



Buying Home Blood Pressure Monitors to Support SMBP: How to Get Started

May 13, 2021

THE NACHC MISSION

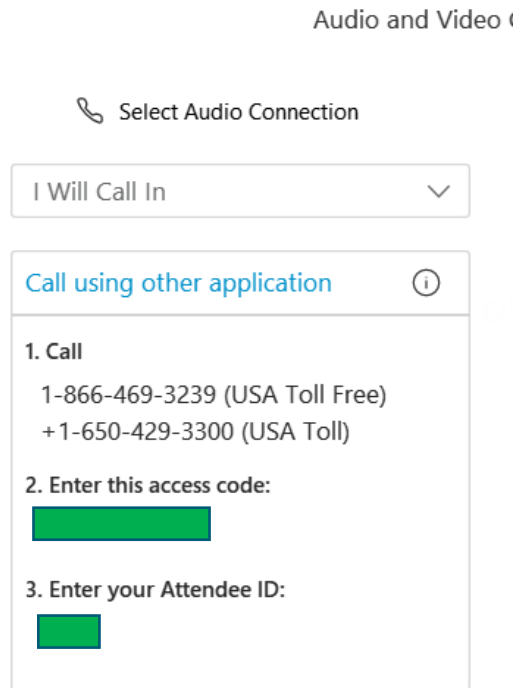
America's Voice for Community Health Care

The National Association of Community Health Centers (NACHC) was founded in 1971 to promote efficient, high quality, comprehensive health care that is accessible, culturally and linguistically competent, community directed, and patient centered for all.

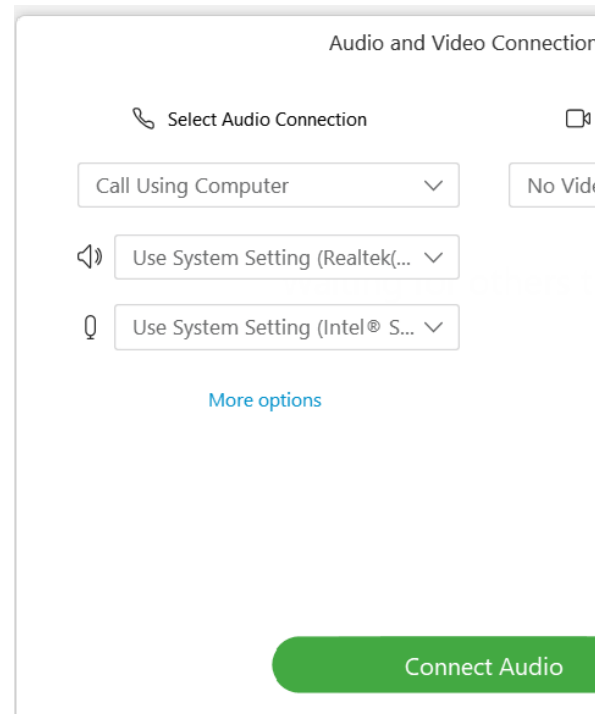


AUDIO CONNECTIONS

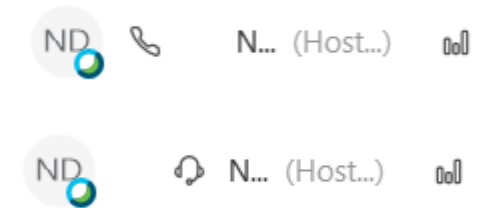
Option 1: “I Will Call In”
Follow the unique 3-step process on your screen



