

## What Leaders Need to KNOW

- PHASE is a population health management program developed by Kaiser Permanente that aims to reduce heart attacks and strokes for patients at elevated risk with medication and lifestyle changes.  
*Learn More: [Participant's Guide to PHASE](#)*
- Since developing PHASE in 2002, Kaiser Permanente has reduced the incidence of heart attacks and strokes among its members by more than 60%.
- The initial focus of PHASE is HTN control, followed (in many agencies) by interventions for diabetes, smoking, BMI, and depression.  
*Learn More: [PHASE Reporting Template](#)*
- PHASE helps to positively transform care in your organization, beyond the PHASE program itself.  
*Learn More: [Building Blocks Summary](#)*
  - It develops and strengthens population health management capabilities
  - It aligns with strategic initiatives such as PRIME, UDS, and P4P
- PHASE is win/win for patients and staff, who benefit from improved teamwork and successfully improving patients' health.
- Participants in PHASE receive a grant (or incentives, if participating through a consortium) as well as training and technical assistance and the opportunity to learn from peers.  
*Learn More: [Participant's Guide to PHASE](#)*
- Successful implementation hinges on a dedicated cross-functional team supported by senior leaders.  
*Learn More: [Participant's Guide to PHASE](#)*

## What Leaders Need to DO

- Allocate resources to meet grant requirements: Designate a team lead. Protect time for PHASE team to do the work.
- Meet at least quarterly with PHASE project lead to review data, progress toward goals.
- Announce and regularly review and refresh directives related to PHASE implementation. Align PHASE goals and capability building with other strategic priorities to amplify the impact.
- Support and authorize optimization of EHR to reinforce clinical guidelines and include clinical decision supports for PHASE protocol.
- Recognize team when meeting goals; provide support and problem solving when goals are missed.
- Develop and maintain relationships (outside your agency) with colleagues in PHASE adoption. Look for opportunities to partner across your community to improve HTN control.
- Keep Board of Directors apprised of PHASE progress and patient outcomes.