



## Million Hearts® Collaborator Messaging: January 2016

### In This Issue:

- Social Media Messages
- Sample Newsletter Article
- Million Hearts® Partner Resources on Identifying Hypertensive Patients

### We Want to Know!

Do you like these messages? Do they meet your needs? [Tell us how we're doing!](#) We want your feedback!

### I. January's Million Hearts® Collaboration focus: Identifying Hypertensive Patients:

We are calling on health professionals to focus on identifying hypertensive patients this month. Why? Because as many as one in three (about 71 million) U.S. adults has high blood pressure and, yet, 13 million of these adults do not are unaware that they have it. That means many hypertensive patients are hiding in plain sight!

As a healthcare professional, you have the power to identify patients with hypertension in your practice. To help you do this, we have pulled together evidence-based tools for you, our Million Hearts® collaborators. Use these tools to create practices that work for you and your patients!

### II. Why Identifying Hypertensive Patients matters for health professionals

Most health professionals understand that hypertension is a major problem in the U.S. A quick look at the numbers remind us why:

- About 1 in every 3 U.S. adults has hypertension.
- Only 52% of U.S. adults with hypertension have it under control.
- Approximately 13 million adults with hypertension are unaware they have high blood pressure.
- About 1 in 3 U.S. adults has prehypertension, i.e. blood pressure numbers that are higher than normal but not yet in high blood pressure range.
- In 2013, high blood pressure was a factor in nearly 1,000 deaths each day.
- High blood pressure costs the nation around \$46 billion each year.

The good news is that hypertension can be controlled if diagnosed and monitored. That's why we're providing you with tools to help you identify any patients that may be hiding in plain sight!

### III. Identifying Hypertensive Patients social media messages

#### Twitter

- Health Care Providers: #DYK there's an interactive tool to help create hypertension treatment protocols? <http://1.usa.gov/1JEBbOL>
- Health Care Providers: Work w/ patients to figure out their heart age & reduce risk: <http://1.usa.gov/1UssEDa>.
- Providers: Make control your goal. Ask patients what they're doing to control blood pressure: <http://1.usa.gov/1QSfdzQ>.
- Providers: Support hypertension medication adherence by providing clear verbal & written instructions. <http://1.usa.gov/1RNYOfD>

- Identify hypertensive patients: Provide blood pressure checks without a copayment or appointment. <http://1.usa.gov/1TmMZe4>
- Providers: Teach clerical personnel to take blood pressure & provide blood pressure readings for drop-ins. <http://1.usa.gov/1TmMZe4>

### Facebook

- Many patients with high blood pressure don't know they have it – and they often don't have any signs or symptoms. The only way for a person to know for sure whether they have high blood pressure is to have a doctor or other health professional measure it. Million Hearts® has tools for providers and patients. Learn more: <http://millionhearts.hhs.gov/tools-protocols/index.html>.
- Providers – Want to know what patients are doing to control their blood pressures? Just ask! Get more tips on helping patients keep their blood pressures in check from Million Hearts® at [http://millionhearts.hhs.gov/files/MH\\_HTN\\_Clinician\\_Guide.pdf](http://millionhearts.hhs.gov/files/MH_HTN_Clinician_Guide.pdf).
- Do you know your heart age? The “Heart Age Calculator” is an interactive tool that providers can use to educate patients about the importance of blood pressure, smoking cessation, diabetes control, and weight to their heart health. Try it: <http://www.cdc.gov/vitalsigns/cardiovascular-disease/heartage.html>.

## IV. Identifying Hypertensive Patients newsletter template

### Hiding in Plain Sight: Identifying Hypertensive Patients

Health care professionals are all too aware that controlling blood pressure is to reducing heart disease and stroke in the United States. Why? Because one in three (about 71 million) U.S. adults has high blood pressure. Unfortunately, many of them – approximately 13 million – are not aware they have it and only about 50 percent of hypertensive patients in the U.S. have their condition under control.

As health care professionals, we have the power to identify patients with hypertension in our practices and help those with the condition control it. That's why we are asking you to make it a point to measure your patients' blood pressure this month. For patients you identify as hypertensive, we encourage you to work with them to create a blood pressure control plan that works for you and them. For tips and tools to help you identify and manage patients, visit the Million Hearts® Action Guides: <http://millionhearts.hhs.gov/tools-protocols/action-guides.html>.

## V. Million Hearts® Partner Resources

- American Heart Association – Professional Statements and Guidelines for Hypertension [http://my.americanheart.org/professional/StatementsGuidelines/ByTopic/TopicsD-H/Hypertension\\_UCM\\_321621\\_Article.jsp#.VoFnL\\_JdOpo](http://my.americanheart.org/professional/StatementsGuidelines/ByTopic/TopicsD-H/Hypertension_UCM_321621_Article.jsp#.VoFnL_JdOpo)
- Million Hearts® Tools and Protocols – Resources to help educate, motivate, and monitor your patients <http://millionhearts.hhs.gov/tools-protocols/index.html>
- Million Hearts® Action Guides <http://millionhearts.hhs.gov/tools-protocols/action-guides.html>
- Million Hearts® Supporting Your Patients with High Blood Pressure Checklist [http://millionhearts.hhs.gov/files/TipSheet\\_HCP\\_Checklist.pdf](http://millionhearts.hhs.gov/files/TipSheet_HCP_Checklist.pdf)
- Million Hearts® Improving Medication Adherence Among Patients with Hypertension [http://millionhearts.hhs.gov/files/TipSheet\\_HCP\\_MedAdherence.pdf](http://millionhearts.hhs.gov/files/TipSheet_HCP_MedAdherence.pdf)
- Million Hearts® Interactive Protocol for Controlling Hypertension

<http://nccd.cdc.gov/MillionHearts/Protocol/>

- National Heart, Lung, and Blood Institute Resources on High Blood Pressure  
[http://www.nhlbi.nih.gov/health-pro/resources/heart#high\\_blood\\_pressure](http://www.nhlbi.nih.gov/health-pro/resources/heart#high_blood_pressure)

## **VI. About the Million Hearts® Collaboration**

The American Heart Association and the National Forum for Heart Disease & Stroke Prevention co-chair the Million Hearts® Collaboration to Prevent Heart Disease and Stroke. The Collaboration includes including representatives from public health, healthcare-related professional associations and other organizations serving or representing priority populations. The American Heart Association and the National Forum engage with our collaborators via a monthly messaging campaign to improve effective dissemination and promotion of key cardiovascular disease (CVD) prevention messages, evidence-based practices and resources that prevent and control heart disease, stroke and related risk factors – all of which work to help build national, state and local strategies to support CVD prevention and management.