Option 2: “Call Using Computer”
You must have computer speakers and microphone

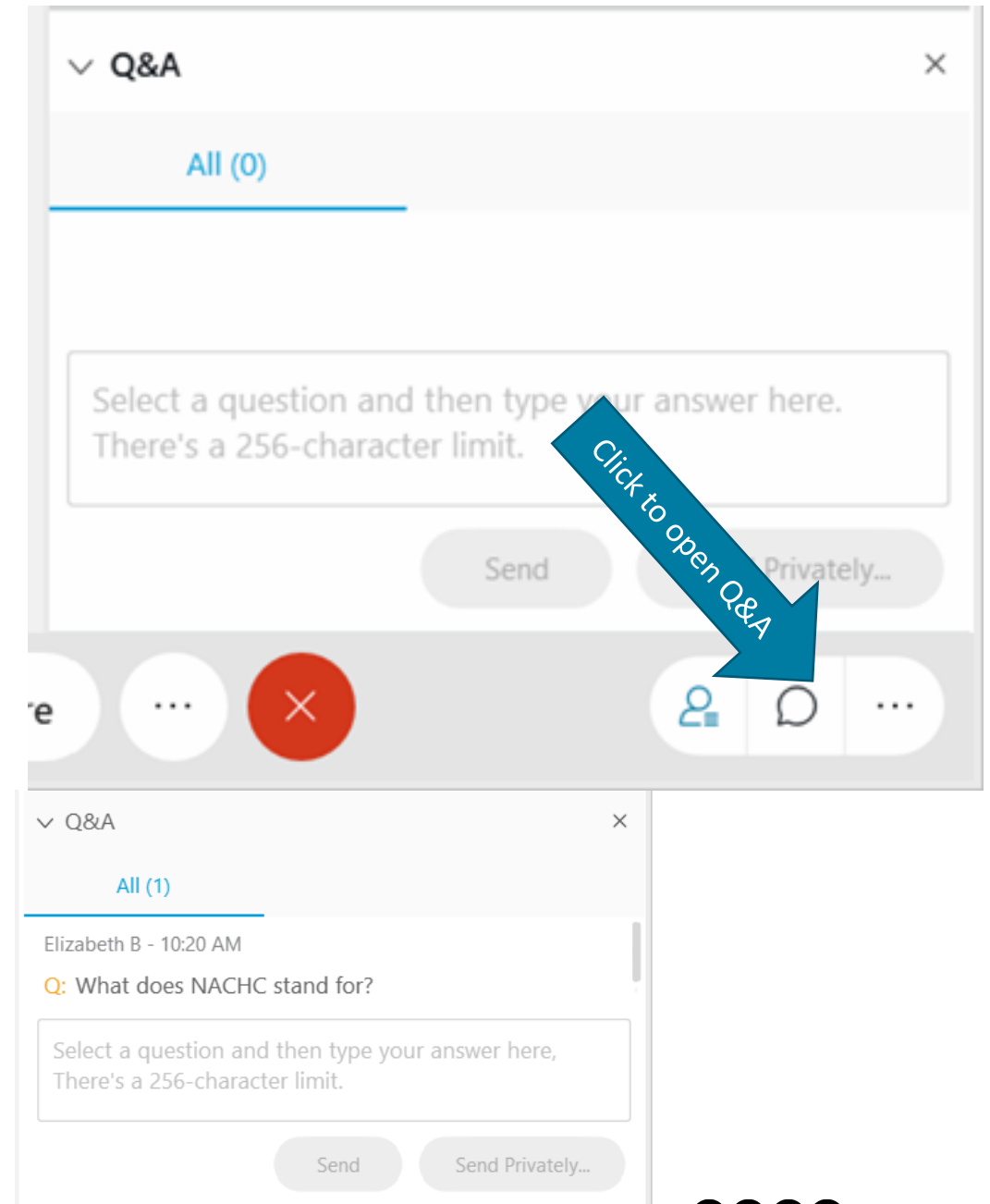


After connecting, if you don't see a phone/headset icon next to your name, please attempt to connect your audio again!



ASKING QUESTIONS

1. **The Q&A feature** is available to ask questions or make comments anytime.
2. **Open the Q&A box** at the bottom of the WebEx window to open the Q&A box on the bottom righthand side of the window.
3. **Type your questions**, as appropriate.
 - Click **“SEND”** to send your question
 - *Do not click send privately*
 - You may open/close Q&A panel box by “clicking” the ... bubble
4. **Questions from the chat** will be answered and later posted on the NACHC website (www.nachc.org).



Friendly Reminders

- Today's Event is being **RECORDED**
- All attendee lines have been **MUTED**
- The **Q&A BOX** is open for the duration of this event
- Questions from the **Q&A BOX** will be answered after the presentation is completed or in our FAQ document
- You'll be presented with a brief **SURVEY** after the event is completed





Helpful Handouts

- **Choosing a Home Blood Pressure Monitor: Notes Sheet**
 - Can be found here: <https://www.nachc.org/wp-content/uploads/2021/05/Home-BP-Monitor-Considerations-and-Comparisons-May-10-2021.xlsx>
 - Can be used as a template for note taking during this webinar or for your own manufacturer/device assessment purposes.
- **Choosing a Home Blood Pressure Monitor: Scoring Rubric**
 - Can be found here: <https://www.nachc.org/wp-content/uploads/2021/05/Home-BP-Monitor-Considerations-and-Comparisons-May-10-2021.xlsx>
 - Can be used to assist with determining the importance of specific criterion and scoring devices based on those criteria.
- **Choosing a Home Blood Pressure Monitor: At-a-Glance Comparison**
 - Coming soon!
 - High-level comparison of all the manufacturers/devices being discussed today.

Purpose of Today's Event



Agenda

- 1 Considerations for Device Selection (CDC, HFP)
- 2 Validated Device List (AMA)
- 3 SMBP Reimbursement (NACHC)
- 4 How to Get the Best Possible Discounts (NACHC)
- 5 Overview of Home Blood Pressure Monitors (Manufacturers)
- 6 Resources (NACHC)

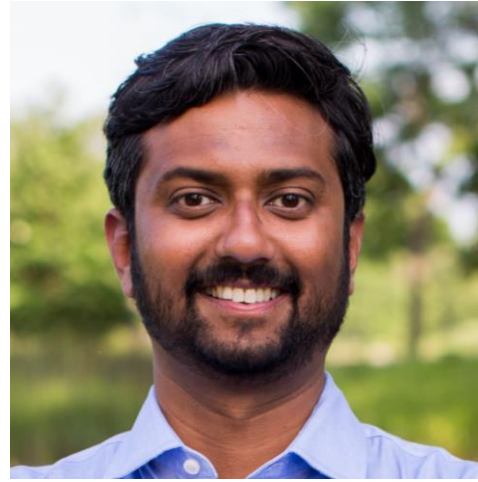
Speakers



Hilary K. Wall, MPH
Senior Health Scientist/
Million Hearts Science Lead
Division for Heart Disease and
Stroke Prevention
CDC



Debra McGrath, RN
Director, HIT
Health Federation of
Philadelphia



Nar Ramkissoon
Senior Manager
Improving Health Outcomes
American Medical
Association



Cheryl Modica, PhD, MPH, BSN
Director, Quality Center
NACHC



Danny Hawkins
Senior Vice President
Community Health Ventures

Speakers



Greg Lillegard, MS
Chief Operating Officer
A&D Company, America



Vincent Constantine
Director, Channel
Management
Patient Monitoring and
Diagnostics
Hill-Rom-WelchAllyn



Jonathan Hogan
Marketing Manager
WelchAllyn Home and
eCommerce



Carol Lucarelli
Director, Marketing and
eCommerce
OMRON Healthcare, Inc.



