

## Preventing heart disease

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### Prevent heart attacks and strokes

- One in 3 American adults has high blood pressure.
- Cardiovascular disease is the No. 1 cause of death in the United States.

### What AMA is doing to help improve the BP rate

The AMA and the AHA have partnered on Target: BP™, an initiative that works to reduce the number of Americans who suffer heart attacks and strokes by urging physicians and care teams to prioritize blood pressure control.

Target: BP is the go-to source for information and guidance on how to improve blood pressure control rates and recognizes practices for their commitment to this effort.

### Target: BP calls on physicians and care teams to use the BP Improvement Program

The BP Improvement Program is a comprehensive solution using the latest clinical evidence to help improve blood pressure control rates. There are 3 pillars of this program:

- **Measure** blood pressure accurately, every time it's measured. Measuring accurately is the first step to hypertension control.
- **Act** rapidly to address high blood pressure readings.
- **Partner** with patients, families and communities to promote self-management.

Access information and tools on how to implement the BP Improvement Program in your practice.

"What's nice about [the BP Improvement Program] is you can pick and choose the tools you might use according to your assessment of what your office is in need of."

Deborah Midgley, MD

Erie Family Health Center

## Ensure your practice measures blood pressure correctly

Measuring blood pressure accurately is essential to estimate cardiovascular disease risk and to guide the management of high blood pressure.

Target: BP provides resources to train clinical staff on how to accurately measure blood pressure and the BP Positioning Tool allows you to identify the common errors made when blood pressure is measured in the clinical setting.

## Hundreds join initiative

More than 1000 medical practices, providers and health systems are now participating in Target: BP. They are encouraged to implement the BP Improvement Program and submit data annually to track progress

As the initiative has evolved, a recognition program is also being implemented to recognize healthcare providers, groups and clinics that attain high levels of blood pressure control.

## Recognition program

Physician practices and health systems will be recognized for achieving blood pressure control rates at or above 70 percent within the populations they serve. There are 2 levels of recognition:

1. Achievement: ≥70% of patients with blood pressure controlled to <140/90 in 2016.
2. Participation: Recognizes health care systems for registering with Target: BP and submitting data.

Register for Target: BP

Participants receive guidance and support from the AHA field staff, as well as a newsletter providing the latest cardiovascular news and information.

Sign Up Now