An overview of the AHA/AMA initiative to help physicians and patients control high blood pressure.
It’s time to get serious

The number of people with high blood pressure is growing at an alarming rate. Nearly half of all American adults – about 103 million people – has high blood pressure and that number is increasing despite the fact high blood pressure can usually be easily treated.

Fortunately, high blood pressure can be treated and managed. As you know, maintaining lower blood pressure can reduce the risks of significant health events and lead to better outcomes. That’s why we need to work together, along with patients, to build a healthier nation.

It starts with the comprehensive national initiative—Target: BP™. We’re counting on you, in your important role, to help raise awareness of high blood pressure’s impact and to work with your patients to help them get it controlled. The materials outlined in the Tools and Resources portion of this deck are available to support your hypertension management efforts.
An opportunity for change

Most physicians are confident in their ability to treat high blood pressure. They understand the condition, its causes and the approaches to treating it. However, the number of Americans living with high blood pressure continues to rise as the time physicians are able to spend with each patient declines.

What’s more, you know that people living with high blood pressure often don’t have the necessary level of urgency surrounding their condition. Patients may start a treatment plan, but short-term improvements can lead to an assumption that returning to their previous lifestyle is acceptable (there can also be cultural influences that are difficult to change). It can be frustrating that patients often don’t do everything they should be doing to get, and stay, healthy.

Everyone is looking for the tools, resources and support that can help them create successful partnerships and yield better outcomes.
An opportunity seized

Committed to a common mission, the AHA and AMA developed and piloted Target: BP™ in 2015 to improve blood pressure control. Devoted to building a healthier nation, this national initiative aims to reduce the number of Americans who have heart attacks and strokes by urging medical practices, health service organizations and patients to prioritize blood pressure control.

Given the current urgency, Target: BP raises awareness and provides additional tools and resources for physicians and their care teams to help the patients they treat. Target: BP can also help optimize the limited time physicians have with patients to help get patients healthier sooner.

In addition, our recognition program offers additional practice-building and recognition incentives.
Improving control
A plan for managing high blood pressure
Section

Step 1: Customize a Plan

After registration, a Target: BP™ staff member will work with you to create a customized implementation plan for your practice. At the center of every plan is the Target: BP Improvement Program. The BP Improvement Program leverages the M.A.P framework, which focuses on three key aspects of successful care for patients with hypertension.²

Target: BP supports you by offering access to:
- Tools, resources and improvement plans, including a customizable algorithm with proven efficacy
- Best practices and success stories from other Target: BP participants
- Easy-to-use tools and resources to help your patients better understand the importance of controlling blood pressure


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Step 2: Measure Improvement and Report Results

Staff will offer support to you by helping to identify quality improvements, providing guidance on data reporting and giving feedback on measurement results.

Step 3: Promote Recognition

Target: BP recognizes and rewards participating practices for improving the outcomes of their patients with hypertension. All practices who join Target: BP and submit patient data will be recognized, and those that achieve a 70-percent or greater blood pressure control rate within their adult patient population will receive additional incentives to acknowledge their above-and-beyond efforts.
The Target: BP Improvement Program leverages the latest clinical evidence to make it easier for you to more effectively manage your patients with high blood pressure. The BP Improvement Program has three main parts, which can be remembered using the acronym M.A.P.: Measure accurately; Act rapidly; and Partner with patients, families and communities.

- **M** is for **MEASURE** blood pressure accurately every time
  Proper measurement is critical to controlling blood pressure. Build a protocol to ensure accuracy of blood pressure readings.

- **A** is for **ACT** rapidly to address high blood pressure readings
  This step requires rapid action during a patient visit and prioritizes follow-up appointments and a clear treatment plan to help patients achieve blood pressure control.

- **P** is for **PARTNER** with patients, families and communities to promote self-management
  Real change comes when patients take ownership of their health. Engage with patients, their families and communities to promote sustainable lifestyle change, thus supporting the improvement of overall health.

The BP Improvement Program uses a team-based care approach where data drives improvement. Your practice will utilize hypertension quality-improvement metrics to monitor the impact of your efforts. Furthermore, you are encouraged to reach out to uncontrolled patients who need to return to the office for follow-up. Typically, within a six-month period, a practice that implements the BP Improvement Program can expect to see lower blood pressure and improved control rates in patients with hypertension.
Accurately measuring blood pressure provides you with a higher degree of certainty when making a hypertension diagnosis or adjusting treatment. An important part of measuring blood pressure accurately is ensuring the patient is properly prepared and positioned when taking a blood pressure reading. It is highly recommended that patients with a potential new hypertension diagnosis have out-of-office confirmation of their elevated blood pressure before a diagnosis is made.

