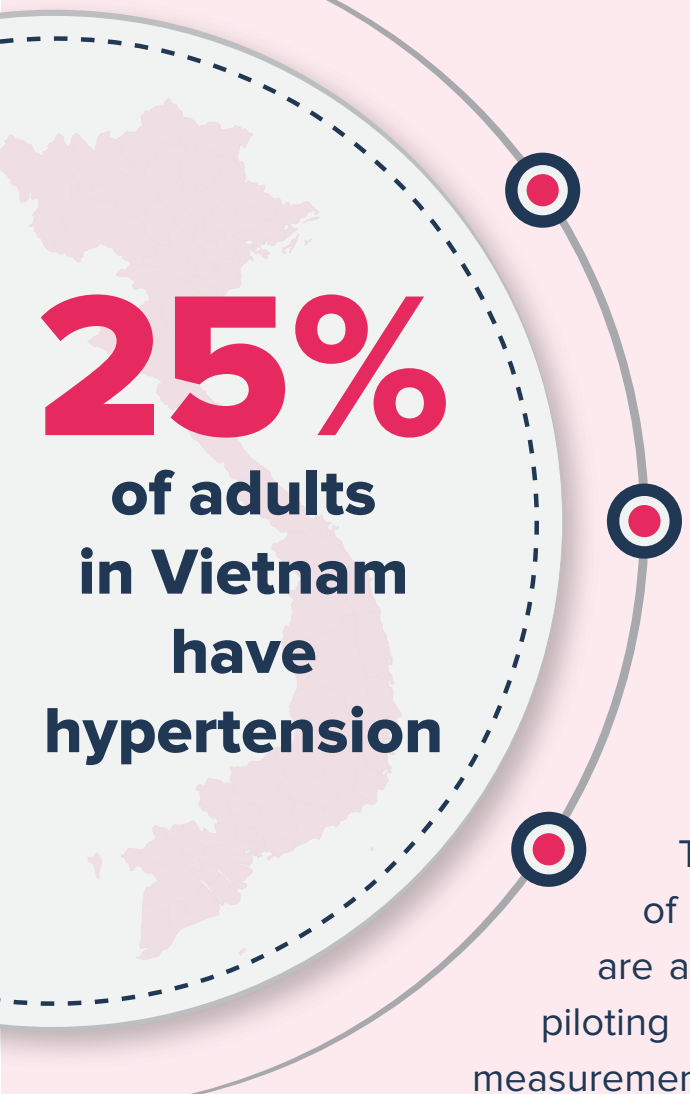


FROM TRADITIONAL TO DISRUPTIVE: UTILIZING NEW PARTNERS TO PROMOTE EARLY DETECTION OF HYPERTENSION IN VIETNAM

Authors: Nga Nguyen¹, Kimberly Green¹, Tran H. Bich Khue¹, Nguyen Viet Dung¹, Truong Bui¹, Christina Wadhvani², Thanh Le³, Khang Do⁴, Helen McGuire¹

(1. PATH, 2. Novartis Foundation, 3. G-link Social Enterprise, 4. Galant Clinic)

