

# Resource Tour

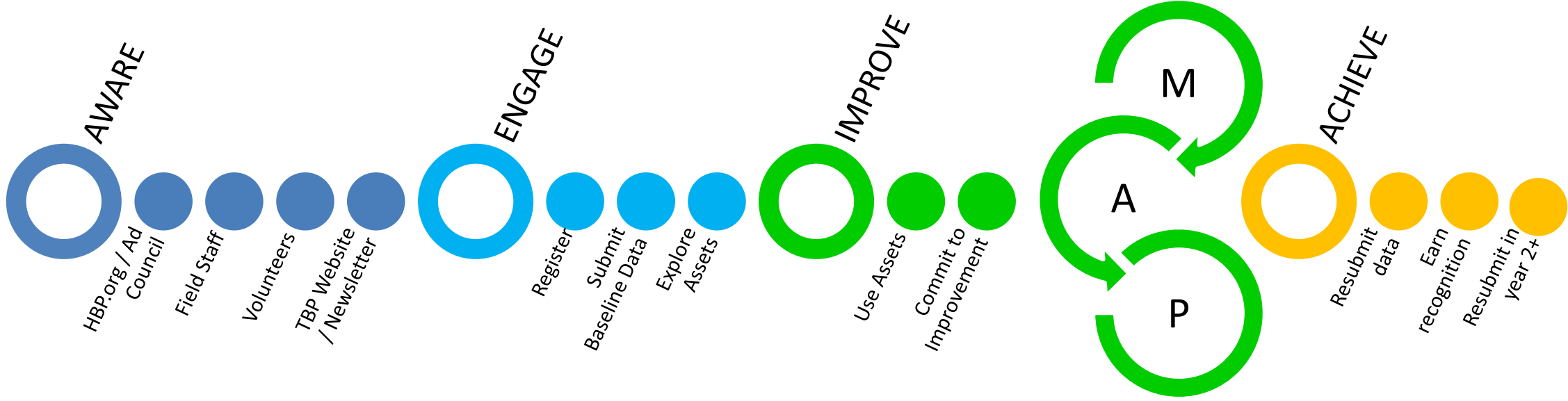
## Missouri Hypertension Control Summit

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TARGET: **BP**™



# Target: BP Journey



2018 Highlights



# Public Awareness



PRINT



BANNERS



TV



RADIO

**HIGH BLOOD PRESSURE CONTROL**  
CAMPAIGN TOOLKIT

CAMPAIGN BACKGROUND PSAS SPREAD THE WORD SOCIAL MEDIA ASSETS

## WELCOME TO THE HIGH BLOOD PRESSURE CONTROL CAMPAIGN TOOLKIT

116 million Americans have high blood pressure and are at risk for heart attack and stroke. Visit [ManageYourBP.org](http://ManageYourBP.org) to learn more about high blood pressure and how to create a plan with your doctor to manage your blood pressure.

Here you'll find everything you need to help us extend the reach of this important campaign. We have included the PSAs, print, helpful tips on engaging media and other partners in your local community, and more. We are excited to have you join us in raising awareness about the health risks associated with high blood pressure.

To help get the word out on social media, we've provided social media messaging and graphics that your organization can share across its Facebook and Twitter channels.

### 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.

[LEARN MORE](#)

|  |  |  |
|--|--|--|
| <h4>PSAS</h4> <p>Review and access the current campaign PSAs.</p> <p><a href="#">WATCH &amp; SHARE</a></p> | <h4>SPREAD THE WORD</h4> <p>Help encourage your community to manage high blood pressure.</p> <p><a href="#">FIND OUT HOW</a></p> | <h4>SOCIAL MEDIA</h4> <p>Share the various social posts and messages on your social channels.</p> <p><a href="#">SHARE NOW</a></p> |
|--|--|--|



ERIKA 7x10 English



Erika 7x10 Spanish



Cory 7x10 English



Jodi 7x10 English

ad COUNCIL

American Heart Association American Stroke Association

AMA AMERICAN MEDICAL ASSOCIATION

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# 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



## Change Your Numbers. Change Your Life.

You have the power to lower your blood pressure. And when you do, you'll have more time for all the people, places and things you love most.



How can we help you?

- I'm new to high blood pressure
- I'm working to manage high blood pressure
- I'm not sure if I have high blood pressure
- I'm helping someone else with high blood pressure

Get Started

# Newsletter Sign Up

[Contact Us](#) | [Data Platform](#) | [Newsletter Sign-Up](#) | [Register](#)

TARGET:BP™



[About Target: BP](#) | [BP Improvement Program](#) | [Recognition Program](#) | [Events](#) | [BP Guideline](#) | [Tools & Downloads](#) | [Q](#)

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.

