



# Measure Up Pressure Down

American Medical Group Foundation



## Our Support

Nearly 150 medical groups and health systems and a growing list of partners, supporting organizations, and sponsors have joined the campaign's mission to help further efforts in blood pressure control.

## Supporting Organizations

American Heart Association  
American Kidney Fund  
American Society of Hypertension  
American Stroke Association  
Association of Black Cardiologists  
Institute for Healthcare Improvement  
Institute for Health and Productivity Management  
Million Hearts™  
Right Care Initiative  
WomenHeart

## Presenting Sponsors

Daiichi Sankyo, Inc.  
Novartis Pharmaceuticals Corporation

## Contributing Sponsor

Aetna

For a full list of participating medical groups or for more information, visit [www.MeasureUpPressureDown.com](http://www.MeasureUpPressureDown.com)

**AMGA**

American Medical Group Association®

## ABOUT

Created by the American Medical Group Association's Foundation (AMGF), Measure Up/Pressure Down is a three-year national campaign to reduce the burden of high blood pressure. Measure Up/Pressure Down engages clinicians, patients, employers, and other key stakeholders to raise awareness and achieve lasting improvements in blood pressure control that lead the way to greater health for all Americans.

## THE ISSUE

One in three U.S. adults (68 million) have high blood pressure, meaning that millions of Americans are at increased risk for heart disease and stroke—two of the leading causes of death in the U.S.

- Nationally, only half of all patients have their condition in control.
- 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.
- Without timely action, by 2030, an estimated 100 million adults in the U.S. will have high blood pressure.

## OUR GOAL

To get 80% of patients with high blood pressure in control by 2016.

- **Mobilize medical groups** to achieve measurable improvements in high blood pressure prevention, detection and control
  - 80% of patients at goal according to JNC 7 guidelines
  - 50% of AMGA membership adopt (at least one) "campaign planks"—evidence-based care processes known to improve care and patient results
  - Report quarterly on blood pressure control rates for evaluation of outcomes
- **Engage and empower Americans** to actively manage their health
  - Raise awareness of the dangers of uncontrolled high blood pressure
  - Encourage everyone to obtain blood pressure screenings, partner with their healthcare provider, and make lifestyle changes

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