Timothy Shipman
Head of Sales, US
Withings Health
Solutions



Logan Harper
Business Development
RPM Solutions
Withings Health Solutions

Considerations for Device Selection



Considerations

1. Choose a validated device:

<https://www.validatebp.org/>

2. Choose an upper arm device

NOTE: Validated wrist devices can be used if an appropriately sized upper arm cuff is not available or there is a medical reason not to measure upper arm blood pressure

3. XL Cuff available (15.75" – 21.25"):

NOTE: At the 10 health centers that participated in the NACHC Accelerating SMBP Project, 50% of health center patients with hypertension required XL cuffs

4. Bluetooth-enabled self-reporting

5. AC Adapter available

6. Memory storage capacity

7. Multi-user capable

8. Averaging capability (e.g., whether it takes 2-3 measurements automatically and averages – more convenient)

9. Ease of use

10. Insurance coverage

11. Cost

12. Group purchasing opportunities

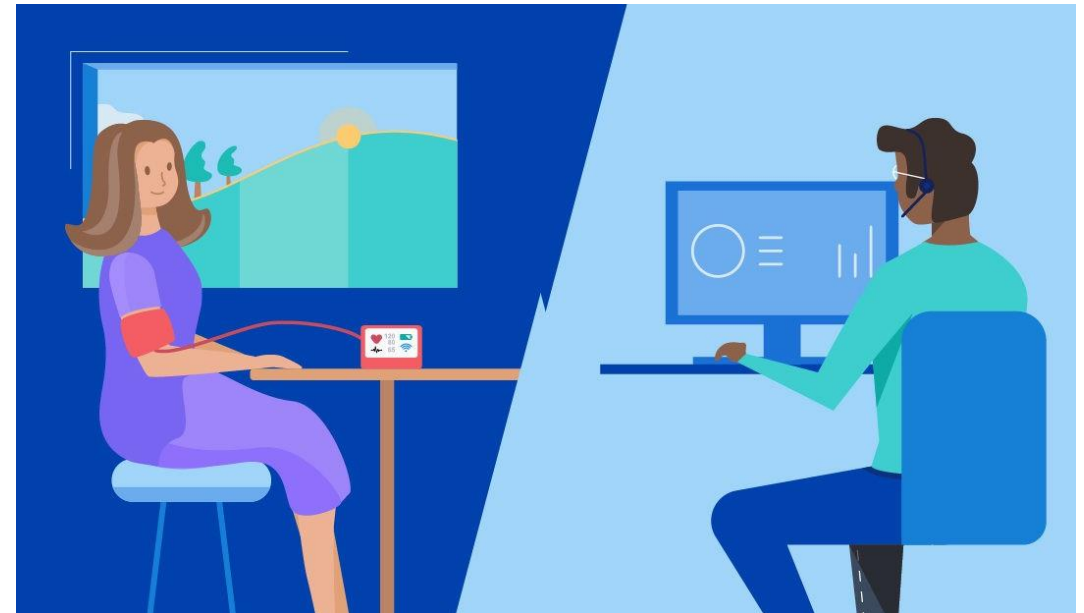
Considerations

13. Device integration (e.g., whether device works with broader remote patient management/care management platforms)

14. Data integration (e.g., whether patient data sent from a Bluetooth device can be integrated into an EHR, population health management system, clinical portal and/or device-agnostic management app.)

15. Data security for affiliated apps/clinical portals

16. Technical support





US Blood Pressure Validated Device Listing (VDL™)

Nar Ramkissoon, MPH

American Medical Association

May 13th, 2021

What does validation mean?

Validation is important because it means a blood pressure (BP) measurement device manufacturer has taken steps to ensure that their device has been thoroughly tested to provide clinically accurate BP readings, as specified in evidence-based guidelines.

VDL™ Criteria

1. FDA 510(k) clearance* **and**
2. Automated device types with appropriate cuff sizes **and**
3. Documentation on device tested according to an accepted validation protocol **and**
4. Attestation of no changes to BP measurement components (applies to OEM, updated models)

*FDA 510(k) clearance process

- Non-invasive blood pressure (NIBP)- Class II medical device
- Safe and effective for sale in the US
- Limitations:
 - Documentation not required for FDA review
 - Substantial equivalence (SE) to previously cleared devices
 - Post-market surveillance

VDL Independent Review Committee

The American Medical Association (AMA) enlisted **National Opinion Research Center (NORC) at the University of Chicago** as an independent third party to manage the manufacturer submission and review process, including management of the VDL Independent Review Committee (IRC).

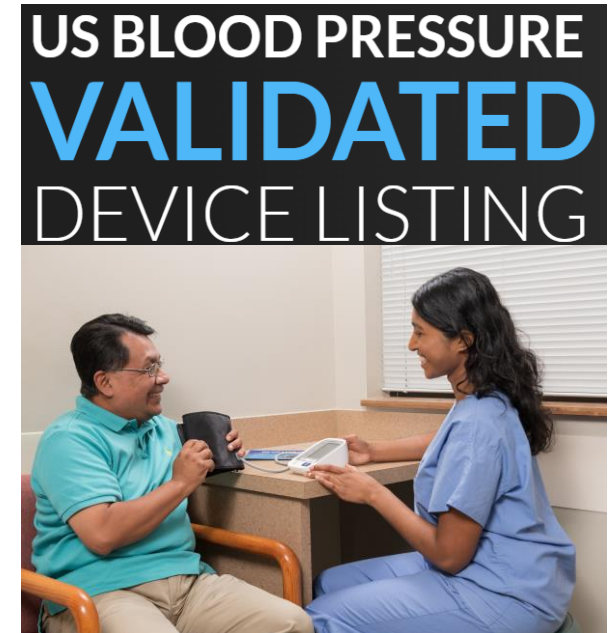


- The IRC is comprised of physicians with extensive hypertension management and measurement expertise.
- The IRC reviews submissions from manufacturers to determine whether a device meets the VDL™ Criteria.
- NORC is the sole contact point between manufacturers and the Independent Review Committee.
- The AMA has no role in the submission, review, or decision process.