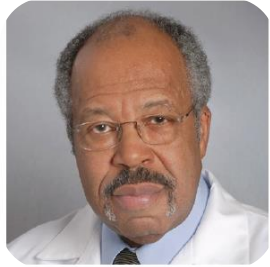
By joining Target: BP, you will receive access to the latest guidelines, clinical tools and support to help your practice optimize how patients with hypertension are diagnosed and managed. With empowered care teams helping to achieve better health outcomes, more patients will avoid life-altering events, such as heart attacks and strokes, leading to a healthier America.

TARGET:BP™



<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 | American Heart Association | AMA

## Target: BP™ learning essentials

**Target: BP** aims 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 webinar series** is designed to promote continuous learning among organizations that have prioritized blood pressure control. The purpose of the series is to strengthen health professionals' knowledge, skills and practices to support patients at risk for and living with high blood pressure. Informed by best-available evidence, webinars highlight tools available on the Target: BP website and showcase success stories to help organizations on their blood pressure improvement journeys. Offered live and via recorded archives, the series provides support for clinical teams' diverse education and training needs. Free AMA PRA Category 1 Credit™ is available for most webinars.

**Earn free CME/CE credit from Target: BP on-demand webinars. Visit [targetbp.org](http://targetbp.org) now.**

### Measure accurately

The importance of measuring blood pressure accurately (CME/CE):

- BP measurement devices
- Proper exam room set up and patient positioning
- BP measurement technique and common errors
- "White Coat" hypertension and confirmatory measurements

### Act rapidly

The importance of treating your patients' high blood pressure (CME/CE):

- Implementing effective treatment protocols and preventing therapeutic inertia
- Medication 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 HBP (CME/CE):

- Clinical indications for appropriate use of SMBP
- Tools and techniques for training patients to self-measure their blood pressure
- Strategies for implementing SMBP programs in a practice setting

Lifestyle interventions for the treatment and prevention of hypertension (CME/CE):

- Evidence-based lifestyle interventions
- Strategies to effectively address lifestyle and behavior change with patients

### M.A.P. framework

All 3 are critical for control

Measure Accurately | Act Rapidly | Partner with Patients | CONTROL | Therapeutic inertia | Diagnostic uncertainty | Treatment nonadherence

### More webinars

#### 2017 AHA/ACC Guideline 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 Whelton, MD, and Keith Ferdinand, MD (CME)
- Current and emerging concepts in hypertension: Use of the 2017 guideline with special populations featuring Keith Ferdinand, MD (CME)

### Community of learning

#### Success stories

- Real-world blood pressure success stories from clinics engaged with Target: BP
- Physicians and clinical teams share their experiences using the M.A.P. framework

#### Target: BP connect

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

#### Target: BP recognition

- Benefits of participation and registration
- Data submission guidance
- Prevalence estimator FAQs

### Additional resources

Below is just a sample of free practice tools available on [targetbp.org](http://targetbp.org):

Download exam room posters

Use an instructional video to help patients learn to self-monitor blood pressure (English and Spanish)

### Target: BP—motivating 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 at [targetbp.org/events](http://targetbp.org/events).

TARGET:BP | American Heart Association | AMA

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# “M” Quick Start Guide

## Road map for improving measurement accuracy

1. Assessment
2. Education
3. Improvement

## Measure accurately

### Quick start guide

Measuring blood pressure (BP) accurately in the clinical setting is critical to improving BP control. Here are some steps you can take to help incorporate evidence-based BP measurement techniques into your practice.

#### 1. Assess how your health care organization currently measures BP

It is important to understand how you and your health care team currently measure BP in order to identify ways to improve. Use the following tools to help establish a baseline:



Quick BP measurement quiz



Measure accurately pre-assessment



Technique quick check

#### 2. Build your health care organization's knowledge in BP measurement

- Watch the [measure accurately webinar](#) and receive CME or CE
- Host a journal club discussion on the [AHA Scientific Statement on BP Measurement](#)
- Watch the [AHA Scientific Statement on BP Measurement webinar](#) and receive CME or CE

#### 3. Train your care team on evidence-based BP measurement techniques

Use the following tools to help train care team members on how to measure BP more accurately in the clinical setting:



BP positioning challenge



Steps to accurately measure BP



Technique quick check  
Tip: conduct monthly audit



BP measurement infographic  
Tip: place in every exam room



# 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

- Manual devices (portable aneroid)
  - Calibrated\* at least every six months
- Manual devices (mounted aneroid)
  - Calibrated\* every six months
- Semi-automated devices (automated device that takes only one reading and requires the observer\*\* in the room with patient during measurement)
  - Device validated for clinical accuracy
  - Calibrated\* annually
- Automated office BP (AOBP) devices: Automated device that can be programmed to take measurements without the observer\*\* in the room
  - Device validated for clinical accuracy
  - Calibrated\* annually
- Multiple adult cuff sizes (small, regular, large, extra large) are available for each device

