Resource Tour
Missouri Hypertension Control Summit

Alison P. Smith, MPH, BA, BSN, RN
AMA/AHA – Target: BP Program Director
December 10, 2018
Target: BP Journey

2018 Highlights
Public Awareness

WELCOME TO THE
HIGH BLOOD PRESSURE CONTROL
CAMPAIGN TOOLKIT

155 million Americans have high blood pressure and are at risk for heart attack and stroke. Your organization can help educate more about high blood pressure and how to create a plan with your doctor to manage your blood pressure.

CAMPAIGN BACKGROUND
Access information about the public service advertising campaign that encourages people to make a plan to manage high blood pressure with your doctor.

PSAS
Review and access the current campaign PSAs.

SPREAD THE WORD
Help encourage your community to manage high blood pressure.

SOCIAL MEDIA
Share the various social posts and messages on your social channels.

http://manageyourbp.adcouncilkit.org/
Public Education & Action

• Behavioral communications strategy vs. standard marketing approach
• Personalized, ongoing customer path vs. one-time static approach
• Hopeful vs. 100% serious, scary creative approach
• Focus on digital and “new media” vs. traditional media

ManageYourBP.org
STAY UP TO DATE ON TARGET: BP AND SIGN UP FOR THE NEWSLETTER.

Receive Newsletter

Target BP™ is a national initiative formed by the American Heart Association (AHA) and the American Medical Association (AMA) in response to the rising incidence of uncontrolled blood pressure (BP). Target BP helps health care organizations, at no cost, improve BP control rates through an evidence-based quality improvement program and recognizes organizations committed to improving BP control. By joining Target BP, you will receive access to the latest guidelines, clinical tools and support to help your practice optimize how patients with hypertension are diagnosed and managed. With empowered care teams helping to achieve better health outcomes, more patients will avoid life-altering events, such as heart attacks and strokes, leading to a healthier America.

http://targetbp.org
## Monthly Webinar Series

### CME/CE
- Physical Activity Guidelines
- AHA BP Measurement Scientific Statement
- Team-Based Care
- HTN Policy – 12/12

### Success Stories
- Loyola University Medical Center
- Family Christian Health Center
- Centra Care
- AMITA

### Other Resources
- Target: BP Connect (Office hours)
- Recognition Program
- Data platform navigation
- Public Awareness Campaign

Plus a growing enduring webinar library:
Measure Accurately, Act Rapidly, SMBP, Lifestyle. 2017 HTN Guidelines, more Success Stories
Target: BP Learning Essentials

Target: BP™ learning essentials

Target BP aims to reduce the number of Americans who have heart attacks and strokes for gaining medical practices, health service organizations and patients to prioritize blood pressure control.

The Target BP webinar series is designed to provide continuous learning among organizations that have prioritized blood pressure control. The purpose of the series is to provide clinicians with up-to-date and practical information on hypertension management for patients with and without high blood pressure, informally based evidence, and practical tools available on the Target BP website and provide success stories to help organizations in their blood pressure improvement journey. Offered live and on recorded archive, the series provides support for clinical teams in education and training needs. Your AMA CME Category 1 Credit is available for most webinars.

Earn free CME/CE credit from Target: BP on-demand webinars. Visit TargetBP.org today.

Measurement accuracy

The importance of measuring blood pressure accurately

- Simpsonian device
- Examine hand and patient positioning
- BP measurement technique and common errors
- "White Collar" hypertension and confirmatory measurements

Act rapidly

The importance of treating your patient's high blood pressure with COPIC

- Incorporating antihypertensive treatment protocols and therapeutic goals
- Evaluation of adherence and patient follow-up strategies
- Performance metrics for quality improvement

Partner with patients

Using self-measured blood pressure (SMBP) monitoring to diagnose and manage hypertension

- Clinical indications for appropriate use of SMBP
- Strategies for implementing SMBP programs in practice settings
- Effective behavioral interventions
- Strategies to effectively address therapy and share new data with patients

More webinars

2017 AHA/ACC Guidelines for the prevention, detection, evaluation and management of high blood pressure in adults

- Summary of the guidelines (written summary)
- Recommendations from the 2017 hypertension guideline featuring Paul Wright, MD, and Ruth Ferdinand, MD (CME)
- Current and emerging concepts in hypertension: Use of the 2017 guidelines with special populations featuring Faith Ferdinand, MD (CME)

Community of learning

Success stories

- Real-world blood pressure success stories from clinics engaged with Target BP
- Teamwork and clinical teams ideas that have improved care using the MAI* framework

Target BP connect

- Opportunities for live interaction with clinical experts
- Connection with other clinics across the country

Target BP resources

- Benefits of participation and registration
- Data submission guidelines
- Practice success indicators RCI

Additional resources

Below is just a sample of free practice tools available on TargetBP.org

Target BP—reducing millions to lower blood pressure

This comprehensive initiative provides access to the latest guidelines, clinical tools and support to help practices optimize hypertension treatment. Register for upcoming events relevant to the Target BP community of TargetBP.org.

