



**Measure Up
Pressure Down®**

American Medical Group Foundation

Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves! 2015 Impact Report

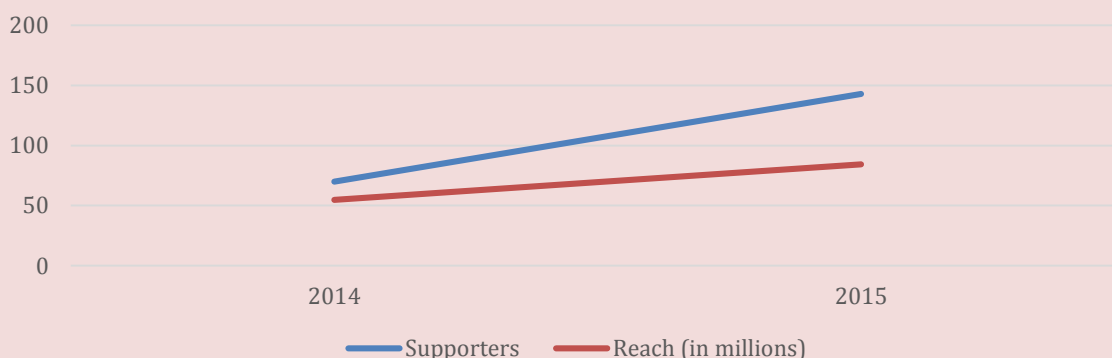
As part of our efforts during National High Blood Pressure Education Month in May, the American Medical Group Foundation (AMGF) hosted its second annual *Measure Up/Pressure Down® National Day of Action: Roll Up Your Sleeves!* event on Thursday, May 7, 2015.

On this annual National Day of Action, more than 140 Measure Up/Pressure Down® campaign supporters rolled up their sleeves and joined together in their respective communities to participate in at least one action to improve high blood pressure control. Their collective efforts resulted in reaching an astounding **84.3 million** Americans around the country on this one day.

The following pages provide more information about the impact and reach of this year's National Day of Action and highlights the remarkable support of the event's participants from across the nation.

Our Progress

- **May 9, 2014:** Our inaugural event resulted in more than 70 supporters reaching 57.4 million Americans
- **May 7, 2015:** The second year of this observance more than doubled the number of supporters (143) and reached 26 million more Americans (84.3 million total) than our 2014 event.
- **May 5, 2016:** Join us in 2016 to improve hypertension awareness, detection, and control. Mark your calendars!



MEASURE UP/PRESSURE DOWN® National Day of Action 2015 Impact Report

On May 7, 2015, the American Medical Group Foundation's national hypertension campaign hosted the second annual *National Day of Action: Roll Up Your Sleeves!* event.

EDUCATION



NEWSLETTERS



WEB/BLOGS



MATERIALS



VIDEOS

6.55
MILLION
AMERICANS

REACH OF
EDUCATION
ACTIVITIES

COMMUNITY ENGAGEMENT



BP SCREENINGS



PATIENTS



PROVIDERS



OTHER

2.01
MILLION
AMERICANS

REACH OF
COMMUNITY
ENGAGEMENT
ACTIVITIES

PUBLICITY



SOCIAL MEDIA



ONLINE CHATS



MEDIA



SIGNAGE

75.75
MILLION
AMERICANS

REACH OF
PUBLICITY
ACTIVITIES

COMBINED
REACH OF
NATIONAL DAY
OF ACTION
ACTIVITIES:

84.31 MILLION AMERICANS



**Measure Up
Pressure Down®**
American Medical Group Foundation

Thanks to the more than 140 supporters that participated in this year's National Day of Action! Special thanks to United Health Foundation for funding expanded efforts.

2015 NATIONAL DAY OF ACTION ACTIVITIES

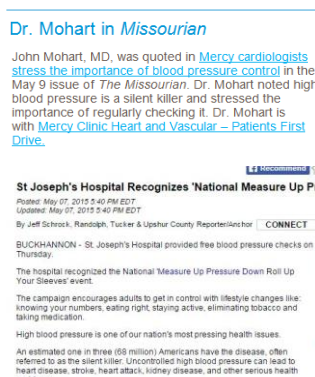
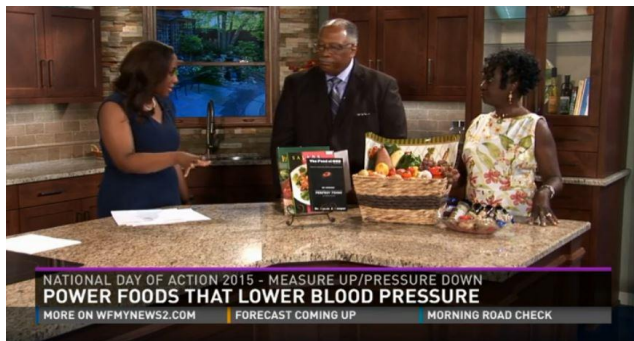