#### 2. If multiple devices are used, what device is used for the initial BP measurement?

- Manual (portable aneroid or mounted aneroid)
- Semi-automated
- AOBP

## Act rapidly

### Pre-assessment

Instructions: Check all 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/ACC/CDC high blood pressure algorithm
- Million Hearts® protocol for controlling hypertension in adults
- Kaiser Permanente Clinical Practice Guideline 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 on treating hypertension
  - Unsure about "true" 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 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
- Elicit patient views on options and priorities for the care plan
- Explore reasons for non-adherence
- Address health literacy needs
- Remain 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

TARGET:BP™



## 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.



6 unresolved

0 resolved

Start Over


Skip challenge, [view positioning resources](#)

TARGET:BP™



# In-Office Measuring Blood Pressure Infographic

English and Spanish available



**7 SIMPLE TIPS TO GET AN ACCURATE BLOOD PRESSURE READING**

The common positioning errors can result in inaccurate blood pressure measurement. Figures shown are estimates of how improper positioning can potentially impact blood pressure readings.

Sources:

1. Pickering et al. Recommendations for Blood Pressure Measurement in Humans and Experimental Animals Part 1: Blood Pressure Measurement in Humans. *Circulation*. 2005;111:697-716.
2. Handjar J. The importance of accurate blood pressure measurement. *The Permanente Journal*/Summer 2009/Volume 13 No. 3 51

This 7 simple tips to get an accurate blood pressure reading was adopted with permission of the American Medical Association and The Johns Hopkins University. The original copyrighted content can be found at <https://www.ama-assn.org/ama-johns-hopkins-blood-pressure-resources>.

Updated December 2016  
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**TARGET:BP** | American Heart Association | AMA

**USE CORRECT CUFF SIZE**  
Cuff too small adds 2-10 mm Hg

**DON'T HAVE A CONVERSATION**  
Talking or active listening adds 10 mm Hg

**EMPTY BLADDER FIRST**  
Full bladder adds 10 mm Hg

**PUT CUFF ON BARE ARM**  
Cuff over clothing adds 5-50 mm Hg

**SUPPORT ARM AT HEART LEVEL**  
Unsupported arm adds 10 mm Hg

**SUPPORT BACK/FEET**  
Unsupported back and feet adds 6 mm Hg

**KEEP LEGS UNCROSSED**  
Crossed legs add 2-8 mm Hg

**7 CONSEJOS SIMPLES PARA OBTENER UNA LECTURA DE LA PRESIÓN ARTERIAL PRECISA**

Los errores frecuentes de la posición pueden causar una medición de la presión arterial incorrecta. Las cifras que se muestran son estimaciones de cómo una posición inadecuada puede afectar la lectura de la presión arterial.

Fuentes:

1. Pickering et al. Recommendations for Blood Pressure Measurement in Humans and Experimental Animals Part 1: Blood Pressure Measurement in Humans. *Circulation*. 2005;111:697-716.
2. Handjar J. The importance of accurate blood pressure measurement. *The Permanente Journal*/Summer 2009/Volume 13 No. 3 51

Estos 7 consejos simples para obtener una lectura de la presión fueron adoptados con permiso de la American Medical Association y The Johns Hopkins University. El contenido original protegido por derechos de autor puede consultarse en <https://www.ama-assn.org/ama-johns-hopkins-blood-pressure-resources>.

