Stroke Awareness in the Time of COVID-19

September 1, 2020
Speakers

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President & Chief Medical Officer
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Maintaining Stroke As A Priority During COVID-19

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September 1, 2020
I have no financial interests or relationships to disclose.
STROKE BY THE NUMBERS

Every 40 seconds someone has a stroke

About 55,000 more women than men have a stroke each year

1 in 4 strokes are in people who have had a previous stroke

#5 Cause of death in the USA

80% OF ALL STROKES CAN BE PREVENTED
WHAT IS A STROKE?

A brain injury caused when a blood vessel to the brain becomes blocked (blood clot) or bursts (hemorrhage), cutting off blood flow and oxygen to the brain.
WHAT ARE STROKE WARNING SIGNS?

Remember:

F.A.S.T.

Face Drooping | Arm Weakness | Speech Difficulty | Time to Call 911

Additional Stroke Warning Signs:

- **Sudden** weakness or numbness of the face, arm or leg, especially on one side of the body
- **Sudden** confusion, trouble speaking or understanding
- **Sudden** trouble seeing in one or both eyes
- **Sudden** trouble walking, dizziness, loss of balance or coordination
- **Sudden** severe headaches with no known cause
WHEN STROKE OCCURS, TIMELY TREATMENT IMPROVES RECOVERY

Every second counts in preventing brain damage!
LEARNINGS ABOUT COVID-19 & STROKE

The New York Times

Coronavirus May Pose a New Risk to Younger Patients: Strokes

Doctors have reported a flurry of cases in Covid-19 patients — including a healthy 27-year-old emergency medical technician in Queens. After a month in the hospital, he is learning to walk again.

The Washington Post

Blood thinners show promise for boosting the survival chances of the sickest covid patients

New York hospital system’s observational study looked at 2,733 patients in and out of the intensive care unit.
THE PROBLEM

Data shows that fewer people called 911 between January 1, 2020 through April 12, 2020

20% decrease stroke cases

But, strokes don’t stop for COVID-19

COVID-19 may be stopping people from calling 911 and going to the hospital
THE PROBLEM: VALIDATED BY LITERATURE

Effect of COVID-19 on Emergent Stroke Care
A Regional Experience

Jessica Heiko, Emily Sayles, Eleni Antoniou, Robert J. Stanton, Heidi Sucharow, Joseph P. Broderick, Stacie L. Demel, Matthew L. Finberg, Aaron W. Grossman, Charles Fischer, Natalie Kreitzer, Katrina Pears, Charles J. Piesviglione, Peyman Shirani, Kyle B. Walsh, Holly Lampson, Opolou Adonye, Pouja Khani

Originally published 6 Jul 2020 | https://doi.org/10.1161/STROKEAHA.120.030496 | Stroke. 2020;51:e2111–e2114

Decline in Stroke Presentations During COVID-19 Surge

Ken Uchino, Murali K. Kolikonda, Dena Brown, Shivakrishna Kovi, Dana Collins, Zeeshaun Khawaja, A. Blake Doletcko, Andrew N. Rosenau, M. Shaam Hassan

Originally published 18 Jun 2020 | https://doi.org/10.1161/STROKEAHA.120.030351 | Stroke. 2020;51:2544–2547

Blacks Are Less Likely to Present With Strokes During the COVID-19 Pandemic

Observations From the Buckle of the Stroke Belt

Colli Cummings, Eyad Almallouhi, Sami Al Kasab, Alejandro M. Salotta, Christine A. Holmstedt

Originally published 5 Aug 2020 | https://doi.org/10.1161/STROKEAHA.120.031121 | Stroke. 0

Acute Stroke Presentation, Care, and Outcomes in Community Hospitals in Northern California During the COVID-19 Pandemic


Originally published 7 Aug 2020 | https://doi.org/10.1161/STROKEAHA.120.031099 | Stroke. 0
Most common reasons for not calling 911 = COVID-19 related - worry about infection/being alone in hospital (22%), as well as embarrassment (13%)

Reason Would Not Call 911

- COVID-19 related reasons (infection, being in hospital alone) (net)
  - I would be worried about getting infected with Coronavirus/COVID-19 at...
  - I would be embarrassed if an ambulance came and I wasn’t really having...
  - I believe that I should take an aspirin first before calling 911
  - I would be worried about getting infected with Coronavirus/COVID-19 at...
  - I would be worried about being in the hospital by myself if my loved ones...
  - I would be worried about the costs that I would have to pay because of...
  - I believe I should call my doctor first before calling 911
  - I would want to call a family member or a friend first
  - I would be worried about getting infected with Coronavirus/COVID-19 in...