Download exam room problem

Use an instructional video to help patients resist to high reading blood pressure (English and Spanish)

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Road map for improving measurement accuracy

1. Assessment
2. Education
3. Improvement
Assess Your Practice

### Measure accurately

**Pre-assessment**

Instructions: Check all the boxes that apply to your practice.

1. What blood pressure (BP) measurement devices are used?
   - Manual (portable aneroid)
   - Manual (mounted aneroid)
   - Semi-automated

2. If multiple devices are used, what device is used for the initial BP measurement?
   - Manual (portable aneroid or mounted aneroid)
   - Semi-automated

### Act rapidly

**Pre-assessment**

Instructions: Check all the boxes that apply to your practice.

1. What office protocols are in place?
   - Provider is notified if patient has high blood pressure (BP)
   - High BPs are flagged in electronic health record (EHR)

2. What treatment protocol is used?
   - None
   - Your practice’s customized protocol
   - Clinical decision support guidance within EHR (including embedded treatment protocols)
   - AHA/AACG/CDC high blood pressure algorithm
   - Million Hearts® protocol for controlling hypertension in adults
   - Kaiser Permanente Clinical Practice Guidelines for Adult Hypertension
   - National Institute for Health and Care Excellence (NICE) protocol for hypertension
   - Other: ____________________________

3. How are medical records used?
   - Identify patients with uncontrolled BP using EHR report
   - Identify clinical inertia
   - Initiation or intensification of antihypertensive medication
   - Initiation or continuation of non-pharmacological therapy
   - Schedule follow-up visits
   - Use of self-measured BP measurements
   - Use of 24-hour ambulatory BP monitoring
   - Identify contributing factors of clinical inertia
   - Provider’s lack of knowledge or treating hypertension
   - Unavailability of ‘what’ BP
   - Medication complexity
   - Medication adherence
   - Patient does not want or agree with treatment plan
   - Follow-up issue

### Partner with patients

**Pre-assessment**

Instructions: Check all the boxes that apply to your practice.

1. What methods are in place to improve collaborative communication?
   - Engage patients using open-ended questions
   - Use teach back when providing patient education
   - Discuss patient views on options and priorities for the care plan
   - Explore reasons for non-adherence
   - Address health literacy needs
   - Foster non-judgmental at all times

2. What methods are in place to improve medication adherence?
   - Education on use, importance and effectiveness of medication
   - Prescribe once-daily medications when possible
   - Prescribe generic medications when possible
   - Use single-pill combination therapy when possible
   - Provide 90-day prescriptions when possible
   - Coordinate prescription refills for the same date
   - Identify and address financial barriers
   - Address issues of medication complexity
   - Provide patient guidance on what to do if medication side effects occur
   - Work with pharmacy to coordinate blister packs for patients who may benefit from them

3. Do you recommend the following lifestyle changes?
   - Avoid tobacco use
   - Drink alcohol in moderation (for those who currently drink alcohol)
Accurate Office Measurements

Blood pressure measurement:
Measure accurately

Screening for high blood pressure
• Use a validated, automated device to measure BP
• Use the correct cuff size on a bare arm
• Ensure the patient is positioned correctly

If initial blood pressure is elevated, obtain a confirmatory measurement
• Repeat above steps
• Ensure the patient has an empty bladder
• Ensure the patient has rested quietly for at least five minutes
• Obtain the average of at least three BP measurements

Evidenced-based tips for correct positioning
• Ensure the patient is seated comfortably with:
  1. Back supported
  2. Legs uncrossed with feet flat on the floor/supported with a stool
  3. Arm supported with the BP cuff at heart level
• Remain quiet. No one should be talking during the

BP POSITIONING TOOL

Resolve all 6 issues to unlock resources by clicking on the red circles below.

