

[MUSIC PLAYING]

If you were to say, so what percentage of adult Americans are at an appropriate body mass index, exercise, eat their fruits and vegetables, don't smoke, wear a seat belt? I mean, you might be surprised to know that 3% of adults over 18 do all five of those things. 3%, I mean, that's not a big number. And so we know that if we could change individual behavior, we'd have a tremendous, probably exponential impact on the health of the population.

70% of people showing up with a big heart attack have no idea they had heart disease the day before. The majority of heart attacks are occurring in people who don't know they have disease. We've gotten a lot better at treating heart attacks, but it still turns out it's much better to not have one in the first place.

The beginning vision of the Heart of New Ulm was bold. Can we minimize or eliminate heart attacks in a community? Can we get to zero?

I think it was \$10 million over 10 years was the goal, was really to reduce heart attacks. Can you impact health care in a community by focusing on very simple interventions? And we've seen that you can.

Medical care, that's 20% of the story. So 80% of the story has nothing to do with the temples of technology that drive American medicine and has very little to do with 18% of the GDP being spent on health care. It's all about the social determinants. This is an incredibly complex sort of witch's brew of social, political, and economic problems but it impacts health.

The Heart of New Ulm is a 10-year project, and it does take a lot of investment on the front end, but now, it is so exciting. We're in this year seven, where the community is owning it. People know what it takes to have this population health program have an impact in their community, and they care. They are invested.

So there's a lot of community work on getting more active as a community together, on looking at our healthy meals together. Let's look at restaurant menus and see whether they can be healthy. Let's do things together as a community.

That's the pinnacle of population health, the entire community under our care and what can we do to empower them and to improve their cardiovascular care?

Some people maybe don't think it's been worth a million dollars of investment every year, and what I've asked in return is, can you show me any other community, anywhere in the nation, that has improved by 7% the level of

hypertension within a community, that has stabilized obesity, cut smoking rates, cut heart attack rates, improved physical activity, improved nutrition? And if we can find any other comparable community in the nation that's done that, then I'm able to evaluate whether the million dollar investment is a wise investment for not only this health system but the broader health care system across the country.

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