Actualizado en diciembre de 2016  
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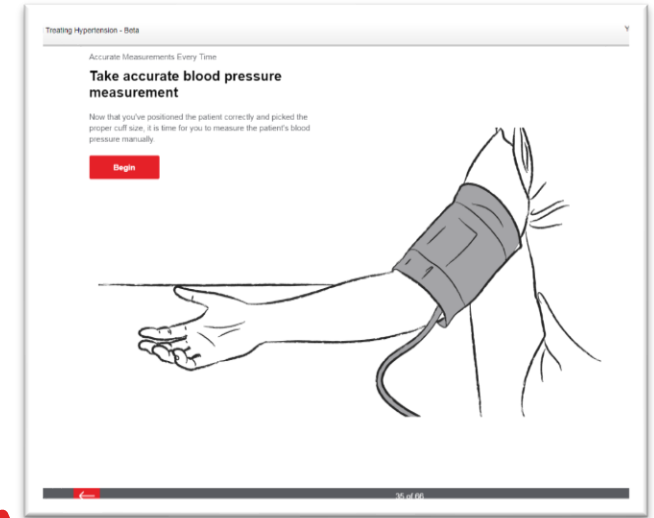
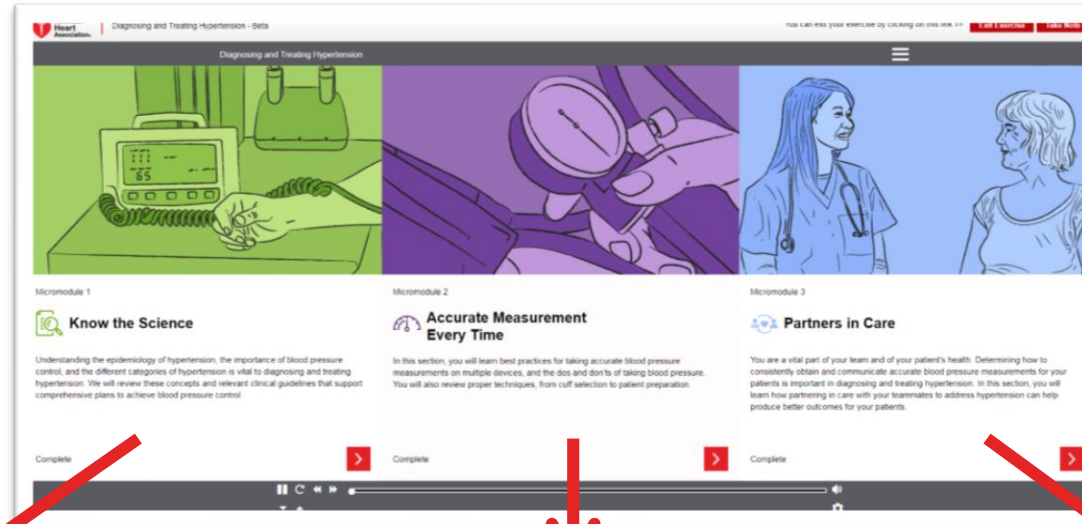
# Technique Quick Check Tool

## General information

| Site name:   |                          |                          |                 | Date:                                      |                          |                 |                          |                          |                 |                          |                          |                 |
|--|--------------------------|--------------------------|-----------------|--|--------------------------|-----------------|--------------------------|--------------------------|-----------------|--------------------------|--------------------------|-----------------|
| Observer name(s):  |                          |                          |                 | Observation location (clinic, unit, etc.): |                          |                 |                          |                          |                 |                          |                          |                 |
|  | Patient #1               |                          |                 | Patient #2                                 |                          |                 | Patient #3               |                          |                 | Patient #4               |                          |                 |
| Device used  | Yes                      | No                       | Comments        | Yes  | No                       | Comments        | Yes                      | No                       | Comments        | Yes                      | No                       | Comments        |
| 1. Used a manual device  | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/>                   | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 |
| 2. Used an automated device  | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/>                   | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 |
| Additional notes on availability, accessibility, quality and/or use patterns of blood pressure measurement devices in the practice (optional): |                          |                          |                 |  |                          |                 |                          |                          |                 |                          |                          |                 |
| Patient preparation and positioning  | Yes                      | No                       | If no, why not? | Yes  | No                       | If no, why not? | Yes                      | No                       | If no, why not? | Yes                      | No                       | If no, why not? |
| 1. Patient in the correct position ...   |                          |                          |                 |  |                          |                 |                          |                          |                 |                          |                          |                 |
| 1.1. Seated with back supported  | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/>                   | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 |
| 1.2. Feet flat on the floor or footstool   | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/>                   | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 |
| 1.3. Legs uncrossed  | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/>                   | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 |
| 1.4. Arm bare  | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/>                   | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 |
| 1.5. Arm supported   | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/>                   | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 |
| 1.6. Arm at heart level  | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/>                   | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 |
| 2. Cuff used is correct size*  | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/>                   | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 |
| <b>If this is a confirmatory measurement (that is, a repeat measurement), then also check the following...</b>                                 |                          |                          |                 |  |                          |                 |                          |                          |                 |                          |                          |                 |
| 3. Was the patient asked to empty his/her bladder prior to the repeat measurements?  | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/>                   | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 |
| 4. Did the patient rest quietly for at least five minutes (no speaking or texting) before the repeat measurement?                              | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/>                   | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 |
| 5. Were at least three more measurements obtained?   | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/>                   | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 | <input type="checkbox"/> | <input type="checkbox"/> |                 |
| 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.*



#### Locate mid-upper arm

Using a measuring tape, place one end on the bony prominence at the shoulder (acromion process) and measure the length of the arm to the bony protuberance at the elbow (olecranon process). Divide this distance in half and that is the mid-upper arm where you should measure the arm circumference for determining cuff size.

