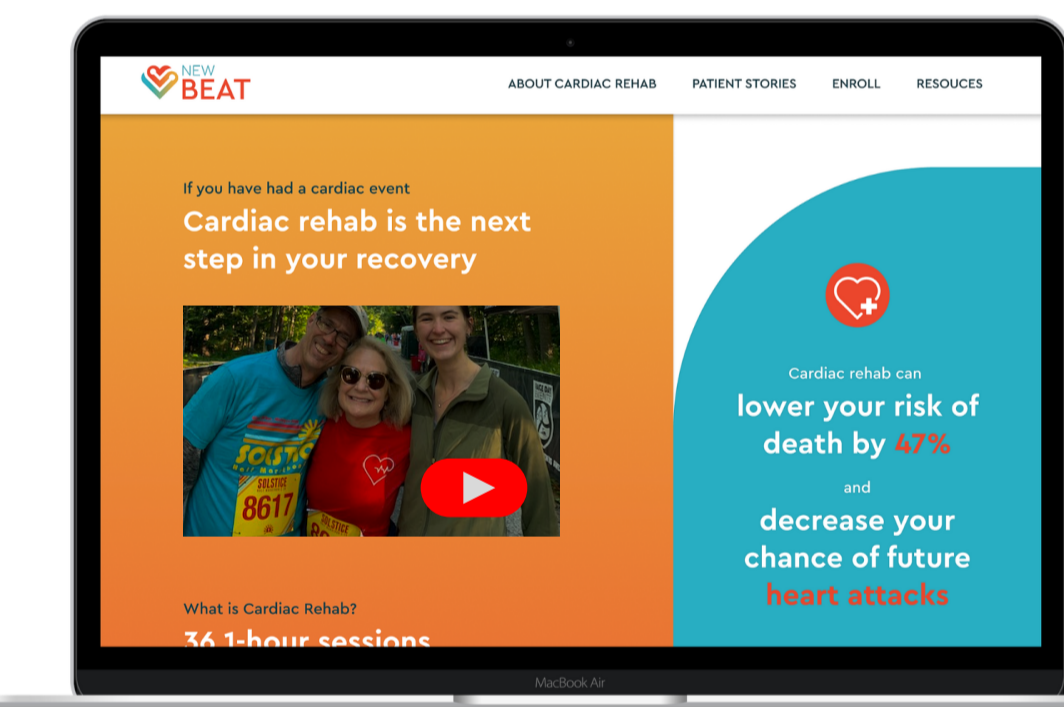


AIM 2: INCREASE ACCESS

to useful, actionable, and just-in-time information on starting cardiac rehab after percutaneous coronary intervention (PCI)

MEASUREMENT OF SUCCESS

Development and utilization of the New Beat cardiac rehab Digital Hub



budget

Total Award: \$6000 (\$2000 + \$4000)

Estimated Budget Breakdown:

- Staff time for design, development, and implementation (\$3000)
- Referral Card printing for 250 patients (\$500)
- Shipping and dissemination (\$200)
- Online platform hosting (\$1500)
- Additional software licenses (\$800)