- Other

Source: AHA/The Harris Poll
Hispanics, Blacks More Likely to Stay Home

Non-Hispanic Blacks and Hispanics are significantly more worried about getting infected at the hospital & significantly more likely to say they’d stay home, compared with non-Hispanic Whites

<table>
<thead>
<tr>
<th></th>
<th>Non-Hispanic White</th>
<th>Non-Hispanic Black</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would be scared to go to the hospital if I thought I was having a heart attack or stroke because I might get infected with Coronavirus/COVID-19.</td>
<td>40%</td>
<td>45%</td>
<td>*55%</td>
</tr>
<tr>
<td>If I thought I was having a heart attack or stroke, I would rather stay home than risk getting infected with Coronavirus/COVID-19 at the hospital.</td>
<td>24%</td>
<td>*33%</td>
<td>*41%</td>
</tr>
<tr>
<td>I believe my hospital would give me the same quality of care that they give everyone else.</td>
<td>*89%</td>
<td>74%</td>
<td>78%</td>
</tr>
</tbody>
</table>

Source: AHA/The Harris Poll
DON’T DIE OF DOUBT

www.heart.org/dontdieofdoubt

CAMPAIGN ASSETS
(also available in Spanish)

- Broadcast TV
- Broadcast Radio
- Digital Assets
- Social Media Ads
- Out of Home
- Print Ads
- Localizable Microsite
- Press Release
- Media Pitch
- Key Messaging
- Rip-and-Read
- Letter to Editor
- Infographic(s)
The Business Case For Employers: 
The Needs of the patient, barriers to treatment

Mohannad Kusti, MD, MPH

Regional Medical Director at Pivot Onsite Innovation
Pittsburgh Business Group on Health – Medical Director
Email: mkusti@pivoths.com
The Business Case For Employers

• Current Health and Wellness Status of the workforce!
• Population at risk for Stoke/Heart Attacks: Increase age, atherosclerosis, Cancer, High blood pressure, high cholesterol, smoking, obesity, and diabetes.
• Population at risk for severe illness with COVID-19: Increase age, Cancer, Chronic kidney disease, Obesity, atherosclerosis, coronary artery disease, diabetes, Cerebrovascular disease, high blood pressure, and Smoking.

References:
• https://www.cdc.gov/stroke/facts.htm
The Value of Wellness Programs

• Current Health and Wellness Status of the workforce!
• Healthier workforce were less susceptible to severe outcome from COVID-19 infection and for Stroke.
• Wellness Program proactively prevent these risk factor and could have benefited the workforce.

References:
• https://www.cdc.gov/stroke/facts.htm
What Self-Funded/Self-Insured Employers can Expect?

• Cardio-cerebrovascular disease is associated with an increase in the risk of severe illness and death among COVID-19 patients.

• Many patients have delayed routine physicals, preventive exams, elective procedure, and in general seeking medical attention during early onset of symptoms.

• Delay in treatment, leads to more complication and therefore more complex claims.

References:
Take Away for Employer

• Have a discussion with your Health plan TPA, PBM, & any other chronic disease management program (HTN, DM, Sleep, etc.).
• Need to do an outreach to all members and covered lives under the plan. Educational materials on early signs.
• Best not to plan healthcare cost budgets on the results of 2020 and think of this year as an outlier.
• Expect a surge in healthcare claim costs in 2021.
We teach our people.
We learn from our people.
At every site.
Every day.

Mohannad Kusti, MD, MPH
Email: mkusti@pivoths.com
Purpose

To provide employers with mini briefs on potential health gaps created by the coronavirus pandemic

• Include action items the employer can take to:
  • Monitor the topic via claims or other data vendor
  • Consider benefit design implications
  • Use for employee messaging
  • Provide links for additional information
I keep thinking about COVID and 19 Crimes (like the wine)


You can sit in the front seat of your car and conduct the webinar or minute brief –

Stop laughing.

Perfect!

In response to the current crisis, all three have directed Innovu to track COVID-19 testing beginning in April when the codes are released to the providers for billing.

In addition to tracking COVID-19 testing, they have asked Innovu to track certain claims categories that may be impacted in utilization or cost.

Of specific benefit to Innovu clients is the ability for them to access customized dashboards and view any subset of their population as frequently as they desire.

Additionally, the Business Groups are concerned about the other societal impacts, so they have asked Innovu to measure changes to claims regarding mental health and substance abuse, overall claim trends, and impact on patients with chronic conditions.