Source: [https://www.ohh.state.gn.rchc/ohh/Files/2017\\_2018/Manuals/2017\\_Antropometry\\_Procedures\\_Manual.pdf](https://www.ohh.state.gn.rchc/ohh/Files/2017_2018/Manuals/2017_Antropometry_Procedures_Manual.pdf)

### 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



# SMBP Infographic

## 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.

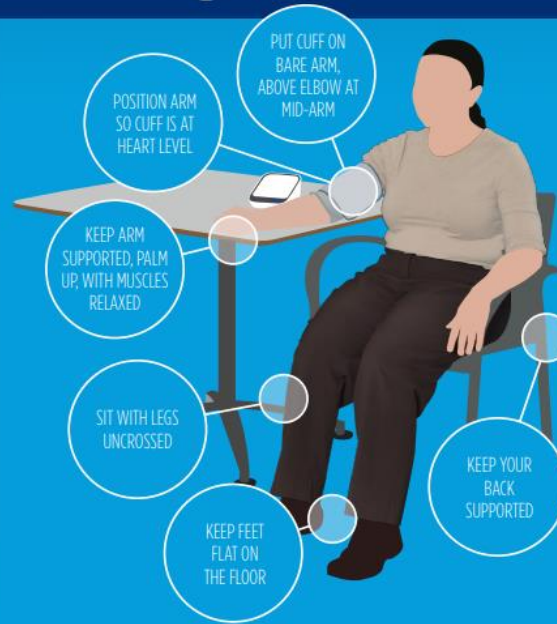
Wait at least 30 minutes after a meal.

If you're on blood pressure medication, measure your BP **before** you take your medication.

Empty your bladder beforehand.

Find a quiet space where you can sit comfortably without distraction.

### 2 POSITION



### 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.

TARGET:BP™





# SMBP Recording Log

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

Name \_\_\_\_\_

Date \_\_\_\_\_

| Day 1   | Day 2   | Day 3   | Day 4   | Day 5   | Day 6   | Day 7   |
|---|---|---|---|---|---|---|
| <b>MORNING ☀</b>  | <b>MORNING ☀</b>  | <b>MORNING ☀</b>  | <b>MORNING ☀</b>  | <b>MORNING ☀</b>  | <b>MORNING ☀</b>  | <b>MORNING ☀</b>  |
| 1 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> | 1 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> | 1 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> | 1 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> | 1 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> | 1 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> | 1 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> |
| 2 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> | 2 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> | 2 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> | 2 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> | 2 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> | 2 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> | 2 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> |
| NOTES   | NOTES   | NOTES   | NOTES   | NOTES   | NOTES   | NOTES   |
| <b>EVENING 🌙</b>  | <b>EVENING 🌙</b>  | <b>EVENING 🌙</b>  | <b>EVENING 🌙</b>  | <b>EVENING 🌙</b>  | <b>EVENING 🌙</b>  | <b>EVENING 🌙</b>  |
| 1 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> | 1 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> | 1 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> | 1 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> | 1 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> | 1 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> | 1 SYS <input type="text"/> DIA <input type="text"/><br>PULSE <input type="text"/> |
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| NOTES   | NOTES   | NOTES   | NOTES   | NOTES   | NOTES   | NOTES   |

**PRACTICE ADDRESS**

**PHONE**

**EMAIL**

**PATIENT PORTAL**

**Diagnostic SMBP**, measure for 7 consecutive days  
 **Confirmed hypertension**, measure for 7 consecutive days prior to next office visit

**Report Back Results By**

Phone  
 Patient portal  
 Bring back device or written log

**If your blood pressure measurement is:**

|  |  |   |
|--|--|---|
| <b>MORE THAN</b>   | <b>BETWEEN</b>   | <b>LESS THAN</b>  |
| SYS <input type="text"/> DIA <input type="text"/>  | SYS <input type="text"/> DIA <input type="text"/> & SYS <input type="text"/> DIA <input type="text"/>  | SYS <input type="text"/> DIA <input type="text"/>   |
| <b>Your blood pressure is high.</b><br>Recheck in 5 minutes. If it remains in this range, call your physician immediately. | <b>This is the desired range for your blood pressure.</b><br>Please continue to monitor your blood pressure as you have been instructed by your care team. | <b>Your blood pressure is low.</b><br>Recheck in 5 minutes. If it remains in this range, call your physician immediately. |

**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

Tools & Downloads | Target:BP

Contact Us | Data Platform | Newsletter Sign-Up | Register

Target:BP | American Heart Association | AMA

About Target:BP | BP Improvement Program | Recognition Program | Events | BP Guideline | **Tools & Downloads** | Search

### TOOLS & DOWNLOADS

These tools and resources are designed to help your practice improve blood pressure control for all of your patients. Resources include interactive tools, fact sheets, podcasts, webinars, and videos, along with handouts you can give your patients.

