

TARGET: BP™



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.



The program will empower hospitals, physicians and care teams to **reduce blood pressure to a goal of lower than 140/90 mm Hg** for each adult patient to improve health outcomes.



The Target: BP site provides **AHA and AMA online tools and resources**, including the AHA/ACC/CDC Hypertension Treatment Algorithm to help achieve this goal.



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** like heart attack, heart failure, stroke, kidney failure and other disease consequences.

One in three American adults – about 80 million people – has high blood pressure and that number is increasing despite the fact high blood pressure can usually be easily treated. By targeting blood pressure early and achieving blood pressure control, the AHA and AMA hope to help prevent progression to other serious health threats.

5 mmHg DROP IN SYSTOLIC BLOOD PRESSURE

9% REDUCTION IN HEART DISEASE MORTALITY

14% REDUCTION IN STROKE MORTALITY



WHAT CAN HEALTHCARE PROVIDERS EXPECT FROM ENROLLING IN TARGET: BP?

When hospitals, medical practices and physicians participate in Target: BP, they are committing to improve blood pressure control among their patients using the most current AHA guidelines, aiming for readings of lower than 140/90 mm Hg for each patient.

AHA & AMA will support Target: BP participants in helping their patients reach this goal by:



Providing easy-to-use tools and resources to share with patients to help them understand the importance of maintaining optimal blood pressure and assist in improving their blood pressure.



Providing access to resources for systems and process changes at the practice and health system level to optimize blood pressure management.



Recognizing participants who demonstrate significant improvement in blood pressure control rates or who achieve a specified control rate among their patients with hypertension.



HOW DO I ENROLL IN TARGET: BP?

Support this initiative by registering on the Target: BP site - targetbp.org.

Upon registration, participants will provide details about their organization and blood pressure management among their adult patient population. Participants will have access to evidence-based guidelines and tools available on the site.