

Join us in a national movement to improve blood pressure control rates!

TARGET:BP™



What is Target: BP?

Target: BP is a program through the American Heart Association (AHA) and American Medical Association (AMA) with a goal to improve rates of high blood pressure control across the United States. The program aims to increase awareness and action of health care providers and patients on steps they can take to improve blood pressure control and, in turn, prevent the progression of high blood pressure to serious or sometimes deadly co-morbid conditions.

What opportunities are available to my healthcare practice through Target: BP?



Access to free resources for improving blood pressure control



Awards from the AHA for efforts to improve blood pressure control

What are my next steps for taking advantage of Target: BP opportunities?

1. Notify your local AHA Ambulatory Care Consultant that you are interested

Email kimberly.chapoycasas@heart.org so the AHA team can answer questions and provide guidance to get your practice started.

2. Register your practice for Target: BP at:

https://americanheart.co1.qualtrics.com/jfe/form/SV_1ZzCGI9ItrTYHWd

Registration is free and takes 5-10 minutes. This will provide your practice with up-to-date access to Target: BP resources.

3. Submit population-based data for award consideration by **May 31, 2019**:

The online portal for data submission for 2019 Recognition is now open and will be based on 2018 patient data. Additional information and support on 2019 Recognition data submission requirements and recognition levels will be provided to program registrants.

Visit <https://targetbp.org> for more information!

What resources are available through Target: BP?

Provider-Focused Resources

Target: BP provides access to provider-focused resources and support for attaining and sustaining blood pressure control rates of 70% or higher among the patients they serve.

Including...

- Local support from trained AHA field staff
- Educational webinars on managing blood pressure
- System-level methods for improving blood pressure control
- Poster for correct positioning when measuring blood pressure
- Key communication skills to improve patient engagement
- Examples of Best Practices from peer providers
- Evidence-based High Blood Pressure Treatment Algorithm

Patient-Focused Resources

Target: BP also provides access to patient-focused tools and resources, to help patients self-manage their blood pressure at home and in partnership with their healthcare providers.

Including...

- A handout on “What is high blood pressure?”
- FAQ on taking blood pressure medication
- Medication-use tracker
- Lifestyle modifications to improve blood pressure
- Video on how to properly self-measure blood pressure
- Loaner Agreement for blood pressure measurement device
- Blood pressure measurement recording logs

What awards are available, and how can we promote achieved awards?

Target: BP formally recognizes healthcare organizations registered and working to improve blood pressure control rates through the following 2019 award opportunities:

Participant Status:

Recognizes practices that have submitted data and committed to reducing the number of adult patients with uncontrolled blood pressure



Gold Status:

Recognizes practices that have 70% or more of their adult patient population with controlled high blood pressure.



Gold status

The following opportunities will be available for promoting these 2019 awards:



National Recognition:

Various promotions from the AHA and AME via public websites, annual meetings, and publications



Media Assets for Community Recognition:

Toolkit of template materials and digital assets such as a press release and social media messaging



Promotional Office Items:

Branded items to highlight achievements around the practice such as plaques and digital program status seal

Register for Target: BP to be among the first to get details of 2019 Recognition opportunities!