



TARGET: BP™



WHAT IS TARGET: BP?

Target: BP is a national collaboration between the American Heart Association and the American Medical Association 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.



The Target: BP initiative supports physicians and care teams by offering access to the latest research, tools, and resources to **reach and sustain blood pressure control rate goals within the patient populations they serve.**



By joining, you will have access to **online tools and resources**, including the **Target: BP Improvement Program** to help achieve this goal. The BP Improvement Program uses a team-based approach where data drives improvement - clinicians utilize quality-improvement metrics to monitor the impact of their efforts.

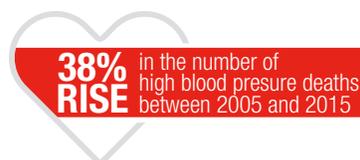
The BP Improvement Program has three main components, which can be remembered using the acronym M.A.P.: *Measure accurately; Act rapidly; and Partner with patients, families and communities.*



WHY HAVE THE AHA & AMA CREATED TARGET: BP?

Target: BP launched in response to a growing body of evidence that shows **high blood pressure is a contributing factor to many major health conditions** like heart attack, heart failure, stroke, kidney failure and other disease consequences.

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. By targeting high blood pressure early and achieving blood pressure control, the AHA and AMA hope to help prevent progression to other serious health issues.





WHAT CAN HEALTHCARE PROVIDERS EXPECT FROM ENROLLING IN TARGET: BP?

When health systems, medical practices and physicians participate in Target: BP, they are making a commitment to improve blood pressure control among their patients.

Getting started takes three steps:



STEP 1: Customize a Plan

Your AHA field staff representative will provide resources and guidance to help you create a customized implementation plan for improving blood pressure control within your organization as part of the Target: BP Improvement Program.



STEP 2: Measure Improvement and Report Results

Measuring improvements and making necessary modifications to a plan are key to any quality-improvement process.



STEP 3: Strive for Recognition

The Target: BP Recognition Program provides local and national recognition on a yearly basis to participating practices and health systems.

HOW DO I ENROLL IN TARGET: BP?

Make a difference - register for Target: BP today at targetbp.org.

The AHA and AMA are committed to working together with health care providers nationwide to improve blood pressure control rates for U.S. adults and the nation. By joining Target: BP, you will become an integral part of this national movement to build a healthier America, starting today.



To join this movement to help patients achieve greater blood pressure control, visit targetbp.org.