Validated Device Listing (VDL™)

The **US Blood Pressure Validated Device Listing (VDL™)** is the first U.S. list of blood pressure measurement devices developed to assist physicians and patients in identifying devices that have been validated for clinical accuracy.

Access the list at
[ValidateBP.org](https://www.validatebp.org)



List is growing

Updated May 2021

27

devices

7

manufacturers

listed on the VDL after independent review

- Device types represented (5):
 - Ambulatory Blood Pressure Monitoring (ABPM)
 - Professional Office
 - Automated Office Blood Pressure (AOBP)
 - Home
 - Community Kiosk

Manufacturers on the VDL:

- AnD Medical*
- Hillrom - Welch Allyn*
- Microlife
- Omron*
- PharmaSmart
- Suntech
- Withings*

*Home use device listed on the VDL

Submissions

Encourage device manufacturers to submit a device for review.

Manufacturers may contact VDLsubmission@norc.org for additional information on how to get started.

Submissions are accepted now and reviewed on a rolling basis.





Physicians' powerful ally in patient care



SMBP Reimbursement

SMBP Reimbursement Tips



DURING PUBLIC HEALTH EMERGENCY (PHE):

- **CODE 99473:** The only SMBP code that is on the telehealth list.
 - **Includes:** Self-measured blood pressure using a device validated for clinical accuracy; patient education/training and device calibration.
 - **G2025:** CPT 99473 is billed by the FQHCs using G2025. Reportable once per device. CMS pays FQHCs \$99.45.

OUTSIDE OF PHE:

1. **RPM (including SMBP) is not reimbursed to FQHCs as a standalone service.** When provided "incident to" it is included in the PPS reimbursement
2. **FFS payers may reimburse FQHCs for RPM (including SMBP).** It's up to the individual payer to determine reimbursement policy.

More Reimbursement Tips at:

www.nachc.org/clinical-matters/value-transformation-framework/



How to Get the Best Possible Discounts

Two Strategies for Maximizing Grant Funds

1. Purchasing products via a group purchasing organization (GPO) or GPO-like arrangement
 - Investigate via your GPO contract catalog
2. Group buys or promotional pricing (PCA/HCCN)



General Considerations

1. Opportunity for PCAs/HCCNs

- Some home monitoring products under GPO contract (daily pricing)
 - Home monitoring an emerging category
- Group buys (volume)
- Promos (pricing sunsets)

2. User Price (invoice price) made up of acquisition cost AND distributor/dealer mark up

- Hill-Rom Home BP Monitor - \$85 (per unit)
- 10% dealer mark up (or \$8.50)
- User price of \$93.50

3. Supply Chain Blues



Suggested Next Steps

1. Reach out to the validated suppliers

- Determine pricing strategy (group buys vs. promos)
- Determine what you are negotiating (just cost?)
- Determine time to delivery (real time distribution)

2. Determine distributor mark up

- Supplier's suggested dealer mark up
- CHC's current distributor mark up (invoice price vs. GPO device costs)





Overview of Home Blood Pressure Monitors



Specializing In Blood Pressure Measurement

**Clinically
Validated**



**Inventor of the
digital home
blood pressure
monitor**

40

**40+ years of
innovation in
biometrics**

**Launched the first
connected blood
pressure monitor**



**Full line of
diagnostic and
management
tools for home to
clinic**



**Research,
Development and
Manufacturing by
A&D**



Full Line Of Home Blood Pressure Monitors

Essential
One Touch



Premium
Multi-User



Specialty
XL Cuff (16.5-23.6")



Wireless
One Touch



Talking+
Multi-Lingual Coaching



UltraConnect
Next Generation

Wireless Monitor

UA-651BLE

Use with cloud-based monitoring system for better hypertension management



The workhorse connected blood pressure monitor – easy to use and integrate with a reliable Bluetooth® connection

Ease of Use

- Easy, one button operation
- Easy to share with family or healthcare providers
- Wide range cuff fits most arms (8.6-16.5")

Accuracy

- Clinically Validated
- Indicates Irregular Heartbeat

UltraConnect Wireless Monitor

UA-1200BLE



Use with cloud-based monitoring system for better hypertension management



The next generation of home monitoring with Bluetooth® connectivity for seamless logging and trending of measurements

Ease of Use

- Smart Connect automatically detects and syncs measurements
- Wide range cuff fits most arms (8.6-16.5")

Accuracy

- Clinically Validated
- Automated alerts to ensure accuracy – cuff fit errors and body movement sensors

Elevating Care from Diagnosis to Management

Diagnosis

Management



Pharmacy →



Primary Care →



Specialist →



Home (Self management & Telehealth)

