2024 National Forum Mid-Year Meeting - Making Equitable Hypertension Control a New Norm

*Improving Equitable Access to SMBP Coverage, Reimbursement, & Care*

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Target: BP™ is a national initiative created by the American Heart Association (AHA) and the American Medical Association (AMA) in response to the high prevalence of uncontrolled blood pressure (BP). Committed to advancing health equity, we support health care organizations and communities to improve blood pressure control for the patients they serve with the latest scientific evidence from AHA, AMA, and other experts.

**Leverages** AHA guidelines and scientific statements and the AMA MAP™ framework

**Assists** health care organizations in their journeys to improve and sustain BP control

**Recognizes** health care organizations annually with achievement awards

https://targetbp.org/home/about-us/
AHA/AMA Scientific Statement

Implementation Strategies to Improve Blood Pressure Control in the United States: A Scientific Statement From the American Heart Association and American Medical Association

Marwah Abdalla, MD, MPH, Vice Chair; Shari D. Bolier, MD, MPH; Jeffrey Bretllet, MD; Brent M. Egan, MD; Keith C. Ferdinand, MD; Cassandra D. Ford, PhD; Daniel T. Lackland, DrPH; Hilary K. Wall, MPH; Daichi Shimbo, MD, Chair; on behalf of the American Heart Association and American Medical Association

Emphasis on translating science into practice:
- Anti-racism efforts
- Accurate BP measurement
- Team-based care
- Lifestyle change programs
- Treatment protocols
- Medication adherence strategies
- Continuous quality improvement
- Financial levers

https://www.ahajournals.org/doi/10.1161/HYP.0000000000000232
SMBP Policy Advocacy & Implementation: **Wins and Work in Progress**

- SMBP device coverage and reimbursement (Medicare & Medicaid)
- United States Core Data for Interoperability (USCDI) Data Standards
- US Blood Pressure Validated Device Listing (VDL™)
- Institutional policy tools
- Clinical practice, patient education, and public awareness resources
- Annual awards for BP outcomes and evidence-based practices
SMBP CPT® Codes

99473 – Self-measured blood pressure using a device validated for clinical accuracy; patient education/training and device calibration

99474 – Self-measured blood pressure
- 2x reading a minute apart; twice daily
- Over 30 days; min 12 readings
- Patient reported; Provider reviewed
- Average report of SBP & DBP
- Communicate treatment plan

**Medicare**

- National Coverage Request to the Centers for Medicare and Medicaid Services to cover validated SMBP devices for Medicare beneficiaries
- 2023 public comment period and coverage was denied in a *preliminary* decision
- Following the public hearing, the committee reversed its denial, “*unable to determine.*”
- Next steps *TBD* by Durable Medical Equipment, Prosthetics, Orthotics and Supplies (DMEPOS)

**United States Core Data for Interoperability (USCDI)**

- Establishes basic set of required data elements for interoperability in certified EHRs
- Addition of average blood pressure data element was requested
- Following public comments and committee deliberation, the Office of National Coordinator of Health Information Technology approved for Version 4
- *Required V.4 implementation TBD (V.3 is 1/2026)*
US Validated Blood Pressure Device Listing (VDL™)

- BP devices that have been validated for clinical accuracy are guideline recommended
- Different from FDA 510(k) clearance
- Manufacturer submit applications
- An independent review committee determines eligibility

**Filters**: Connectivity, cuff size, special populations, price, validation protocol

As of 4.3.24:
- 82 Total
- 26 Manufacturers

[https://www.validatebp.org/](https://www.validatebp.org/)
SMBP Coverage Insights: Medicaid

- 50 State analysis
- As of 2/15/2024

- **99473** Reimbursement for device calibration and patient education
- **99474** Reimbursement for a receipt, review, and care planning with min of 12 readings per 30 days

- **A4670** Coverage for home BP device
- **A4663** Coverage for appropriate cuff size

US Coverage Map (as of 2/2024)

2023 Regulatory Wins
Kansas
Kentucky
Louisiana
Pennsylvania
Georgia

Potential benefit to 556K enrollees

Purpose

- Define a standard of care and systematic approach
  - Procurement and maintenance of validated BP measurement devices
  - Training and testing of care team skills
  - Clinical workflow procedures

Scope

- Any device and/or place that BP is measured
- All personnel
- Most adult patients

...for every adult patient, every time
Resources

- Compilation of M, A, P, SMBP Quick Start Guides
- Guide include:
  - Pre-Assessment tool
  - On-demand educational content with free enduring CME/CE
  - QI and practice tools
  - Patient education resources

https://targetbp.org/tools_downloads/combined-quick-start-guide/
Demonstration
- 3 minutes and 45 seconds
- English and Spanish
- Leverage staff time
- Patient can watch again at home

Visual reminder
- English and Spanish
- Patient refer to at home

Recording log
- 2 x in morning
- 2 x in evening
- Consecutive days
- Goals / notifications

https://targetbp.org/tools_downloads/combined-quick-start-guide/
Public Awareness: Release the Pressure

More than
50%

of Black women over 20 have high blood pressure (BP)

Nearly
80%

of Black adults who have high BP don’t have it under control

Over
74K

adults have taken the Pledge to prioritize heart health

Meet the Release the Pressure Squad

The RTP Heart Health Squad, a coalition of national health care professional organizations and heart health experts with a shared goal of partnering with Black women to support their heart health.

https://releasethepressure.org/
Target: BP Annual Awards

Current Award Criteria
- BP control rates ≥ 70%
- Adoption of evidence-based activities:
  - Measure Accurately

2023 Awards
- 1,806 participating healthcare organizations
- 8.6M patients with hypertension served
- 868 reported control rates ≥ 70%
- 1,493 attested to evidence-based activities

Expanded Award Criteria in 2025
- BP control rates ≥ 70%
- Adoption of evidence-based activities:
  - Measure Accurately
  - Act Rapidly
  - Partner with Patients
  - Self-Measured Blood Pressure (SMBP)
  - Equitable Health Outcomes

Take Action

1. Visit TargetBP.org
2. Request the Target: BP newsletter
3. Use free resources and earn CME/CE credit
4. Register to be part of the Target: BP
5. Submit data by 5/17/24 and achieve awards
Resources

- **Target: BP™: A National Initiative to Improve Blood Pressure Control | Hypertension (ahajournals.org)**
- Implementation Strategies to Improve Blood Pressure Control in the United States: A Scientific Statement From the American Heart Association and American Medical Association
- 2020 Self-Measured Blood Pressure at Home – A Joint Policy Statement from AHA/AMA
- SMBP Coverage Insights: Medicaid
- SMBP CPT® Codes
- US Validated Blood Pressure Device Listing (VDL™)
- Combined Target: BP Quick Start Guide (M, A, P, SMBP)
- BP Measurement Policy & Procedure Template
- Release the Pressure
- **Target: BP Award Achievement Evolution**