



TARGET: BP™



American Heart Association.



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.

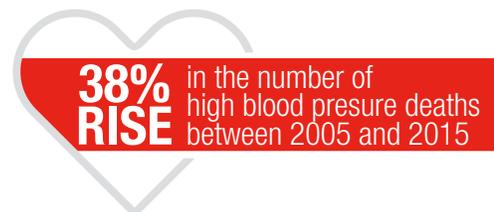
Target: BP provides, at no cost, access to the latest clinical tools and support to help your practice optimize hypertension diagnosis and treatment.



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 – about 103 million people – has high blood pressure and that number is increasing despite the fact that 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 adult patients.

GETTING STARTED TAKES THREE STEPS



STEP 1: Create a Plan

As part of this process, we encourage you to utilize the M.A.P. framework, which focuses attention on three key areas of blood pressure management: Measure, Act and Partner. 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 any quality-improvement. Data can be submitted once a year during a set period of time to help you track your improvement results.



STEP 3: Strive for Recognition

National recognition is provided on a yearly basis to participating practices and health systems. Currently, there are two levels, Participant and Gold, with recognition specific to each.

Participant-level achievement recognizes practices that join the Target: BP initiative and have successfully submitted patient data. Gold-level achievement recognizes practices reaching 70 percent blood pressure control or higher in their adult patient population.



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 healthcare 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.



For more information, please visit www.targetbp.org.





American Heart Association.
Check. Change. Control.
Cholesterol™

Check. Change. Control. Cholesterol™ Recognition Program

The Check. Change. Control. Cholesterol™ Recognition Program is an opportunity for ambulatory health-care organizations committed to managing cholesterol to be recognized and celebrated for their efforts. The program, launched in February 2018, provides two levels of recognition.

PARTICIPATION AWARD



Recognizes practices that commit to assessing ASCVD (Atherosclerotic Cardiovascular Disease) risk and implementing ASCVD risk calculations into their clinical workflows.

GOLD ACHIEVEMENT AWARD



Recognizes practices that have fulfilled the Participation Award criteria AND have 70 percent or more of their adult, at-risk ASCVD patient population appropriately managed with Statin therapy based on MIPS measure #438 in the previous calendar year.

BENEFITS

Participant and Gold Achievement Award recipients will be provided with resources to help celebrate their success. Each award level will receive:



An award certificate



Digital award icons for use on your website and other materials



Recognition Toolkit including a press release template, social media messaging, and other communication resources



National recognition on the Check. Change. Control. Cholesterol Recognition Program website



Recognition mentions at American Heart Association's annual Scientific Sessions meeting



American Heart Association®

Check. Change. Control.
Cholesterol™

HOW TO PARTICIPATE

Healthcare organizations interested in receiving recognition under the Check. Change. *Control.* Cholesterol Recognition Program will register and apply online during the annual open application period. The application is a step-by-step approach with the opportunity for applicants to choose their recognition level.

Apply for recognition at www.heart.org/ChangeCholesterol.



STEP 1: REGISTRATION

Register to become part of the *Check. Change. Control. Cholesterol* initiative and get connected with our staff and resources.



STEP 2: PARTICIPATION AWARD

Tell us more about your organization's ability to calculate ASCVD risk and commit to improvement.



STEP 3: GOLD ACHIEVEMENT AWARD

Submit simple numerator and denominator information for MIPS #438 on your organization's patient population from the previous calendar year.

FOR MORE INFORMATION

Visit: www.heart.org/ChangeCholesterol

Contact: changecholesterol@heart.org