



# Measure Up/Pressure Down™

Response to release of **2014 Evidence-Based Guideline**  
for the Management of High Blood Pressure in Adults:  
Report from the Panel Members Appointed to the Eighth  
Joint National Committee (JNC 8)

February 2014



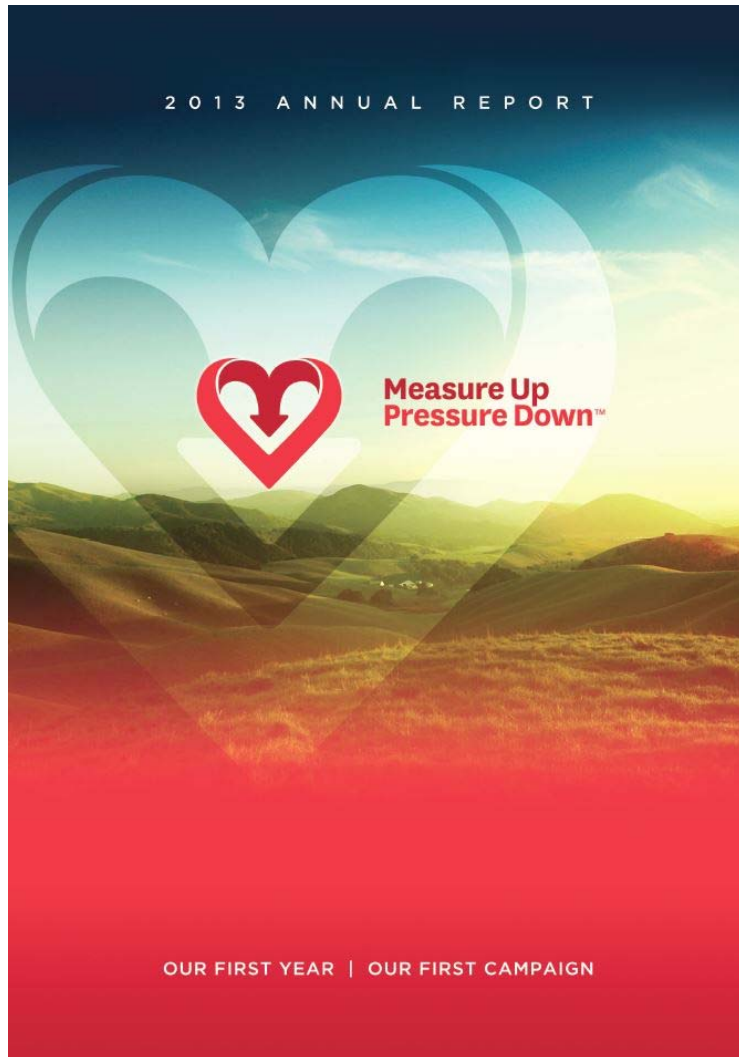
**Measure Up  
Pressure Down™**

American Medical Group Foundation

**AMGA**

American Medical Group Association®

# Goals of Measure Up/Pressure Down™



- Improve blood pressure control on a large scale
- Unite AMGA groups around a public health challenge
- Prove the value of the coordinated care model
- Build AMGA and AMGF national reputation

# Considerations

- Maintain focus on blood pressure control
- Do no harm
- Population measurement  $\neq$  individual patient treatment decisions
- Use best scientific evidence
- Align with national measures
- Minimize group reporting burden
- Ongoing evaluation



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# Measure Up/Pressure Down™ Campaign Goal

1. Keep Measure up/Pressure Down™  
campaign goal at 80% blood pressure control  
( $<140/90$ ) for patients 18–85.



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# Measure Up/Pressure Down™ Measurement Reporting

2. Continue Measure Up/Pressure Down™ measurement specifications in current form, but alter age-banding ranges (18–59, 60–69, 70–79, 80–85)



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# Measure Up/Pressure Down™ Communications

**3. Prominently display additional information along with the patient and provider materials that indicate the 2014 Evidence-Based Guideline recommendations, and the recommendations from other guidelines.**



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# Measure Up/Pressure Down™ Communications

4. Host town hall webinars of participating groups to explain these decisions and solicit feedback.



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# Town Hall – Open Mic

- Please Raise Hand  request to be called
- May type in questions in CHAT



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