



# TARGET: BP™



American  
Heart  
Association.



## WHAT IS TARGET: BP?

Target: BP™ is a national collaboration between the American Heart Association (AHA) and the American Medical Association (AMA) 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.

Target: BP provides, at no cost, access to the latest clinical tools and support to help your practice optimize hypertension diagnosis and treatment.



## 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.**

**Nearly half of all American adults have high blood pressure** and that number is increasing despite the fact that it 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.

By 2035, more than **130 million** adults are projected to have some form of cardiovascular disease



## WHAT CAN HEALTH CARE 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 adult patients.

## GETTING STARTED TAKES THREE STEPS



### STEP 1: Create a Plan

As part of this process, we encourage you to utilize the MAP framework - part of AMA MAP BP™ - which focuses on three key areas of blood pressure management: Measure accurately, Act rapidly and Partner with patients. AHA and AMA will provide:

- Access to the latest clinical research, tools, and resources
- Success stories from other Target: BP participants
- Easy-to-use tools and resources to help your patients better understand the importance of controlling their high blood pressure



### STEP 2: Measure Improvement and Report Results

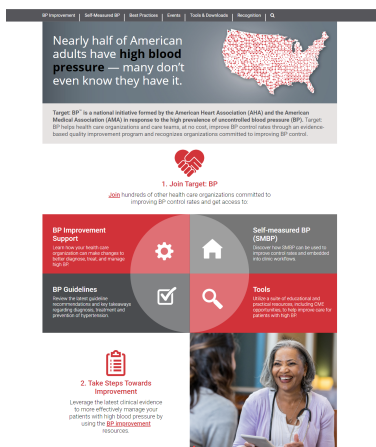
Measuring improvements and making necessary modifications to a plan are key to quality improvement. Data can be submitted once a year during a set period of time to help you track your improvement results.



### STEP 3: Get Recognized for your Achievements

National [recognition](#) is provided on a yearly basis for physician practices and health systems that treat hypertension for their commitment to accurate blood pressure (BP) measurement and improving BP control rates.

These achievements will ultimately lead to a reduction in the number of Americans who suffer heart attacks and strokes.



## HOW DO I ENROLL IN TARGET: BP?

Make a difference - register for Target: BP today at [targetbp.org](http://targetbp.org).

By joining Target: BP, you will become an integral part of this national movement to build a healthier America, starting today.

For more information, please visit [www.targetbp.org](http://www.targetbp.org)

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