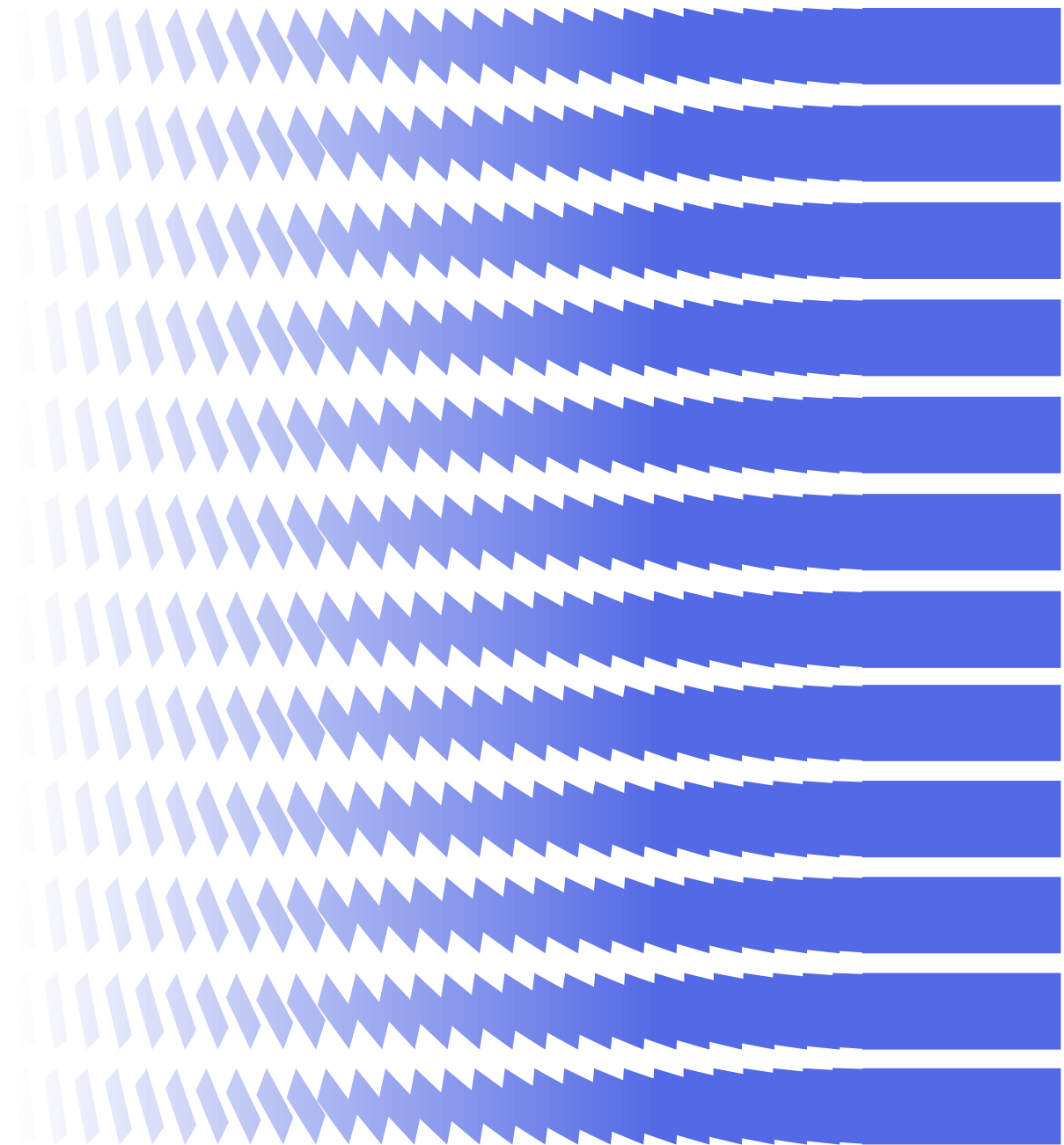




WELCH ALLYN HOME BP

VINCE CONSTANTINE
JON HOGAN

Product Profile
May 2021



Welch Allyn Home Blood Pressure Monitor



Welch Allyn Home Blood Pressure Monitor

Welch Allyn Home App



SureBP Technology



Accuracy

Bluetooth 4.0



Connectivity

Wide Range Cuff Size

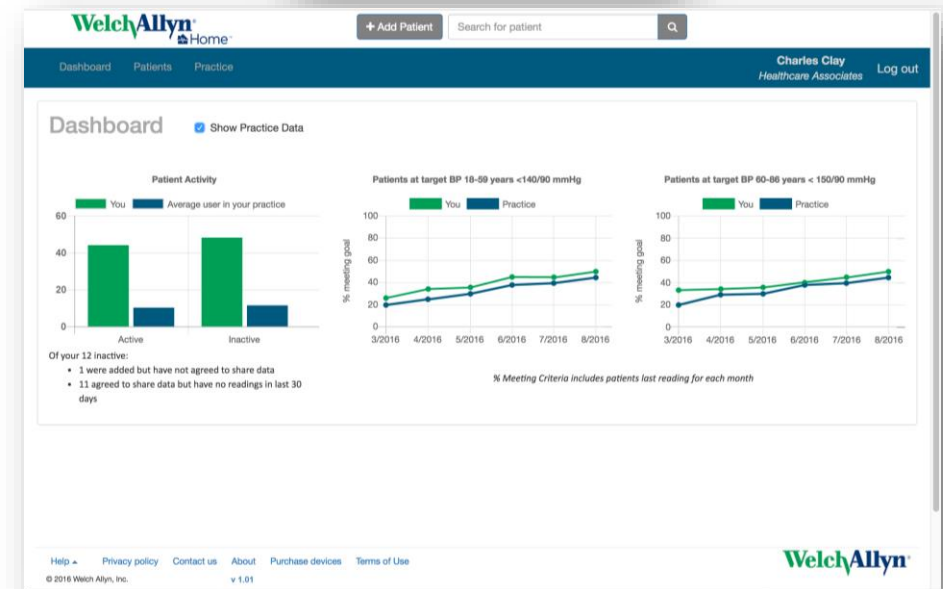
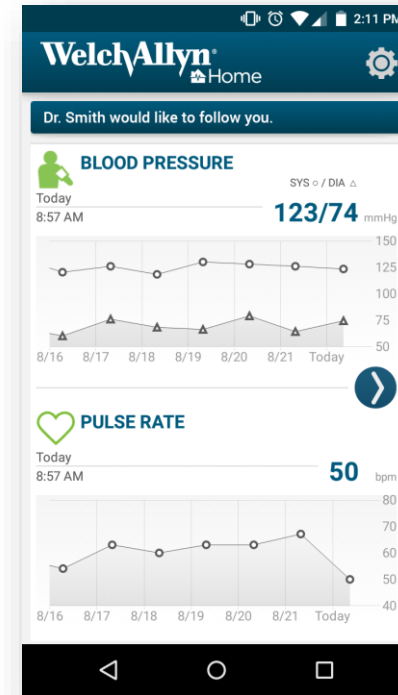