The process of having patients measure their blood pressure outside of the clinical setting is referred to as self-measured blood pressure (SMBP). A condition known as “white coat hypertension” occurs when people have elevated in-office blood pressure but normal blood pressure at home. Those with white coat hypertension don’t actually have hypertension and don’t need medication for treatment. As a result, treatment with medication is not only potentially harmful, it creates unnecessary costs.
Improvement Program Overview – Act Rapidly

Act rapidly

Providers who act rapidly are encouraged to manage elevated blood pressures using an evidence-based treatment protocol and frequent follow-up visits until BP is controlled. All hypertension treatment protocols start with recommending a healthy, low-sodium diet and physical activity. When medication is needed and paired with a protocol, you and your patient work together to create an easy-to-follow plan to lower high blood pressure.
Partner with patients, families and communities

When providers partner with patients, families and communities, the relationship helps make it easier for people to manage their high blood pressure. Helping your patients understand the importance of gaining control over their hypertension increases the likelihood they will adhere to the treatment plan you prescribe for them.
Making a connection
Additional resources to help reach Target: BP goals
Resources for every step of the process

In order to ensure a successful experience with Target: BP, valuable resources are being made available to you and your practice, as well as to the general public and to patients who have made the choice to re-engage with their high blood pressure management plan. Used together, your practice will be more prepared to treat the condition, and patients will be aware of what they need to do to get and stay healthy.

For Practices
- Recognition Plaque
- Target: BP Starter Kit
- Conversation Guide for Discussions With Patients
- Target: BP HCP Website

For Patients
- LowerYourHBP.org Website for Public Awareness and Patients
**Practice-building visibility**

To further display your commitment to lowering high blood pressure, a Target: BP™ program plaque will be given to your practice when your practice has joined and uploaded your first year data. Each year, following analysis of uploaded patient data, you can receive a commemorative medallion aligning to your level of achievement, which can be inserted into your plaque. Over the years your practice can accumulate achievement medallions to show your longstanding commitment to helping patients achieve blood pressure control.

You can build additional visibility through promotion using social media messages, digital seals and banners, and a press release that will be emailed to Target: BP participants. You can view the entire list of recognition items [here](#).
Physician Resources – Starter Kit

A quick start for faster adoption

The Starter Kit is a self-contained practice resource. Created to provide you with essential information and tools, this comprehensive resource can help improve patient conversations and lead to better outcomes.

The Starter Kit includes:

- **Introduction Letter**
  Joint communication from the AHA and AMA introducing the Target: BP™ initiative

- **Right Way Every Time Wall Chart**
  An in-practice wall chart outlining the 7 key points to consider for accurate blood pressure readings

- **Overview Brochure**
  High-level take on the Target: BP initiative highlighting mission and initiative components

- **Target: BP Improvement Program Brochure**
  Simple and informative piece detailing key aspects to improve blood pressure control

- **Self-Measured Blood Pressure (SMBP) Brochure**
  Recommendations with specific, step-by-step techniques for patients to effectively monitor their own blood pressure
Productive in-office conversations

When a patient takes that first step to re-engage, it’s crucial that your exchange with him or her is meaningful.

To help facilitate that objective, use this comprehensive conversation guide to enhance patient conversations around hypertension. Covering such topics as the dangers of high blood pressure, treatment approaches and home monitoring instruction (also known as SMBP) among others, this guide supports and encourages a positive back-and-forth.

Designed to ensure patient retention of key points, this bilingual guide is tabbed for easy access to each section and written at a level that is appropriate for patients.
Easy access to innovative resources

Visit targetbp.org as a first step in learning more about the Target: BP™ initiative. All of the tools and resources contained on the site are optimized to ensure that you have quick access to exactly what you need.
Patient Resources

User-friendly learning and discovery

Patients seeking additional information about high blood pressure can learn about having an open conversation with their physician at LowerYourHBP.org. The website also has a number of valuable tools and resources that can be reviewed and downloaded as patients prepare to re-engage with high blood pressure management.
Promoting success
Rewarding your contributions and encouraging participation
The right rewards at the right time

The Target: BP™ Recognition Program was designed to allow practice sites and health systems to get the recognition they deserve for making a commitment to prioritize blood pressure management within the patient populations they serve. This program rewards Target: BP registrants who have set goals and are working to implement clinical protocols to help at-risk patients meet and sustain blood pressure control rates of 70 percent or greater.
Recognition Levels

All efforts recognized

The Target: BP™ Recognition Program is as dynamic as the physicians and care teams being recognized. With that in mind, a comprehensive list of items, ranging from self-promotion to national-level acknowledgments, was created to showcase your practice’s commitment. In 2017, there are two levels of recognition: Participant and Gold, which are based on the level of blood pressure control achieved within your practice’s patient population.

