



TARGET:BP™

Motivating Millions to Lower Blood Pressure

April 6, 2016

Blood Pressure Control Evades Us



One in three American adults — about 80 million people — have high blood pressure



High blood pressure contributes to heart attack and heart failure, stroke, kidney failure, and other deadly consequences



New data supports recommendations for keeping blood pressure low

What is *Target: BP*?

TARGET: **BP**™



A call to action motivating hospitals, medical practices, practitioners and health services organizations to prioritize blood pressure control



A source for tools and assets for healthcare providers to use in practice, including the AHA/ACC/CDC Hypertension Treatment Algorithm



Recognition for healthcare providers who attain high levels of blood pressure control in their patient populations, particularly those who achieve 70, 80 or 90 percent control

TARGET:BP™

MOTIVATING MILLIONS TO LOWER BLOOD PRESSURE



Target: BP is a new initiative from the American Heart Association designed to help healthcare providers and patients achieve greater blood pressure control and increase healthy outcomes.

Take control today: heart.org/targetbp



How You Can Help

We are seeking participants across the healthcare provider spectrum – including hospitals, medical practices, practitioners and service organizations – to join us in *Target: BP*. Here's how you can help:



Encourage your contacts in hospitals and clinics across the country to opt in to *Target: BP*.



Educate them on program: Registering for *Target: BP* is simple, and they'll be recognized as part of this national initiative!

Register for Target:BP

Name of Health Care System (required) *	<input type="text"/>
Contact First Name (required) *	<input type="text"/>
Contact Last Name (required) *	<input type="text"/>
E-mail (required) *	<input type="text" value="ex: myname@example.com"/>
U.S. Mailing Address 1 (required) *	<input type="text"/>
U.S. Mailing Address 2	<input type="text"/>
City (required) *	<input type="text"/>
State (required) *	<input type="text" value="▼"/>
Zip Code (required) *	<input type="text"/>
What is the adult patient population size for the Healthcare system (required) *	<input type="text"/>

Building Momentum

More than **50 healthcare systems or clinics** serving nearly **18 million people** have already joined *Target: BP...*



...and counting!

Looking Ahead

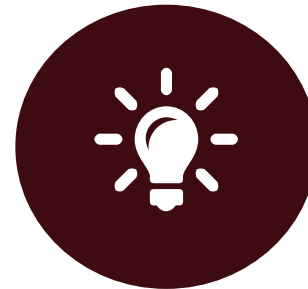
In the coming months, we'll share more information about how the program may expand in 2016 and beyond



**Supporting
Conversation**



**Media
Partnerships**



Awareness Month



**Strategic
Partnerships**



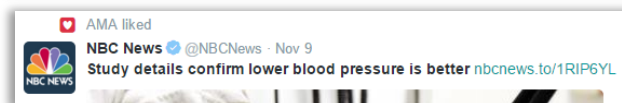
Medical Meetings



Data & Guidelines

Target: BP Key Highlights

- *Target: BP* launched at the AHA Scientific Sessions, announced during a media briefing on the Systolic Blood Pressure Intervention Trial (SPRINT)
- Information about *Target: BP* was shared via digital signage, newsletters, and at blood pressure kiosks
- *Target: BP* was mentioned in articles on **NBCNews.com** (*NBC News*) and **AJMC.com** (*American Journal for Managed Care*)
 - Pick up included **Today.com** (*The Today Show*) and **Chicago.SunTimes.com** (*Chicago Sun-Times*)
- In total, media articles and pickup have generated nearly **45,300,000 media impressions** to date
- Tweets from @NBCNews and @NBCNightlyNews resulted in more than **27,694,000 social impressions**



Target: BP Ongoing Outreach

- Now coordinating additional media opportunities
 - **HCPLive.com** interviewed Dr. Willie Lawrence
 - **Harvard Heart Letter** to speak with Dr. Mark Creager
 - **Health Affairs** to review a blog post from Dr. Eduardo Sanchez
- *Target: BP* participant University Hospitals is conducting ongoing media outreach
 - Exploring op-ed opportunities for Dr. Daniel Simon
 - Will share *Target: BP* on social media platforms (more than **37,000 followers**)
- Program information has been shared with affiliates and advocacy partners to broaden reach and enlist new participants

HCPlive.com

AT THE INTERSECTION OF HEALTH, HEALTH CARE, AND POLICY

HealthAffairs

Harvard Heart Letter

