

# 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](https://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

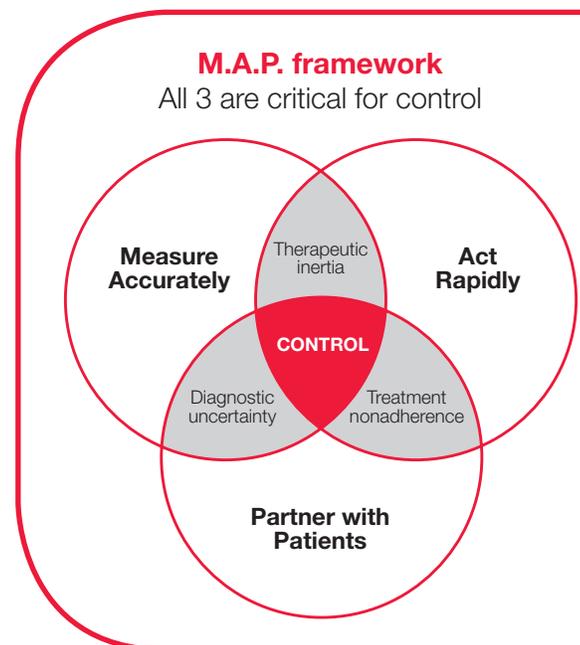
## Partner with patients

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).

