

Summary of Alison Smith's Presentation on Target BP

Introduction

Presenter: Alison Smith, Program Director of Target BP

Organizations: American Heart Association (AHA) and American Medical Association (AMA)

Goal: Improve blood pressure control and health equity through self-measured blood pressure (SMBP) policy changes and practice resources.

Overview of Target BP

- Launched: 2017
- Purpose: Address high prevalence of uncontrolled high blood pressure
- Support: Provides professional education, practice tools, quality improvement program support, and annual achievement awards.

Evidence-Based Implementation Strategies

- Scientific Statement: Released by AHA and AMA on improving hypertension control.

Strategies Include:

- Macro-level changes (antiracism efforts, policy change, financial efforts)
- Organizational changes (team-based care models, programmatic solutions for lifestyle change)
- Systematic solutions (accurate blood pressure measurement, management algorithms)

Self-Measured Blood Pressure (SMBP) Efforts

SMBP Device Coverage and Reimbursement:

- Expanded CPT codes for SMBP device preparation and review (effective 2020)
- Advocated for Medicare coverage of SMBP devices (public comment period and hearing in 2023)

- Aiming for durable medical equipment category designation for hypertension patients.

Data Standards and Interoperability

Interoperability Standards:

- Added average blood pressure readings to U.S. core data for interoperability.
- Implementation anticipated after January 2026.

U.S. Validated Blood Pressure Device Listing

- Established: 2020 by AMA

Features:

- Devices with cellular/Bluetooth connectivity, extra-large cuffs, lower price points
- Independent review committee assesses validation evidence.

State-Level Efforts

Medicaid Coverage:

- 50-state analysis of SMBP device and care reimbursement
- Coverage map showing states with various levels of support (device, service, additional cuffs)
- Recent improvements in Kansas, Kentucky, Louisiana, Pennsylvania, Georgia

Institutional Policy

Blood Pressure Measurement Policy:

- Commitment to validated devices and team training
- Standardized process for accurate blood pressure measurement

Support Tools:

- SMBP quick start guide
- Training videos in multiple languages

- Resources for patients on proper positioning and recording readings

Public Awareness Campaigns

Release the Pressure Campaign:

- Focus on African American and Black women
- Collaboration with various organizations to raise awareness and encourage self-care.

Target BP Award Program

Launched: 2017

- Participation: 1800 organizations serving 8.6 million patients
- Criteria: Adoption of evidence-based practices, high control rates, equity-focused outcomes
- Expansion: 2025 to include more evidence-based activity awards and equitable health outcomes data.

Call to Action

- Resources: Visit TargetBP.org for educational and practice resources.
- Participation: Encourage organizations to register and participate in the award program.
- Deadline: Data submission for the current year's award is approaching.

Conclusion

- Objective: Use SMBP to achieve equitable health outcomes.
- Encouragement: Utilize available tools and resources to improve blood pressure control in communities.