The analysis requested will be compared against Innovu’s vast benchmark to identify cohorts by age bands, geography and industry.
Focus on Stroke
The Importance of Recognizing the Signs and Acting Urgently During COVID-19

Introduction
In the midst of the COVID-19 pandemic, we are all continuing to navigate new waters and to manage our employees' and families' health and well-being. While the number of cases of COVID-19 is still high, the Centers for Disease Control and Prevention (CDC) warns that those with pre-existing medical conditions, such as obesity, are at risk of severe outcomes related to COVID-19 even if they are under the age of 65. While conditions such as lung disease and heart conditions are most commonly discussed, obesity, which the CDC reports affects more than 40% of America's workforce, may be the most important predictor to consider. Even in young patients, a BMI of 30 or higher could mean doubling the odds of hospitalization as a result of COVID-19.

Abstract
COVID-19 could be hitting some patients harder than others. The Centers for Disease Control and Prevention (CDC) warns that those with pre-existing medical conditions, such as obesity, are at risk of severe outcomes related to COVID-19 even if they are under the age of 65. While conditions such as lung disease and heart conditions are most commonly discussed, obesity, which the CDC reports affects more than 40% of America's workforce, may be the most important predictor to consider. Even in young patients, a BMI of 30 or higher could mean doubling the odds of hospitalization as a result of COVID-19.

Focus on Hypertension
The Importance of Managing Chronic Conditions During COVID-19
Stroke Demographics in the U.S.

Every year, close to 800,000 AMERICANS have a stroke.

Even during a pandemic, a stroke can happen to ANYONE, of ANY AGE, at ANY TIME.

Learn the STROKE SYMPTOMS and RISK FACTORS.

STROKE FACTS

You can control and treat several risk factors for stroke.

Manageable risk factors of stroke include high blood pressure, atrial fibrillation (AFib), high cholesterol, smoking, diabetes, poor circulation, lack of physical activity, and obesity.

BE FAST when you suspect a stroke. Recognizing the signs and calling 911 can help a loved one get the medical attention he or she needs.

IF YOU SUSPECT STROKE, DON’T HESITATE, CALL 911 IMMEDIATELY.

STROKE CARE IS AVAILABLE AND SHOULD NOT BE DELAYED, EVEN DURING A HEALTH CRISIS. LEARN MORE AT STROKEAWARENESS.COM

BE FAST was developed by Intermountain Healthcare, as an adaptation of the FAST model implemented by the American Stroke Association.

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Organization Risk by Medical Condition
Percent of Membership - Jan 2020 - June 2020

- Child: 37.2%
- Self: 41.5%
- Spouse: 21.4%

Total Enrollment Prevalence
Cohort: PBGH

- WHITE: 69.1%
- BLACK: 16.3%
- HISPANIC: 8.1%
- ASIAN: 4.2%
- UNKNOWN: 2.2%

Total Membership by Relationship (2020)

- Spouse: 54,329
- Self: 68,714
- Child: 50,716

Member ID Count

Member - subscriber relationship
Introduction

In the midst of the COVID-19 pandemic, we are all continuing to navigate through the challenges of keeping our families healthy and well. With social distancing still in effect, and many of us working from home, it is crucial to remember the importance of recognizing the signs and acting urgently when it comes to strokes.

Focus on Stroke

The Importance of Recognizing the Signs and Acting Urgently During COVID-19

Outcomes for Obese Populations

The Enhanced Risk of Severe Outcomes related to COVID-19 even under the age of 65. While conditions such as diabetes and high blood pressure are more commonly detected in obesity-related health issues, these and other conditions are not uncommon in obese individuals. Protective factors such as physical activity and diet may help reduce the risk of severe outcomes in these populations.

Virus Action Brief

COVID-19 and Migraine

Migraine and COVID-19

Suicide and COVID-19

Focus on Hypertension

The Importance of Managing Chronic Conditions During COVID-19

COVID-19 and Neurological Conditions

COVID-19 and Asthma

COVID-19 and Obesity

COVID-19 and Mental Health

COVID-19 and Rehabilitation Services

COVID-19 and Critical Care
Questions?

Peter Panagos, MD  
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President & CEO  
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Available Resources

Public Resource on Stroke Awareness:
https://www.strokeawareness.com/

Will be launched early September!
Quick Survey after the Webinar!

• Please complete the 3-question survey after the webinar
• Pop up box after the end of the session - before you close out of the webinar
• Appreciate your feedback!
UPCOMING EVENTS

Returning to work safely during a global pandemic
September 10 | 2:00 PM ET

How COVID-19 Changes How We Address Workforce Health
September 15 | 4:00 PM ET

Key Employer Insights: What makes Primary Care ADVANCED Primary Care and How does it Add Value to Healthcare?
September 22 | 3:00 PM ET