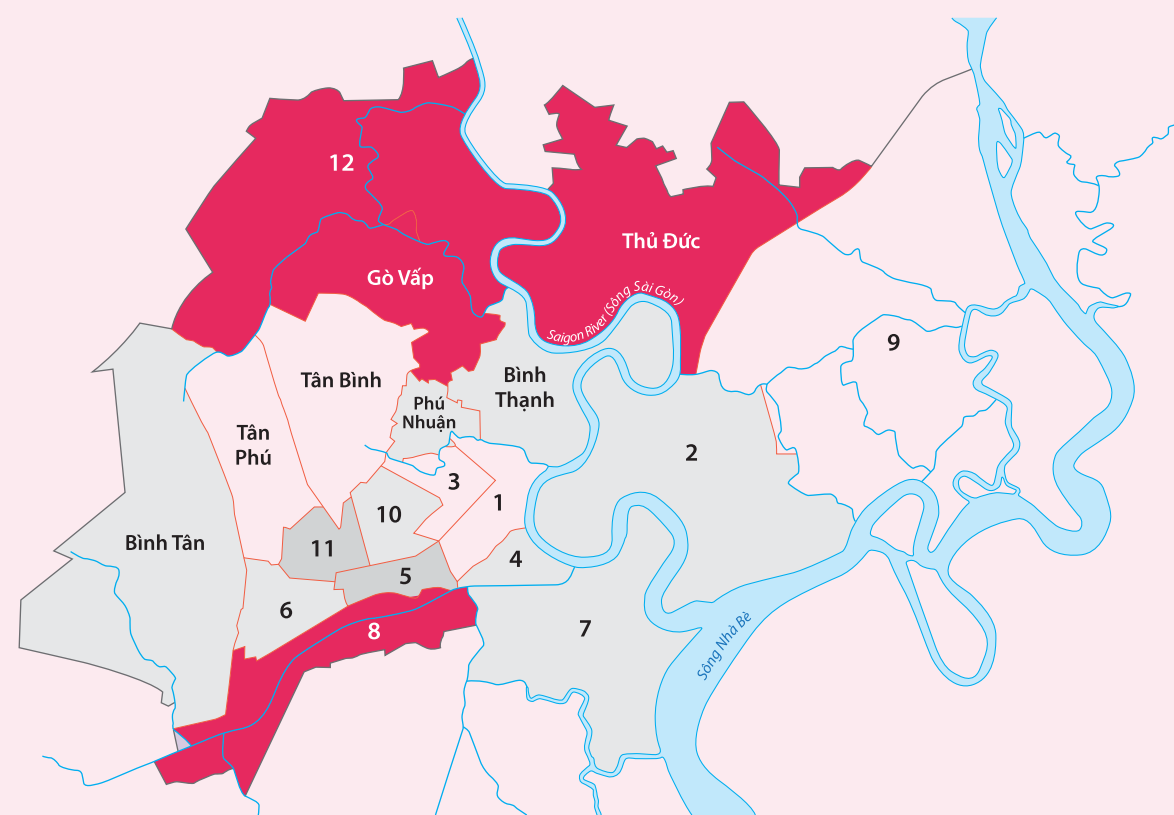
1. INTRODUCTION AND OBJECTIVES



25% of adults in Vietnam have hypertension, but only half are aware of their condition. This is in part due to lack of awareness of the need for regular blood pressure (BP) screening, and community perceptions that BP measurement is only part of specialist health care services.

Routine BP measurement tends to be out of reach for many older, low-income people who are at higher risk for hypertension.

Communities for Healthy Hearts was designed by PATH, Ho Chi Minh City Health Department, Preventive Medicine Center, and The Novartis Foundation to increase the number of people who know they have hypertension, and are accessing treatment and support as a result, by piloting innovative partnerships that make BP measurement more accessible in the community.



Project map in Ho Chi Minh City

● Project location

2. METHODS

- In late 2016, CH2 introduced a network of non-traditional BP checkpoints to complement services available in the public health sector.
- This ecosystem of volunteers, small business owners, and social entrepreneurs were trained by health leaders and PATH to deliver BP measurements to those age 40 and above at checkpoints in convenient locations, including **hair salons, wet markets, and pharmacies**.

