
Laura Gordon: We'll hear from our member organizations. From the American Heart Association, we'll have Preeti Kolankarai.

John Clymer: And now, we're going to pass the microphone to a colleague from the American Heart Association, Preeti Kolankarai, to provide us an update on work that they're doing on blood pressure control. Preeti?

Preeti Kolanakarai: Good afternoon, and thank you, John. Thank you, everyone—really happy to be here—Preeti Kolanakarai. And, you know, I work at the American Heart Association as a Patient Portfolio Advisor. And in this role, I work on blood pressure initiatives along with others in the post-acute space.

Moving on to the next slide—you know, blood pressure, as you know, is a really big priority for us here at the AHA. It directly links to our high blood pressure goal and our health impact goal for 2020. And our goal by 2020 is to move between 7-12,000,000 people to control their blood pressure.

And we do this in a variety of ways. You know, we're working on this goal by first increasing blood pressure control in hospital and medical settings, by getting people to get into self-management blood pressure programs, and also exploring policies that would help support the control of blood pressure.

When you look at the next slide, when you look at the blood pressure ecosystem, our approach overall is to look at both a top down approach as well as a bottom up, you know? So, as I mentioned earlier, we look at policy agendas, we look at different things we can do to support that. We have a large Ad Council out right now, both on hypertension and on stroke which, as we know, hypertension is one of the most preventable risk factors for stroke.

We also have our work with AHA with AMA called Target BP that I'll go into a little bit more. We have community partnerships with the YMCA, a program called Check Change Control, and in addition to that, we have broad-based awareness campaigns and communications that we put out at certain pulse points throughout the year. So, blood pressure management is top in the minds of our consumers.

Target BP by itself is a really broad initiative that we launched in 2015 along with the AMA. We partnered with the AMA to launch this in 2015, and our goal with that is through improved blood pressure control as a national initiative, which really looks at

targeting both medical practices, health services organizations, as well as patients to really prioritize blood pressure control.

You know, Target BP really supports our physicians and care teams by offering access to the latest research, to tools and resources, to both reach and sustain blood pressure goal rates within the patient communities that they serve.

And really, you know, working together with these medical practices and HSOs can really significantly improve our current blood pressure control. And how we do that is through a very customized roadmap for our communities and for our clinics and for our patients.

You know, what you see out on the slide is this broad, four-pronged approach. You know, top most is awareness, and we do that through our Ad Council work, by engaging our volunteers in our communities, through awareness and education. We then try and engage broader by having our clinics and communities register to be a part of Target BP where they then commit to reducing and controlling blood pressure rates within their clinics.

We then look at how they can improve their quality measures to do that, and how that is done is through a very unique proposition we call M.A.P. or MAP, and MAP has three parts to it.

The first part is around measuring blood pressure accurately every time in clinic. You know, because we know that the accurate measurement and the recording is essential to categorize the level of blood pressure, certain risks related to blood pressure, and finally, to guide management of blood pressure within the patient population.

The A really stands for act rapidly. And that really follows on the treatment protocols and the evidence-based guidelines that we have to getting blood pressure under control, and this urges our communities and clinics to act rapidly to address those blood pressure readings.

And finally, the P starts for partnership, because we need to have a team based approach where partners and families and patients feel engaged stakeholders along with their communities, and all of that together will help us promote self-management of blood pressure as well as monitor the progress in meaningful ways.

We can move on to the next slide. You know, every year, we support World Hypertension activities, and this year, as always, we're doing the same. What we do each year is drive our consumers to check our blood pressure through various channels that we have, both our own as well as those of our strategic alliances.

You know, our goal this year is to educate consumers on proper management and to lead them to actionable steps to manage blood pressure as a next step. Towards that, what we're really seeking to do is get up to 3,000,000 blood pressure checks done towards—over the month of May. And in addition to that, have at least 10,000 consumers learn more about what their numbers mean and then lead them down a path to better control. We do that by leading them to a page on our website called heart.org/bplevels, and I'd urge you to try that. Today is World Hypertension Day, and this will be a great way for all of us to understand. And I'm sure all of us here are experts, but I urge you to read those to your constituents as well.

You know, the **last slide** really has a few helpful resources that we have. We have some guidelines and toolkits for our clinicians that are translations. We have Ad Council resources which are available for anybody to use. We have our Target BP blood pressure and our Blood Pressure Toolkit.

And now, John, back to you.

John Clymer:

Preeti, thank you very much. That was a lot that you presented. Target BP certainly is a very important and exciting collaboration between AHA and the AMA and I know a lot of us are enthused about the progress that is being made through that program. So, thanks very much for the update.