Easy of Use

One Button Operation



Standard (22cm – 42 cm)
 Extra Large (40cm – 54cm) – 1700 series only
 Small Adult (15cm – 24cm) – 1700 series only



Hillrom™

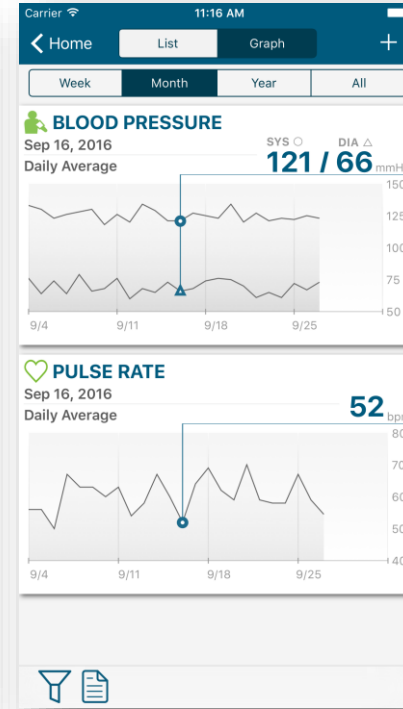
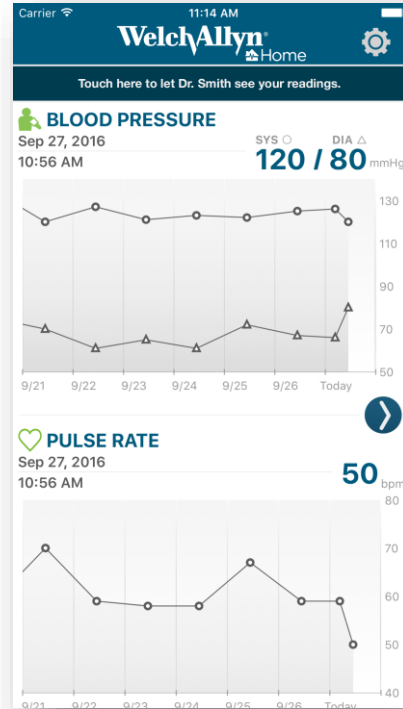
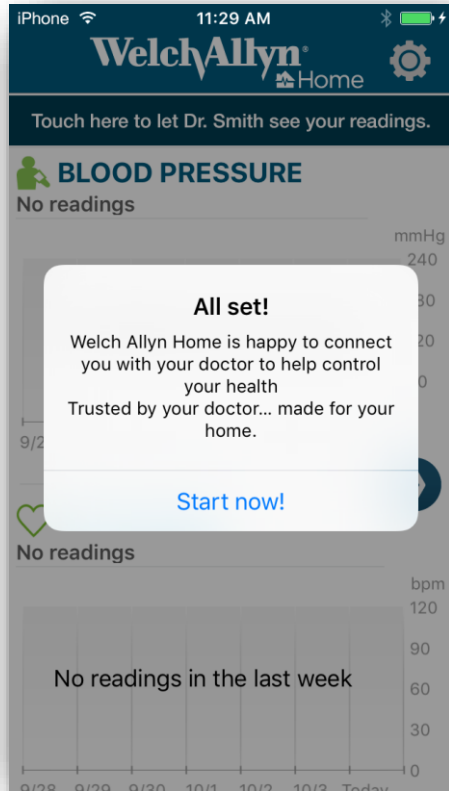


Welch Allyn Home App

Simple one time set up



Patient Engagement Through Easy Review and Sharing of Data



Date	Time	Blood Pressure (mmHg)	Pulse Rate (bpm)
Sep 27, 2016	10:56 AM	120/80	50
Sep 26, 2016	4:41 AM	126/66	59
Sep 26, 2016	10:42 AM	125/67	59
Sep 25, 2016	10:42 AM	122/72	67
Sep 24, 2016	10:42 AM	123/61	58
Sep 23, 2016	10:43 AM	121/65	58
Sep 22, 2016	10:43 AM	127/61	58



Hillrom™



Welch Allyn Home Clinical Portal



WelchAllyn Home + Add Patient

Dashboard Patients Practice Charles Clay Healthcare Associates [Log out](#)

Barker, David Print

132/76 mmHg
Avg BP
Last 30 days

143/76 mmHg
High BP
Last 30 days

120/80 mmHg
Low BP
Last 30 days

3
Readings
Last 30 days

Readings Chart Days 7 30 60 All AM PM

Date	Time	Systolic (mmHg)	Diastolic (mmHg)	Pulse Rate (BPM)	Irregular Heartbeat	Motion Detected	Source
08-31-2016	11:11 AM	134	72	79			Automatic
08-29-2016	08:31 AM	120	80	65			Manual
08-26-2016	12:54 PM	143	76	62			Automatic

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WelchAllyn Home + Add Patient

Dashboard Patients Practice Charles Clay Healthcare Associates [Log out](#)

Dashboard Show Practice Data

Patient Activity

Of your 12 inactive:

- 1 were added but have not agreed to share data
- 11 agreed to share data but have no readings in last 30 days

Patients at target BP 18-59 years <140/90 mmHg

Patients at target BP 60-86 years <150/90 mmHg

% Meeting Criteria includes patients last reading for each month

Help [Privacy policy](#) [Contact us](#) [About](#) [Purchase devices](#) [Terms of Use](#) **WelchAllyn**

[www.welchallynhome.com/Clinical Portal](http://www.welchallynhome.com/ClinicalPortal)



Hillrom™

Welch Allyn Home Blood Pressure Monitor



Product Differentiation:

- Welch Allyn 1700 - Validate BP list
- XL and XS cuff availability
- Blue tooth enabled device – free WA app
- Clinical Portal – monitoring dashboard
- Single button operation
- Sure BP Technology – reading upon inflation



Our Mission

To improve lives and contribute to a better society

Helping you live your healthiest life

Heart Health
Blood Pressure Monitors

Respiratory Care
Nebulizers

Pain Management
TENS Devices

Fitness
Body Composition Monitors

GOING FOR
ZERO™

Presented by OMRON Healthcare, Inc., to National Association of Community Health Centers
May 13, 2021

OMRON Blood Pressure Monitors



Reliability

- Designed to last
- Multi-year warranty

MORE THAN
200 MILLION
UNITS SOLD ¹



Ease of use

- Large displays
- One-button operation

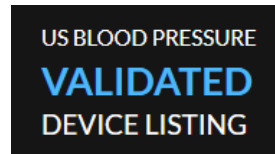
**#1 DOCTOR &
PHARMACIST**
RECOMMENDED BRAND ^{2,3}



Accuracy

- Higher standard than required

WORLD'S #1
BLOOD PRESSURE MONITOR ⁴



1. Worldwide for home-use blood pressure monitors
2. Frost & Sullivan Survey, Blood pressure clinician perception tracker surveys, November 25, 2019
3. U.S. News Staff 2020, U.S. News & World Report, accessed June 9, 2020
4. "Global Home Appliance Market Comprehensive Survey 2020" by Fuji Keizai Co., Ltd. (2019)

Behavior Changes Support Better Outcomes



What will get patients to change their behavior to monitor regularly?

Make things comfortable, fast and easy!

IntelliSense technology: automatically determines the correct amount of pressure, resulting in a faster, more comfortable blood pressure measurement



360-degree cuff rotation: assists in more accurate readings regardless of cuff alignment



Wide-range cuff: provides broad coverage for many arm sizes and helps eliminate errant readings

Connectivity: captures data in free app and creates an easy opportunity to share readings with HCPs and others



What will get patients to change their behavior to improve their heart health?

Data, context and coaching!

OMRONconnect app: patients see trends over time and are more likely to connect behaviors—good and bad—with readings



Educational videos: support patient's appropriate use of devices and HCP's expectation for accurate readings



VitalSight™ Remote Patient Monitoring



With VitalSight, physicians remotely monitor their patients' health. This service is designed for patients to take in-home blood pressure and/or weight measurements. Physicians order the service for their patients and then receive patient data in their EMR. These insights allow clinicians to provide proactive and corrective treatment.





OMRON is powering the mission of zero heart attacks and zero strokes to help people live their healthiest lives.



Thank you for being part of making OMRON the #1 brand of home blood pressure monitors globally!

And thank you for your time today!

WITHINGS

Blood Pressure Monitors



In 2009, Withings was the first to create and bring a smart scale to market. **For the past 12 years** Withings has led the industry in designing & manufacturing **powerful medical devices** that are **consistently** used by **millions of people** at home.

PROVEN MEDTECH EXPERTISE

AWARD-WINNING
DEVICES



LONG BATTERY
LIFE

*USB chargeable devices with
long battery (up to 12 months)*

50+ PATENTS
REGISTERED

*Accuracy, connectivity, Pulse
Wave Velocity, etc.*



SOFTWARE
CAPABILITIES

*Artificial intelligence, data
interfaces*

DATA-SCIENCE
EXPERTISE

Cross-data compilation

BEST-IN-CLASS
PRIVACY

*GDPR compliant, data
obfuscation*

MEDICAL ADVISORY BOARD

HEALTHCARE DATA



JOHN HALAMKA, MD, PhD

A specialist in medical informatics and the adoption of electronic health records. Mr. Halamka is the president of Mayo Clinic Platform and is currently chairman of the New England Healthcare Exchange Network.



PHARMA



CRAIG LIPSET

Head of Clinical Innovation at Pfizer until May 2019. Mr. Lipset has extensive experience in healthcare innovation and investment



WITHINGS

MEDICINE



STÉPHANE LAURENT, MD, PhD

Pharmacologist & cardiologist Pr. Laurent heads the pharmacology department at HEGP, as well as Team7 at Paris Cardiovascular Research Center, PARCC – INSERM U970



Withings can help to solve two main challenges:
installation and **retention**.

Cellular connectivity allows your users to install and sync their connected devices without any smartphone or Wi-Fi.

Devices work right out of the box.

CELLULAR BLOOD PRESSURE MONITOR & BLE/WIFI BLOOD PRESSURE MONITOR



BPM CONNECT PRO // BPM Connect

THE SMART BLOOD PRESSURE MONITOR THAT WORKS ANYWHERE



BPM Connect Pro is a cellular smart blood pressure monitor with **multi-connectivity options: Cellular, Wi-Fi and Bluetooth**. Thanks to its cellular connectivity, the blood pressure monitor **works right out of the box with no setup required**.

BPM Connect is a smart blood pressure monitor with **multi-connectivity options: Wi-Fi and Bluetooth**.

Both the BPM Connect Pro and BPM Connect are **rechargeable** with a micro-USB cable.

BPM CONNECT PRO

COLLECT BLOOD PRESSURE READINGS IN ANY SITUATION

BPM Connect is stylish,
compact enough to fit in an
overnight bag, and easily
rechargeable.




BPM CONNECT PRO

IMMEDIATE RESULTS

The LED matrix screen enables **instant color-coded feedback right on the blood pressure monitor.**

The color-coded feedback is based on recommendations from the American Heart Association and is a motivational feature for hypertensive patients.