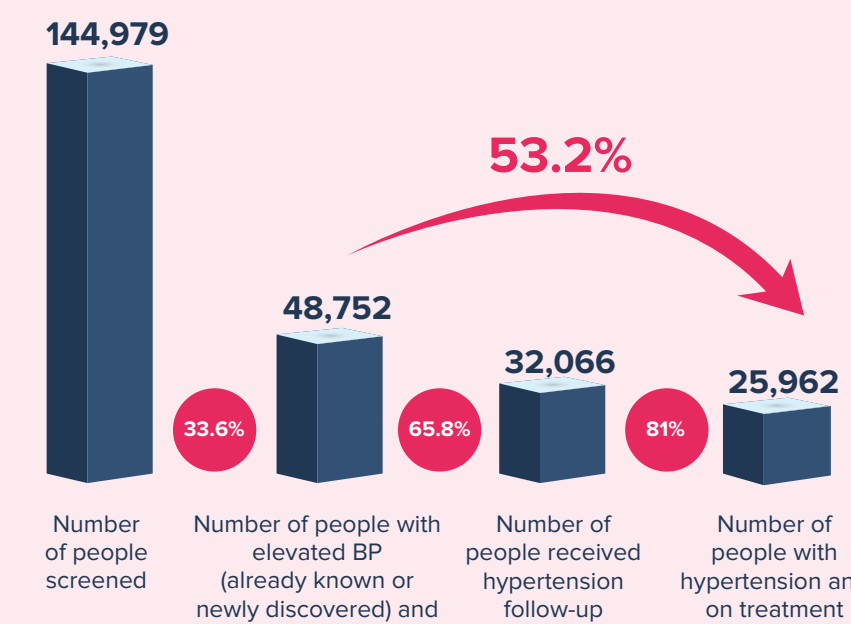
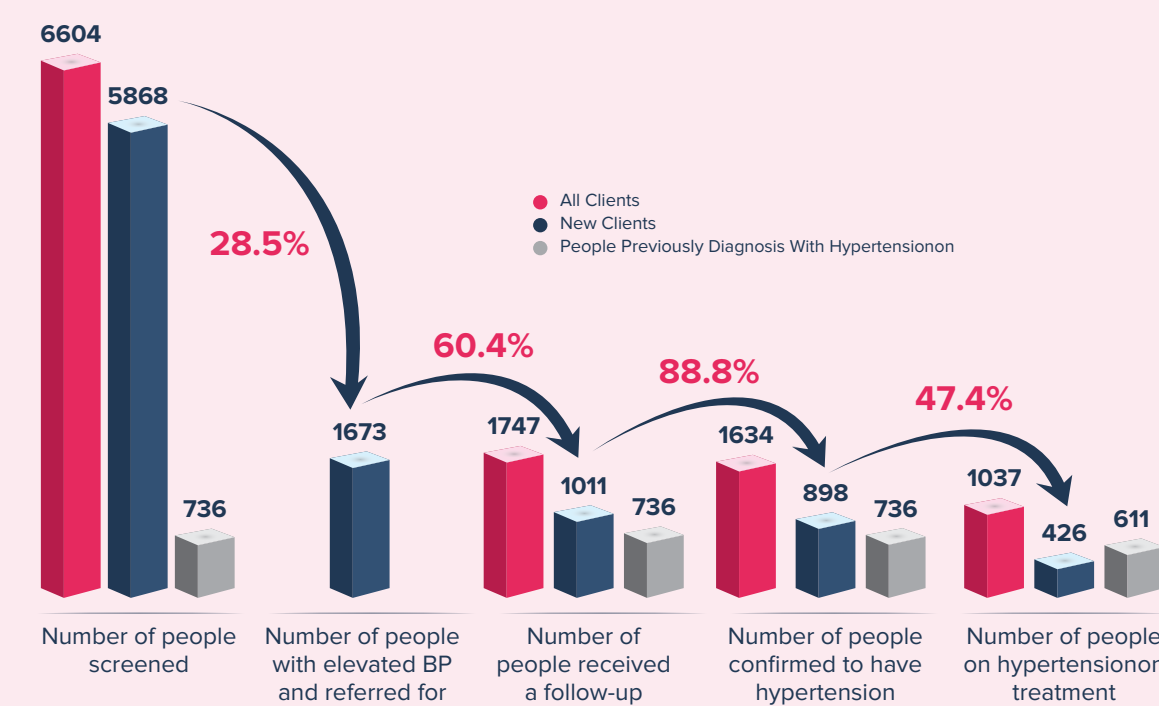


- Checkpoints were selected according to foot traffic, population demographic, and commitment of the business owner, and are supervised by local health authorities.

- Those with elevated BP are referred to public or private facilities for diagnosis.

3. RESULTS

By September 2018, 528 BP checkpoints were participating in CH2 across four districts in HCMC: 323 managed by community volunteers, 50 by two social enterprises (G-link and Galant), and 120 by a popular private pharmacy chain (Pharmacy). Collectively, they had screened 144,979 individuals, identified 48,752 with elevated BP.



Community-based Screening To Treatment Cascade June 2016 - September 2018

Of those 32,066 were either newly diagnosed or re-seen by a provider to evaluate their medication adherence. The two social enterprises were particularly effective at managing a strong BP screening to hypertension diagnosis and treatment cascade.

4. CONCLUSION

CH2's non-traditional approach to hypertension diagnosis and treatment substantially increased access to blood pressure measurement among a poor, urban population, and identified a large proportion of new hypertension cases. The MOH is considering replicating this approach as a key strategy to reduce hypertension-related deaths.

