

Quick Start Guide Overview

Target: BP™ is a national initiative formed by the American Heart Association (AHA) and the American Medical Association (AMA) in response to the high prevalence of uncontrolled blood pressure (BP).

Target: BP helps health care organizations and care teams, at no cost, improve BP control rates through AMA MAP BP™ evidence-based protocols and recognizes organizations committed to improving BP control.

What are quick start guides and why were they created?

The quick start guides were created as resources for health care teams to outline the tools on the Target: BP website to support them in making impactful changes in BP control. These guides follow the structure of the AMA MAP BP framework for BP control which are highlighted below.

What critical areas are covered in the quick start guides?



Measure accurately: Accurate measurement of BP is essential both to estimating cardiovascular disease (CVD) risk and to guiding management of high BP. Avoiding common errors can lead to correct diagnoses and speed time to treatment, improving BP control rates. This guide includes tools and resources that enable your team to obtain actionable data to diagnose hypertension and assess control of BP.



Act rapidly: If BP measurements are valid, action should be quick and effective as your practice confidently follows up with patients to monitor their progress and help them achieve and maintain control of high BP. This reduces serious risk of CVD and associated comorbidities. This guide includes tools and resources that help to initiate and intensify evidence-based treatment.



Partner with patients: Creating a blame-free environment in which patients are recognized for achieving treatment goals and encouraged to answer treatment-related questions honestly is an important step to tackling the problem of treatment nonadherence. This guide includes tools and resources to support patient activation to monitor and improve adherence to treatment.



SMBP: Self-measured blood pressure (SMBP) monitoring refers to the regular measurement of BP by a patient at their home or elsewhere outside the clinical setting. SMBP enables physicians to better diagnose and manage hypertension — and helps patients to take an active role in the process. This guide provides the information and resources to help you successfully launch a program for SMBP monitoring at your practice.

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:



How Well Do You Measure?
Practice assessment



Measure accurately
Pre-assessment



Technique quick check
Tip: conduct monthly audit

2

Build your health care organization's knowledge in BP measurement



Watch the **measure accurately webinar** and receive CME or CE



Review our **library of on-demand webinars** for additional offerings. CME/CE options are available.



Host a journal club discussion on the **latest scientific evidence found in recent guidelines** and scientific statements.

3 Use BP measurement devices validated for clinical accuracy and calibrate when appropriate



**US Blood Pressure
Validated Device Listing**

4 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**



**Achieving Accuracy:
BP Measurement Module**



BP measurement infographic
Tip: place in every exam room

To get the latest information from Target: BP, sign up for the [newsletter](#).

Act Rapidly

Quick start guide

Therapeutic inertia—failing to start or intensify treatment when blood pressure (BP) is high—is a common problem and a leading factor contributing to suboptimal BP control rates. This can leave patients with serious unmanaged risk which can be addressed by acting rapidly. Here are some steps you can take to help decrease therapeutic inertia in your health care organization.

1

Assess how your health care organization currently acts on uncontrolled high BP.

It is important to understand how care team members currently act on uncontrolled high BP in order to identify ways to improve. Use the following tool to help establish a baseline.



Use the [Act Rapidly Pre-assessment](#) to help establish a baseline.

2

Build the care team's knowledge on how to help manage uncontrolled high BP



Watch the [Act Rapidly Webinar](#) and receive CME/CE credit.

3 Train your care team on evidence-based treatment recommendations and communication strategies to engage patients in shared decision making

SMBP has been shown to improve patient adherence to antihypertensive medications. Use the following tool to learn how to implement SMBP in your health care organization.



Hypertension Treatment Protocols



Collaborative Communication Strategies

4 Provide patients with resources to educate them on treatment for high BP



Appointment Preparation Guide



What is High Blood Pressure Medicine?



How Do I Manage My Medicines?

AMA MAP BP™ provides health care organizations with tools and resources to help ensure out-of-office blood pressure measurements are performed in accordance with the latest evidence-based clinical guidance.

To get the latest information from Target: BP, sign up for the [newsletter](#).

Partner with Patients

Quick start guide

By partnering with patients to engage in self-management of their blood pressure (BP) and helping to remove obstacles to increase treatment adherence, care teams can help save and extend lives. Here are some steps your health care organization can take.

1

Assess how your health care organization currently encourages communication, medication adherence, and lifestyle intervention through patient partnership.

It is important to understand how you and your health care organization currently partner with patients in order to identify ways to improve.



Use the [Partner with Patients Pre-assessment](#) to help establish a baseline.

2

Build your team's knowledge in evidence-based lifestyle interventions that can help patients manage hypertension.



Watch the [Partner with Patients webinar](#) and receive CME or CE



Review our [library of on-demand](#) webinars for additional offerings. CME/CE options are available.

3

Build your team's knowledge in self-measured blood pressure (SMBP).

SMBP has been shown to improve patient adherence to antihypertensive medications. Use the following tool to learn how to implement SMBP in your health care organization.



[SMBP Quick Start Guide](#)

4

Educate patients on the consequences of uncontrolled high BP and lifestyle changes they can make to improve their BP.



Consequences of High Blood Pressure*



High Blood Pressure and Stroke



What Can I Do to Improve My Blood Pressure?*



Effects of Excessive Sodium



Life's Simple 7



7 Salty Myths Busted

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**Available in Spanish*

Self-measured blood pressure

Quick start guide

Self-measured blood pressure (SMBP) monitoring refers to the regular measurement of blood pressure (BP) by a patient in their home or elsewhere outside the clinical setting. SMBP enables health care providers to better diagnose and manage hypertension and helps patients take an active role in the process.

Compared to routine office BPs, SMBP more accurately represents a patient's BP and can better predict future cardiovascular events. Additionally, there is **strong evidence** that using SMBP in conjunction with clinical support and co-interventions is more effective than usual care in lowering BP and improving control among patients with hypertension.

1

Assess how your health care organization currently uses SMBP.

It is important to understand how you and your health care organization currently use SMBP in order to identify ways to improve.



Use the **SMBP Pre-assessment tool** to help establish a baseline.

2

Build your health care organization's knowledge in SMBP.



Review the **Patient-Measured BP** section of the Target: BP website.



Watch these webinars from our library to gain insights & best practices from experts and receive CME/CE credit:

- **Using SMBP to Diagnose & Manage HBP**
- **Scientific Statement on BP Measurement**
- **Improving BP Control Through Policy**



Review this **CPT code one-pager** to learn about new CPT codes to cover SMBP.

3

Consider developing an SMBP loaner device program. *(optional)*



SMBP Loaner
Device Agreement*



Device Inventory
Management

4

Provide care teams with resources to confirm SMBP **device validation** and check device accuracy for patients, train patients on proper SMBP techniques and average SMBP measurements for provider interpretation.



Device Accuracy Test



Patient Training
Checklist



Patient Training
Checklist for Loaner
Devices *(optional)*



SMBP Average
Calculator

5

Set your patients up for success with resources to educate them on how to properly perform SMBP monitoring and record SMBP measurements.



What is SMBP?



SMBP Training Video*



SMBP Infographic*



SMBP Recording Log

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