



## Letter of Support

**From: Dallas Blackwell, Inc.**

Dallas Blackwell, Inc.  
2725 S Industrial Hwy Ste 300  
Ann Arbor, MI 48104

**Addressed To:** Dr. Tim J. Laing, Principal Investigator, Robert S. Simms, CEO and Financial Officer, Dennis Nash, Administrative Officer  
IndividuALLYtics Inc.  
3590 Edgewood Park Dr,  
Commerce Township, MI 48382

### Overview

On behalf of Dallas Blackwell, we'd like to extend our Letter of Support to IndividuALLYtics for the Patient-Centered Outcomes Research Institute (PCORI) funding for the Health System Strategies to Address Disparities in Hypertension. Dallas Blackwell will provide support with access, joint onboarding and proactive precision care collaboration for 16,000-20,000 Dual-Medicaid and Medicare member patients with hypertension and other chronic diseases in 2024. Dallas Blackwell is committed to improving the cardiovascular health of all Americans, and we have a longstanding history of collaboration and management of patients with cardiovascular disease and other chronic conditions. In addition, we share common goals of improving cardiovascular health, especially for populations experiencing high burdens of disease or more difficulty accessing or using services.

### Background on Dallas Blackwell

Dallas Blackwell, Inc., a Non-Profit clinical service provider was founded by Michael Grace to target key gaps in healthcare inequality, health equity and Social Determinants of Health (SDoH) issues facing our most vulnerable healthcare population as a Medicare Advantage Dual Special Needs Patient plan. Michael has extensive years of diverse health care administration experience with leading – edge healthcare delivery systems and organizations, including the Detroit Medical Center, University of Chicago Medicine, Northwestern Memorial Hospital, Kaiser Permanente and Banner University of Arizona Medical Center. Michael is a creative senior level executive experienced in all facets of Operations, Finance and Administrative functions, resulting in strong P&L contributions and improved patient experience. He is a solutions oriented individual capable of assuming responsibility for multiphase operations and holds a Lean Six Sigma Master Black Belt. He has a reputation as a leader focused on driving positive change and building strong motivated teams. Michael thrives on the opportunity to lead and motivate people, solve complex problems and implement performance enhancing solutions.



## Strategies for the Hypertension Program

1. **Patient Engagement-** For the hypertension patient population, Dallas Blackwell and IndividuALLYtics looks to engage patients in a next-generation Care-as-a-Service (CaaS) model to manage the dual-member population. The CaaS model along with IAQ+ Protocols and HealthQuests, provides proactive care engagement with patients with care captains to helping provide N-of-1 individualized care to meet the needs of the complex patient.
2. **Patient Education-** Provide patients with education about hypertension, its risks, and how to manage it.
3. **Daily Adherence-** Encourage patients to monitor their blood pressure at home and track their readings. In addition, patients' medications will be monitored to see the effectiveness of the medication regimens along with their adherence to following their treatment plans.
4. **Micro-Lifestyle Changes-** Help patients develop a plan to make lifestyle changes that will help them control their blood pressure, such as eating a healthy diet, exercising regularly, and quitting smoking.
5. **Active Reinforcement-** Provide patients with support and encouragement to help them stay on track with their self-management plan.

## Goals

- ★ Reduce the risk of serious health complications from hypertension, such as heart attack, stroke, and kidney disease.
- ★ Improve patients' quality of life both mentally and physically
- ★ Increase patient satisfaction with their care
- ★ Increase patients adherence to treatment plans including vitals, medications and lifestyle changes

Sincerely,

*Michael Grace*

Michael Grace

CEO Dallas Blackwell, Inc.