[Image and interactive elements related to blood pressure measurement]

6 unresolved
0 resolved
Start Over

Skip challenge, view positioning resources
In-Office Measuring Blood Pressure Infographic

7 Simple Tips to Get an Accurate Blood Pressure Reading

1. Use correct cuff size: Cuff too small adds 5-30 mm Hg
2. Don’t have a conversation: Talking or active listening adds 5 mm Hg
3. Put cuff on bare arm: Cuff on clothing adds 5-50 mm Hg
4. Empty bladder first: Full bladder adds 10 mm Hg
5. Support arm at heart level: Unsupported arm adds 5 mm Hg
6. Keep legs uncrossed: Crossed legs add 2-8 mm Hg
7. Support back/feet: Unsupported back and feet add 6 mm Hg

TARGET:BP

English and Spanish available
# Technique Quick Check Tool

### General Information

<table>
<thead>
<tr>
<th>Site name:</th>
<th>Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Observer name(s):</td>
<td>Observation location (clinic, unit, etc.):</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Device used</th>
<th>Patient #1</th>
<th>Patient #2</th>
<th>Patient #3</th>
<th>Patient #4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Used a manual device</td>
<td>Yes</td>
<td>No</td>
<td>Comments</td>
<td>Yes</td>
</tr>
<tr>
<td>2. Used an automated device</td>
<td>Yes</td>
<td>No</td>
<td>Comments</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Additional notes on availability, accessibility, quality and/or use patterns of blood pressure measurement devices in the practice (optional):

### Patient Preparation and Positioning

<table>
<thead>
<tr>
<th>Patient in the correct position...</th>
<th>Yes</th>
<th>No</th>
<th>If no, why not?</th>
<th>Yes</th>
<th>No</th>
<th>If no, why not?</th>
<th>Yes</th>
<th>No</th>
<th>If no, why not?</th>
<th>Yes</th>
<th>No</th>
<th>If no, why not?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Seated with back supported</td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
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</tr>
<tr>
<td>2. Foot flat on the floor or tootsi!</td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
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</tr>
<tr>
<td>3. Legs uncrossed</td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
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<tr>
<td>4. Arm bare</td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
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</tr>
<tr>
<td>5. Arm supported</td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>6. Arm at heart level</td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>2. Cuff used is correct size*</td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
<td></td>
<td>Yes</td>
<td>No</td>
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<td>Yes</td>
<td>No</td>
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</tbody>
</table>

If this is a confirmatory measurement (that is, a repeat measurement), then also check the following...

| Was the patient asked to empty his/her bladder prior to the repeat measurements? | Yes | No | | Yes | No | | Yes | No | | Yes | No | |
| Did the patient rest quietly for at least five minutes (no speaking or texting) before the repeat measurement? | Yes | No | | Yes | No | | Yes | No | | Yes | No | |
| Were all three measurements obtained? | Yes | No | | Yes | No | | Yes | No | | Yes | No | |

Additional notes on issues related to patient preparation, positioning and cooperation with use of technique (optional):
Achieving Accuracy: BP Measurement eLearning Module

Powered by Target: BP

Micro module 1
Recommendations from ACC/AHA 2017 clinical practice guidelines

Micro Module 2
Best practices for measuring blood pressure accurately

Micro module 3
Recommendations on how to educate and engage your patient
SMBP: Patient Training Checklist

Self-measured blood pressure
Patient training checklist

Instructions: To ensure all necessary steps and components are covered, use this checklist when training your patient’s on how to perform self-measured blood pressure (SMBP).

☐ Gather supplies
  ☐ Tape measure
  ☐ What is SMBP? (PDF)
  ☐ SMBP infographic (PDF in English or Spanish)
  ☐ SMBP recording log (PDF)
  ☐ SMBP device accuracy test (PDF)

☐ Provide background information on SMBP to the patient (if not explained by provider)
  Explain how SMBP allows the provider to get a more accurate and complete picture of the patient’s blood pressure outside of the office (more readings, over a longer period of time, in the patient’s normal environment)
  Tip: Hand out the "What is SMBP?" document.

☐ Determine SMBP cuff size
  Use tape measure to measure the circumference of the patient’s mid-upper arm in centimeters (see image for more detail)
  Tip: Ideally, this is done before the patient purchases a device so you can ensure the device and cuff purchased are appropriate for the patient.

☐ Check patient’s SMBP device for accuracy
  Tip: Use the SMBP device accuracy test.

☐ Determine the patient’s blood pressure arm (if not currently identified)
  Measure the patient’s blood pressure in each arm and use the arm with the higher reading for all future readings

☐ Teach patient how to properly prepare for self-measurement
  Avoid caffeine, tobacco and exercise for at least 30 minutes before measurement
  Empty bladder if full
  Take BP measurements before blood pressure medications
  Tip: Show SMBP training video and hand out the SMBP infographic.

☐ Teach patient the proper positioning for self-measurement

☐ Back supported
☐ Feet flat on the floor or a firm surface
☐ Legs uncrossed
☐ Cuff placed on bare upper arm
☐ Arm supported with middle of the cuff at heart level
Tip: Refer to the SMBP video and/or infographic.

☐ Teach patient how to use device* (if applicable)
  How to turn on device
  How to start measurement
  How to troubleshoot
  *Refer to device manual as needed.