More pictures available at:
www.facebook.com/MeasureUpPressureDown

2015 NATIONAL DAY OF ACTION HIGHLIGHTS

The 2015 event garnered national recognition, including:

- ♥ Letter of support from U.S. Senator Mark R. Warner (VA) recognizing the second Measure Up/Pressure Down® National Day of Action. In summary, Senator Warner wrote, "The American Medical Group Foundation's commitment to providing screenings and educating our Commonwealth's citizens about blood pressure control is exemplary. Your efforts have made a positive impact ... across the nation. I commend all those who work with your organization to help strengthen the community and improve the lives of others."
- ♥ Media coverage in more than 25 outlets, including:
 - Print outlets: *USA Today*, *Washington Post*, *Washington Post Express*
 - Television stations: KAIT (ABC/NBC; Jonesboro, AR), WAND (NBC; Decatur, IL), WBOY (NBC; Clarksburg, WV), WFMY (CBS; Greensboro, NC), WGBA (NBC; Green Bay, WI), WGEM (NBC; Quincy, IL), WLUK (FOX; Green Bay, WI), WRSP (FOX; Springfield, IL),
 - Radio stations: KLBJ (Austin, TX), WLXE (Washington, DC), WMMJ (Washington, DC)
 - Online news outlets: *Washington Sun*, *St. Louis Today*, *eMissourian*



2015 NATIONAL DAY OF ACTION PARTICIPANTS

AMGA Member Organizations & Affiliates of:

- ♥ Affinity Medical Group
- ♥ Arch Health Partners
- ♥ Atrius Health
- ♥ Austin Regional Clinic, P.A.
- ♥ Baptist Memorial Medical Group
- ♥ Baylor Health Care System/HealthTexas Provider Network
- ♥ Bend Memorial Clinic, P.C.
- ♥ Billings Clinic
- ♥ Brown & Toland Physicians
- ♥ Carle Physician Group
- ♥ Colorado Springs Health Partners, P.C.
- ♥ Esse Health
- ♥ Essentia Health
- ♥ The Everett Clinic
- ♥ Florida Medical Clinic, P.A.
- ♥ Group Health Cooperative of South Central Wisconsin
- ♥ Harvard Vanguard Medical Associates
- ♥ Henry Ford Medical Group
- ♥ INOVA Health System
- ♥ Intermountain Medical Group
- ♥ The Iowa Clinic, P.C.
- ♥ Johns Hopkins University, Clinical Practice Association
- ♥ Mayo Clinic Health Systems
- ♥ MedStar Medical Group
- ♥ Mercy Clinic - East Communities Ministry Medical Group
- ♥ NEA Baptist Clinic
- ♥ New West Physicians, P.C.
- ♥ Northeast Georgia Physician Group
- ♥ Olmsted Medical Center
- ♥ Palo Alto Medical Foundation
- ♥ The Polyclinic
- ♥ Premier Medical Associates, P.C.
- ♥ Prevea Health Services
- ♥ PriMed Physicians
- ♥ ProHealth Physicians, Inc.
- ♥ Sacred Heart Medical Group
- ♥ Sharp Rees-Stealy Medical Group, Inc.
- ♥ Slocum-Dickson Medical Group
- ♥ Springfield Clinic
- ♥ Summit Medical Group, P.A.
- ♥ SwedishAmerican Health System
- ♥ ThedaCare Physicians
- ♥ UnityPoint Clinic
- ♥ University of Utah Community Clinics
- ♥ USMD Holdings, Inc.
- ♥ Watson Clinic, LLP
- ♥ Weill Cornell Physician Organization
- ♥ Wellmont Medical Associates
- ♥ WESTMED Medical Group, P.C.

