



Measure Up Pressure Down



The Issue

One in three or nearly 68 million U.S. adults have high blood pressure and less than half of patients have it adequately controlled. High blood pressure is a leading cause of doctor visits and a major risk factor for heart disease, stroke, kidney failure, and other serious conditions—contributing to nearly 1,000 deaths a day. Costs to the nation due to high blood pressure are estimated at \$156 billion in healthcare services, medications, and missed days of work. Without timely action, by 2030, an estimated 100 million adults in the U.S. will have high blood pressure, resulting in staggering increases in healthcare costs, disability, and lost productivity. Improving blood pressure control will require an expanded effort and an increased focus from healthcare systems, clinicians, patients, employers, and the entire nation.

The Campaign

Created by the American Medical Group Foundation, Measure Up/Pressure Down is a three-year national campaign to reduce the burden of high blood pressure by leveraging the coordinated care delivery systems of members of the American Medical Group Association, which collectively deliver care to 130 million patients (nearly one in three Americans).

The campaign mobilizes medical groups and health systems to work toward achieving 80 percent of high blood pressure patients with their condition in control by 2016. To achieve this ambitious goal, groups joining the campaign will adopt one or more evidence-based care processes known to improve care and patient outcomes. The eight processes (“campaign planks”) are based on best practices derived from AMGA’s high blood pressure learning collaboratives, case studies, and in consultation with the campaign’s National Steering Committee and Scientific Advisory Council. Participating groups will report quarterly on blood pressure control rates to enable AMGF to evaluate campaign implementation and outcomes.

To date, more than 135 medical groups and health systems delivering care to more than 40 million patients have joined the campaign. Measure Up/Pressure Down will also engage patients, employers, and other key stakeholders in a wide-reaching effort to raise awareness and empower individuals and communities to tackle one of the nation’s most important public health challenges. By improving care and patient outcomes, Measure Up/Pressure Down aims to achieve lasting improvements that lead the way to greater health, productivity, and cost savings.

Supporting Organizations and Sponsors

AMGF also has teamed up with the U.S. Department of Health and Human Services Million Hearts initiative, Institute for Healthcare Improvement, American Heart Association, American Stroke Association, American Society of Hypertension, American Kidney Fund, Association of Black Cardiologists, Institute for Health and Productivity Management, and other national groups to raise awareness among patients, communities, employers, policymakers, and media about the importance of blood pressure control.

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CAMPAIGN MODEL:

CAMPAIGN MODEL: Achieving Optimum Hypertension Control

Each participating organization is asked to implement as many of the following **Primary Process Planks** as possible, to meet the Campaign Goal of 80 percent of Hypertension Patients at Goal, according to national standards (JNC 7). To achieve breakthrough results organizations may find it necessary to implement one or more of the following **Value-Add Process Planks**.