#### Patient-Measured BP

**SMBP Average Calculator**  
Track your patient's self-measured blood pressure measurements and automatically average the results.  
Type: XLSX For: Healthcare Professionals | Language: English | Modified: 10/31/2018

**SMBP Device Accuracy Test**  
Verify that an SMBP device accurately measures a patient's blood pressure.  
Type: PDF For: Healthcare Professionals | Language: English | Modified: 09/28/2018

**SMBP Loaner Device Inventory Management**  
Track the status of your self-measured BP loaner devices.  
Type: PDF For: Healthcare Professionals | Language: English | Modified: 11/01/2018

**SMBP Patient Training Checklist**  
Training tool for clinicians to ensure patients understand proper SMBP technique and processes.  
Type: PDF For: Healthcare Professionals | Language: English | Modified: 11/20/2018

**SMBP Patient Training Checklist - Loaner Device**

**Refine by:**

**Keywords**  
SMBP

**Sort**  
 Topic  
 Title  
 Date Modified

**Audience**  
 Healthcare Professionals  
 My Patients

**Topics**  
 Measure & Diagnose High BP  
 Create & Update a Treatment Plan  
 Manage BP  
 Patient-Measured BP  
 Recognition Program  
 Best Practices

**Resource Type**  
 Document  
 Video / Webinar  
 Podcast  
 Website

**Language**  
 English  
 Spanish  
 Chinese  
 Other

**Search** 12 resources match your current settings

# Annual Recognition Program

|  | 2017 | 2018 | 2019 |
|--|------|------|------|
| HCOs Registered  | 1199 | 923  | 1238 |
| HCOs Submitting data                                       | 330  | 802  | 1183 |
| HCOs reporting BP control rates of $\geq 70\%$ (Gold)      | 185  | 347  | 539  |
| HCOs Submitting data since 2017                            | -    | 220  | 170  |
| Patient population with HTN served by HCOs submitting data | 3.4M | 8.8M | 8.2M |



