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# Blue Cross and Blue Shield of Oklahoma Participation in the Heartland OK Million Hearts Project

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# Oklahoma Million Hearts Program



- Heartland OK is a care coordination model focused on Blood Pressure control and medication adherence.
- The program is available in five counties in Southeast Oklahoma

# Why BCBSOK Participates in Heartland OK



- Supports our mission to improve health for all Oklahomans
- Strong relationship with providers
- BCBSOK data
- Public/Private Collaboration

# Future Opportunities



- Development of quality incentive programs
- Facilitation of value based care program implementation in rural Oklahoma.
- Promote participation in State Health Information Exchange