☐ Teach patient how to properly self-measure
  Rest quietly for five minutes
  Take two measurements, one minute apart
  Avoid conversations and electronic devices during measurement
  Perform this process once in the a.m. and once in the p.m. for seven consecutive days
  Tip: Provide patient with link to SMBP training video to reference later (also available in Spanish).

☐ Teach patient how to use SMBP recording log
  Reminder: Complete the “For Office Use” section
  How to document systolic and diastolic blood pressure
  What to do if blood pressure is too high or too low
  What to do with log when week of measurements is complete

☐ Use teach back or return demonstration methods to ensure patient understands how to properly self-measure

☐ Ensure all necessary office paperwork is complete
SMBP Patient Training Video

- 3 minutes and 45 seconds
- English and Spanish
- Leverage staff time
- Patient can watch again at home
How to measure your blood pressure at home

Follow these steps for an accurate blood pressure reading:

1. **PREPARE**
   - Avoid caffeine, cigarettes and other stimulants 30 minutes before you measure your blood pressure.
   - Wait at least 30 minutes after a meal.
   - If you’re on blood pressure medication, take your BP before you take your medication.
   - Empty your bladder beforehand.
   - Find a quiet space where you can sit comfortably without distraction.

2. **POSITION**
   - Position arm so cuff is at heart level.
   - Put cuff on bare arm, armband below mid-forearm.
   - Keep arm supported, elbow up with muscles relaxed.
   - Sit with legs uncrossed.
   - Keep feet flat on the floor.

3. **MEASURE**
   - Rest for five minutes while in position before starting.
   - Take two or three measurements, one minute apart.
   - Keep your body relaxed and in position during measurements.
   - Sit quietly with no distractions during measurements—avoid conversations, TV, phones and other devices.
   - Record your measurements when finished.
### SMBP Recording Log

#### 7 Day Recording Sheet  
**Self-Measured Blood Pressure Monitoring**

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>Day 4</th>
<th>Day 5</th>
<th>Day 6</th>
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**PRACTICE ADDRESS**:  
Diabetic SMBP, measure for 7 consecutive days  
Confirmed hypertension, measure for 7 consecutive days prior to next office visit

**PHONE**:  
Report back results by phone:  
1SYS 1DIA 2PULSE  
Patient portal:  
Bring back device or written log

**IF YOUR BLOOD PRESSURE MEASUREMENT IS**

- **MORE THAN**  
  SYS, DIA 2PULSE
- **BETWEEN**  
  SYS, DIA & SYS, DIA
- **LESS THAN**  
  SYS, DIA

- Your blood pressure is high.  
  Report back results by phone:  
  1SYS, 1DIA & 2PULSE
- This is the desired range for your blood pressure.  
  Please continue to monitor your blood pressure as you have been instructed by your care team.
- Your blood pressure is low.  
  Report back results by phone:  
  1SYS, 1DIA & 2PULSE
- Bring back device or written log

**INSTRUCTIONS**: If at any time you feel light headed or have a headache, check your blood pressure and call the office immediately.
Learn More

SMBP Resources

• What is SMBP? (patient handout)
• Patient Training Checklist
• Positioning Infographic *
• Patient Instructional Video *
• Measurement Recording Log
• Average Calculator
• Device Accuracy Test
• Loaner Device Inventory Management
• Loaner Device Agreement
• **Webinar:** Using SMBP to Diagnose and Manage HBP (1 hour, free CME/CE)

*English and Spanish*
<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td>HCOs Registered</td>
<td>1199</td>
<td>923</td>
<td>1238</td>
</tr>
<tr>
<td>HCOs Submitting data</td>
<td>330</td>
<td>802</td>
<td>1183</td>
</tr>
<tr>
<td>HCOs reporting BP control rates of ≥70% (Gold)</td>
<td>185</td>
<td>347</td>
<td>539</td>
</tr>
<tr>
<td>HCOs Submitting data since 2017</td>
<td>-</td>
<td>220</td>
<td>170</td>
</tr>
<tr>
<td>Patient population with HTN served by HCOs submitting data</td>
<td>3.4M</td>
<td>8.8M</td>
<td>8.2M</td>
</tr>
</tbody>
</table>
Percentage of patients 18 to 85 years of age who had a diagnosis of hypertension (HTN) and whose blood pressure (BP) was adequately controlled (<140/90 mmHg) during the measurement year.
Target: BP Report (NQF18/MIPS #236)

Percentage of patients 18 to 85 years of age who had a diagnosis of hypertension (HTN) and whose blood pressure (BP) was adequately controlled (<140/90 mmHg) during the measurement year.
Take Action

1. Visit TargetBP.org
2. Request the Target: BP Newsletter
3. Register to be part of the Target: BP Community
4. Contact us