Collapse

### Target: BP Report (NQF18/MIPS #236)



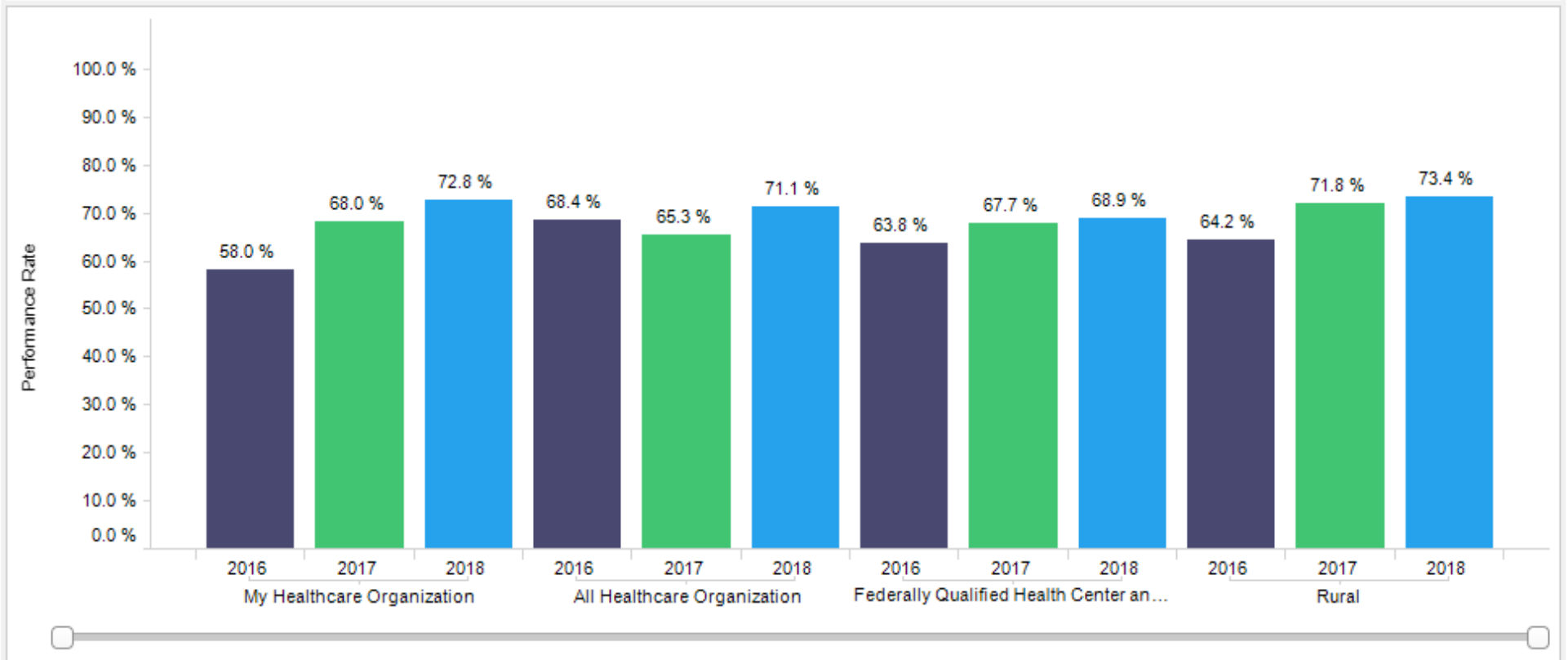
#### Reporting Period

- 2016
- 2017
- 2018

#### Select Benchmark

- My Healthcare Organization
- All Healthcare Organization
- Community Health Center, Non-FQ...
- 10,000 - 24,999 (Hypertensive Po...
- 25,000 - 49,999 (Healthcare Orga...
- Demonstration Cohort
- Federally Qualified Health Center ...
- Multi-specialty
- Primary Care
- Residency Practice
- Rural
- Specialty
- Suburban
- Texas
- Urban

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



| Benchmark                                   | Time Period | Total Adult Population | Numerator | Denominator | Performance Rate | Expect |
|---|-------------|------------------------|-----------|-------------|------------------|--------|
| My Healthcare Organization                  | 2016        | 32,757                 | 15,891    | 27,399      | 58.0 %           |        |
|   | 2017        | 35,011                 | 16,189    | 23,807      | 68.0 %           |        |
|   | 2018        | 37,155                 | 17,455    | 23,991      | 72.8 %           |        |
| All Healthcare Organization                 | 2016        | 14,346,316             | 2,298,914 | 3,362,548   | 68.4 %           |        |
|   | 2017        | 36,283,514             | 5,769,289 | 8,836,981   | 65.3 %           |        |
|   | 2018        | 31,483,642             | 2,264,452 | 3,184,147   | 71.1 %           |        |
| Federally Qualified Health Center and Rural | 2016        | 154,488                | 42,907    | 67,218      | 63.8 %           |        |

Collapse

### Reporting Period

- 2016
- 2017
- 2018

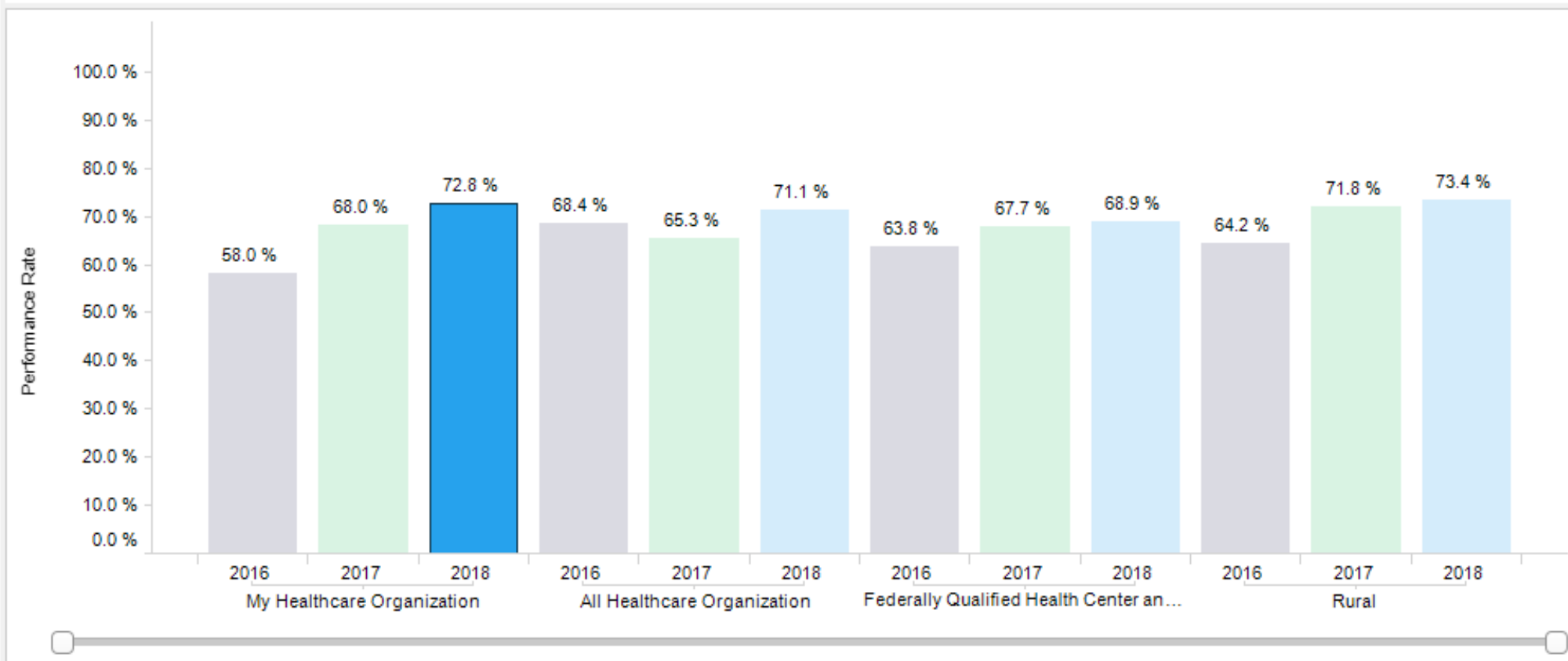
### Select Benchmark

- My Healthcare Organization
- All Healthcare Organization
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## 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