Grade 3 hypertension	
Grade 2 hypertension	
Grade 1 hypertension	
High normal	
Normal	
Optimal	



WORKING WITH WITHINGS

THE SIMPLEST WAY YOU COULD THINK OF

#1

The users receives their devices in a packaging including a user guide

#2

The users turn on their devices by removing the tab at the back of Body Pro and or pressing the front button of the BPM Connect Pro

#3

Body Pro and BPM Connect Pro are ready to be used



WE CARE ABOUT YOUR EXPERIENCE AS A PARTNER

API INTEGRATION

Withings offers a well-documented API to easily integrate weight data into a partner's solution through HIPAA compliant processes.

SDK INTEGRATION

Withings provides a software development kit (SDK) designed to easily connect our devices to a partner application and ensure frictionless data collection through HIPAA compliant processes.

SEVERAL LOGISTICS OPTIONS

Let us handle the shipping and deliver the device directly to your users at home or in bulk to your warehouse.

Introduction

Withings range of clinically-validated, connected health devices are now compatible with most Electronic Health Record (EHR) solutions.



28+ Integrations with Allscripts



77+ Integrations with athenahealth



55+ Integrations with Cerner



22+ Integrations with eClinicalWorks



165+ Integrations with Epic



28+ Integrations with GE Centricity



41+ Integrations with Greenway

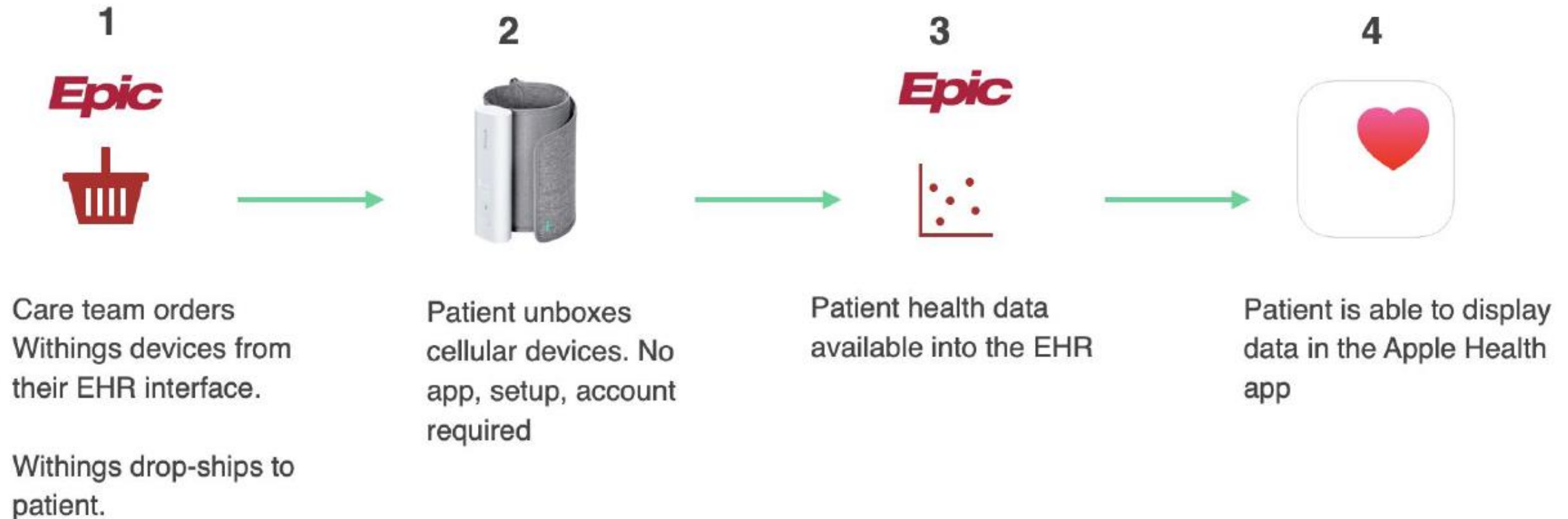


20+ Integrations with Meditech



41+ Integrations with NextGen

Withings EHR interface feature reduces the workflow to 3 simple steps



WITHINGS

Thank you



Q&A

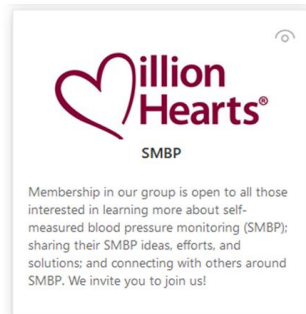
Resources



<https://millionhearts.hhs.gov/tools-protocols/smbp.html>



<https://www.healthcenterinfo.org/results/?Combined=hypertension>



Register for the SMBP Forum, an opportunity for clinical, public health, and community-based partners to exchange best and promising practices, identify solutions to common obstacles, and share resources to accelerate SMBP uptake.



Note: HRSA American Rescue Plan Funding can be used by health centers to purchase home blood pressure monitors!

<https://bphc.hrsa.gov/program-opportunities/american-rescue-plan/allowable-uses-funding>

Under Maintaining and Increasing Capacity:

Telehealth: Expand and enhance health center telehealth capacity to perform triage, deliver care, support care transitions, and support follow-up via telehealth, **including the use of home monitoring devices** and video to provide care to patients in their homes, community settings, and other locations. Support access to virtual care for patients with unstable or no housing or other barriers to accessing care.

Training and Education: Train personnel on digital platforms, devices, and workflows supporting the use of telehealth, and **provide patient education that will increase digital literacy and competence using digital devices** and applications that promote health.

Develop and Deploy Digital Tools: Develop and/or enhance software and digital applications to support patients' access to and engagement in virtual care, including patient self-management tools, **remote patient monitoring**, patient portals, digital applications, websites, and use of social media



THANK YOU TO ALL COMMUNITY HEALTH CENTERS

#ThankYouCHCs

For additional information, please contact:

nachcmillionhearts@nachc.org