Participant-Level Achievement
Practices that join the Target: BP initiative and submit patient data qualify for recognition

Gold-Level Achievement
Practices reaching 70-percent blood pressure control or greater in their patient population will receive premier recognition
**Participant- and Gold-Level Recognition**

**Something for everyone**

This comprehensive offering of recognition items was carefully selected for physicians and their care teams.

By participating in the Target: BP™ initiative and submitting patient data, practices at the Participant-level receive multiple recognition items throughout the year.

Practices reaching 70-percent blood pressure control or greater in their patient population are at the Gold level and receive premier recognition.

<table>
<thead>
<tr>
<th>Recognition Item</th>
<th>Available</th>
</tr>
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<tbody>
<tr>
<td>DIGITAL PROGRAM STATUS SEAL: For use by practices in social media, emails, websites or other marketing materials to help show their commitment to managing high blood pressure</td>
<td>✔️ ✔️</td>
</tr>
<tr>
<td>SOCIAL MEDIA MESSAGES: Images and content to be used in social media to highlight participation with Target: BP and to raise awareness of high blood pressure risks</td>
<td>✔️ ✔️</td>
</tr>
<tr>
<td>LOCAL PRESS RELEASE: A press release template that practices can distribute to share their commitment to Target: BP</td>
<td>✔️ ✔️</td>
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<tr>
<td>NATIONAL PRESS RELEASE: A joint AMA/AHA press release highlighting and celebrating the commitment of Target: BP practices across the country (note: individual practice names will not be included)</td>
<td>✔️ ✔️</td>
</tr>
<tr>
<td>ANNUAL AMA/AHA MEETING MENTION: At the AMA and AHA annual meetings, practices will be acknowledged for their active participation in the Target: BP program</td>
<td>✔️ ✔️</td>
</tr>
<tr>
<td>PRACTICE PROFILE*: A special practice profile to be featured in the Target: BP newsletter</td>
<td>✔️ ✔️</td>
</tr>
<tr>
<td>RECOGNITION ON TARGET: BP WEBSITE: Practices will be recognized on the Target: BP website</td>
<td>✔️ ✔️</td>
</tr>
<tr>
<td>PREMIER RECOGNITION ON TARGET: BP WEBSITE: Practices will receive a more prominent listing on the Target: BP website</td>
<td>✔️ ✔️</td>
</tr>
<tr>
<td>RECOGNITION WALL ACKNOWLEDGMENT: Practices to be featured on the Target: BP Recognition Wall, which will be displayed at prominent industry events</td>
<td>✔️ ✔️</td>
</tr>
<tr>
<td>PREMIER RECOGNITION WALL ACKNOWLEDGMENT: Gold-level practices to be displayed more prominently on the Target: BP Recognition Wall</td>
<td>✔️ ✔️</td>
</tr>
<tr>
<td>PRINT AD LISTING: Practices to receive acknowledgment in a Target: BP print ad to be placed in health care trade publications, including an AHA publication</td>
<td>✔️ ✔️</td>
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<td>✔️ ✔️</td>
</tr>
<tr>
<td>SPEAKING OPPORTUNITIES*: Have an opportunity to speak about practice accomplishments with Target: BP at an AHA or AMA event</td>
<td>✔️ ✔️</td>
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</table>

*Only select practices will be eligible for these items.
Data submission

The data submission process occurs annually, beginning in the first quarter of each year. You will be notified of the opening of the submission window via the Target: BP Newsletter.

Your practice will need to submit data for the prior calendar year to calculate the blood pressure control rate measure based on NQF #0018/PQRS #236/ACO #28.*

Participating sites will receive a message if the data they submit has errors. Data will be saved as a draft with errors to allow the practice to review and resolve the issue(s).

*NQF #0018 is endorsed by the National Quality Forum (NQF). In CMS programs, it’s designated as "PQRS #236." It’s also used for quality benchmarking and reported as ACO #28 for accountable care organizations (ACOs) participating in the Medicare Shared Savings Program.
Qualifying data to provide

- Number of adult patients with a diagnosis of hypertension (measure denominator)
- Number of adult patients with a diagnosis of hypertension whose blood pressure was controlled at <140/90 mm Hg (measure numerator)

Data inclusion/exclusion:
Target: BP™ collects data for adult patients ages 18 to 85 for the reporting year data.

- Patients with end-stage renal disease, dialysis, renal transplant or pregnancy are excluded from this patient population

Additional patient population elements:
- Age, gender, race and ethnicity data (for the Million Hearts Hypertension Prevalence Estimator Tool)
Data support within reach

Target: BP staff will be available to walk you through the data submission process. They will be able to support your efforts to improve patient outcomes with an in-depth knowledge of your practice, your reporting capabilities and the needs of your patient population.

For more information on data submission and related resources, please visit targetbp.org/recognition-program/. 