| Benchmark                             | Time Period | tor | Performance Rate | Expected patients with hypertension | 95% confidence interval range |
|---------------------------------------|-------------|-----|------------------|-------------------------------------|-------------------------------|
| My Healthcare Organization            | 2016        |     | 58.0 %           | 12310                               | 12216 - 12404                 |
|                                       | 2017        |     | 68.0 %           | 3779                                | 3746 - 3812                   |
|                                       | 2018        |     | 72.8 %           | 15625                               | 15528 - 15722                 |
| All Healthcare Organization           | 2016        | 8   | 68.4 %           | NA                                  | NA                            |
|                                       | 2017        | 1   | 65.3 %           | NA                                  | NA                            |
|                                       | 2018        | 7   | 71.1 %           | NA                                  | NA                            |
| Federally Qualified Health Center and | 2016        |     | 63.8 %           | NA                                  | NA                            |

# Take Action

1. Visit [TargetBP.org](http://TargetBP.org)
2. Request the Target: BP Newsletter
3. Register to be part of the Target: BP Community
4. Contact us

TARGET:BP™ | American Heart Association | AMA

## Target: BP™ learning essentials

**Target: BP** aims 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 webinar series** is designed to promote continuous learning among organizations that have prioritized blood pressure control. The purpose of the series is to strengthen health professionals' knowledge, skills and practices to support patients at risk for and living with high blood pressure. Informed by best-available evidence, webinars highlight tools available on the Target: BP website and showcase success stories to help organizations on their blood pressure improvement journeys. Offered live and via recorded archives, the series provides support for clinical teams' diverse education and training needs. Free **AMA PRA Category 1 Credit™** is available for most webinars.

Earn free CME/CE credit from Target: BP on-demand webinars. Visit [targetbp.org](http://targetbp.org) now.

### Measure accurately

The importance of measuring blood pressure accurately (CME/CE):

- BP measurement devices
- Proper exam room set up and patient positioning
- BP measurement technique and common errors
- "White Coat" hypertension and confirmatory measurements

### Act rapidly

The importance of treating your patients' high blood pressure (CME/CE):

- Implementing effective treatment protocols and preventing therapeutic inertia
- Medication adherence and patient follow-up strategies
- Performance metrics for quality improvement

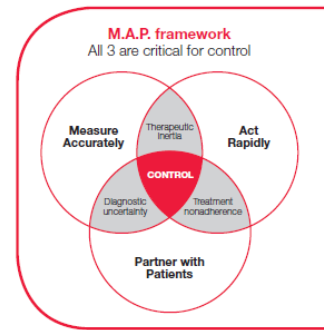
### Partner with patients

Using self-measured blood pressure (SMBP) monitoring to diagnose and manage HBP (CME/CE):

- Clinical indications for appropriate use of SMBP
- Tools and techniques for training patients to self-measure their blood pressure
- Strategies for implementing SMBP programs in a practice setting

Lifestyle interventions for the treatment and prevention of hypertension (CME/CE):

- Evidence-based lifestyle interventions
- Strategies to effectively address lifestyle and behavior change with patients



### More webinars

#### 2017 AHA/ACC Guideline 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 Whelton, MD, and Keith Ferdinand, MD (CME)
- Current and emerging concepts in hypertension: Use of the 2017 guideline with special populations featuring Keith Ferdinand, MD (CME)

### Community of learning

#### Success stories

- Real-world blood pressure success stories from clinics engaged with Target: BP
- Physicians and clinical teams share their experiences using the M.A.P. framework

### Target: BP connect

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

### Target: BP recognition

- Benefits of participation and registration
- Data submission guidance
- Prevalence estimator FAQs

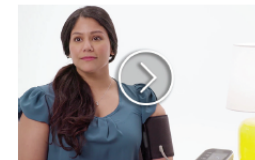


### Additional resources

Below is just a sample of free practice tools available on [targetbp.org](http://targetbp.org):



Download exam room posters



Use an instructional video to help patients learn to self-monitor blood pressure (English and Spanish)

### Target: BP – motivating 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 at [targetbp.org/events](http://targetbp.org/events).

TARGET:BP™



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