Partner Organizations & Affiliates

- ♥ American Heart Association
- ♥ American Heart Association Alabama Region
- ♥ American Heart Association Greater Washington Region
- ♥ American Heart Association Indiana
- ♥ American Kidney Fund
- ♥ American Society of Hypertension
- ♥ Centers for Disease Control and Prevention
- ♥ HealthyWomen
- ♥ Men's Health Network
- ♥ Million Hearts®
- ♥ Million Hearts® Delaware
- ♥ Preventive Cardiovascular Nurses Association
- ♥ Right Care Initiative
- ♥ WomenHeart: The National Coalition for Women with Heart Disease

Campaign Sponsors

- ♥ District of Columbia Department of Health
- ♥ Palo Alto Medical Foundation
- ♥ Ralphs
- ♥ United Health Foundation
- ♥ Withings

Other Supporters

- ♥ AbCollar
- ♥ Accredited Home Care
- ♥ Allegan County Building Ties
- ♥ American Diabetes Association
- ♥ American Diabetes Association's Buffalo Office
- ♥ American Journal of Managed Care
- ♥ American Medical Association
- ♥ American Medical Group Association
- ♥ American Medical Group Foundation
- ♥ Anceta LLC
- ♥ AtCor Medical
- ♥ BlueCare Tennessee
- ♥ BodyCraft
- ♥ Caribbean Cardiac
- ♥ Caring Senior Service
- ♥ Centers for Disease Control and Prevention's National Center for Chronic Disease Prevention and Health Promotion
- ♥ CHANGE, Inc.
- ♥ Choice Medicine
- ♥ Commonwealth Care Alliance
- ♥ DC Fire & EMS
- ♥ DC Health Link
- ♥ Defeat Diabetes Foundation
- ♥ Dodge Communications
- ♥ Employer Services
- ♥ Enduring Hearts
- ♥ Erie Family Health Center-Helping Hands
- ♥ Evans Blount Healthcare
- ♥ Express Scripts
- ♥ Greater Washington Hispanic Chamber of Commerce
- ♥ Hager Sharp
- ♥ Healthcare Financial Management Association South Carolina
- ♥ Heffelfinger & Associates
- ♥ Hill Physicians
- ♥ Home Health Quality Improvement National Campaign
- ♥ Hospital Alliance of Tennessee
- ♥ Innovative Health Solutions
- ♥ JCF Corp.
- ♥ Jefferson Healthcare
- ♥ Maine Center for Disease Control & Prevention
- ♥ Mango Health
- ♥ Marshall B. Ketchum University
- ♥ McDonald's Restaurants of the Tri-State Area (WV/KY/OH)
- ♥ Measure Up/Pressure Down®
- ♥ MI Express Care
- ♥ Monash Health
- ♥ Moravia Health
- ♥ Nantucket (MA) Health Department
- ♥ National Organization of Nurses with Disabilities
- ♥ National Responsible Fatherhood Clearinghouse
- ♥ New Jersey Medical School Alumni Association
- ♥ Nothing But The Best
- ♥ Providence Hospital Fort Lincoln Family Medicine Center Quincy Medical Group
- ♥ Redwood Community Health Coalition
- ♥ Referral MD
- ♥ Santa Clara County Public Health Department
- ♥ Somerset County (NJ) Department of Health
- ♥ Southern New Hampshire Medical Center
- ♥ Strategic Health Solutions
- ♥ United Way of Monroe County
- ♥ Unity Health Care
- ♥ University of Maryland School of Pharmacy's APhA-ASP Operation Heart
- ♥ U.S. Department of Health and Human Services, Region II Office of the Assistant Secretary for Health
- ♥ Utah Hospital Association
- ♥ VNA Care Network & Hospice
- ♥ Voices For Health
- ♥ Welch Allyn
- ♥ Well3 Pikes Peak
- ♥ West Virginia Asthma Coalition
- ♥ West Virginia Bureau for Public Health - Division of Health Promotion and Chronic Disease
- ♥ WV Bureau for Public Health - Division of Health Promotion and Chronic Disease
- ♥ Wyoming Department of Health
- ♥ YMCA of Metropolitan Washington

A special thanks to United Health Foundation for grant funds which support this year's National Day of Action expansion, including new resources.

For more information about how your organization can participate in or support the Measure Up/Pressure Down® campaign and its activities, such as the National Day of Action, please contact mupdcampaign@amga.org.