Today’s speakers

American Heart Association
• Damon E. Broadus, Multicultural Initiatives Director

Affinia Healthcare, Inc.
• Sonia Deal, Director of Practice Transformation
Agenda

• What is Target: BP?

• Where are we now?

• Prevalence of high blood pressure

• What is the opportunity?

• Clinic/Health System Involvement

• Linkage between control rate and the Recognition program

What is Target: BP™?

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

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

A source for tools and assets for healthcare providers to use in practice, including the AHA/ACC/CDC Hypertension Treatment Algorithm and the AMA’s M.A.P. Checklist

http://targetbp.org/
State of Target: BP
Where are we now?

• Number of sites registered through December 2017

  – State of Missouri – 1 of 11 states in the AHA’s Midwest Affiliate with a goal of reaching 1.5 million people

  – Over 20 Missouri health systems registered in 2016-2017 during 1st annual Million Hearts Conference

  – Total of 2 Community Health Centers recognized as “Participant” Awardees

103 million adults have HBP

Prevalence of HPB varies by race and ethnicity:

- Whites roughly 1 in 3
- Blacks roughly 2 in 5
- Latinos roughly 1 in 4
Missouri’s Urgency for Changing the Health System

- **Cardiovascular Disease Burden in 2015:**
  - **Heart Disease** continues to be the leading cause of death (Count: 14,778; Age-adjusted rate: 197.5 per 100,000)
    - Heart Attack is 25.1% of all Heart Disease Deaths
  - **Stroke** is the fifth cause of death (Count: 3,021; Age-adjusted rate: 40.6 per 100,000)
  - **Hypertension** prevalence is 34.1% in the adult population and 37.9% in African-American adults (2015)

- **2015 Behavioral Risk Factor Surveillance System (BRFSS):** Prevalence of smoking, physical inactivity, inadequate fruit and vegetable consumption, obesity, hypertension, high cholesterol and diabetes - all higher than the U.S. average
Opportunity

- Emphasizes a health system understanding of why measuring their control rates is important
  - Allows for assessment of current management of their patients with hypertension (baseline for improvement)
  - Allows practice sites or health systems to compare themselves against a national standard (benchmarking)
  - Enables practice sites within a health system to compare performance against one another (benchmarking to peers)

System-level Methods for High Blood Pressure Control

- Affinia Healthcare’s successes, barriers or challenges to implementation
  - Three specific FQHC national focus areas for improving health disparities: reducing low birth weight, controlling diabetes, and controlling high blood pressure
  - Identifying all patients eligible for management
  - Monitoring at the practice/population level
  - Increase patient and physician and health team awareness
Implementation

- Providing an effective diagnosis and treatment guideline or algorithm for patients identified with high blood pressure

- Providing an effective diagnosis and treatment guideline or algorithm for patients identified with high clarifying roles of healthcare providers to implement a team approach

- Reducing barriers for patients to receive and adhere to medications and to implement lifestyle modifications

- Leveraging the electronic medical record systems to support each of these steps

Recognition

- The recognition program uses the most commonly used quality measure for BP control PQRS #236, which is the same as NQF 0018

- What are the benefits?
  - Customizable plan, benchmark data
  - Free tools and resources for both providers and patients
  - Awards – Participation and Gold; Scientific Session acknowledgement
  - Complements and expands on existing BP improvement initiatives, like the CDC’s Million Hearts Initiative

- Simplicity of reporting – 4 questions + demographic breakdown
Control rate and the Recognition program

- The key metric in the Recognition program is the blood pressure control rate of 70% or greater

- Data submission can be for
  - Total health system
  - Practice site

- Every health system or site that wants to apply for Recognition must register on Target: BP (targetbp.org)

Control rate, detail and usage

- Levels of measurement
  - Total health system – all sites
  - Individual practice site

- Using that detail…..it reveals where there might be gaps
  - Total health system – control rate 70%
  - Practice site A – control rate 65%
    - Physician 1 – control rate 60%
    - Physician 2 – control rate 70%
  - Practice site B – control rate 75%
    - Physician 1 control rate 80%
    - Physician 2 control rate 70%
Recognition levels and data submission

- The Recognition levels are:
  - Participation
    - Registered on Target: BP and submit required data
  - Gold, > 70% control rate
    - Register on Target: BP, submit required data and meet minimum control rate

- What kind of data has to be submitted?
  - Information on medical groups Adult Patient Population
  - # of patients by Age group
  - # of patients by ethnicity, if available
  - # of patients with hypertension
  - # of patients with hypertension with BP controlled to below 140/90 mmHG

Your questions.....
Next Steps

- Visit AHA’s vendor table features Target: BP Recognition Program
- Fully participate in today’s sessions
- Register for Target: BP webinar on Feb. 22nd - “Learn how to submit your data successfully”
  - [https://cc.readytalk.com/r/dwv48ii38i6u&amp;eom](https://cc.readytalk.com/r/dwv48ii38i6u&eom)
- Acknowledgement of current Target: BP Participants