



**Measure Up
Pressure Down®**

American Medical Group Foundation

Measure Up/Pressure Down® Transition Plan

The national Measure Up/Pressure Down® hypertension campaign is scheduled to conclude on December 31, 2015, following three successful years of improving hypertension detection and management across the country.

Our achievements throughout the campaign would not have been possible without the involvement of nearly [150 participating medical groups](#), [13 non-profit partners](#), and [11 sponsors](#).

Due to the many campaign successes, it is critical to promote the learnings and impact of the campaign. To do so, Measure Up/Pressure Down® will lead the following activities in 2016:

♥ **National Day of Action: Roll Up Your Sleeves!** Measure Up/Pressure Down® will host its third annual *National Day of Action: Roll Up Your Sleeves!* on **Thursday, May 5, 2016** during National High Blood Pressure Education Month. On this National Day of Action, we encourage all Measure Up/Pressure Down® supporters to roll up their sleeves and take an “action” for hypertension awareness, detection, or control. These actions can take different forms, based on your audience, capabilities, and resources.

Participating medical groups, partners, sponsors, and past National Day of Action supporters will receive a National Day of Action Planning Toolkit on April 1, 2016. The campaign website will highlight action plans for all participants.

The inaugural 2014 National Day of Action reached more than 57.4 million Americans who learned about the importance of blood pressure control through free screenings, educational activities, media coverage, social media engagement, and more through actions by 70 organizations. Our efforts nearly doubled in 2015, when more than 140 campaign supporters took actions to reach more than 84.3 million Americans. The campaign and its National Day of Action activities received mention in national media outlets, including *USA Today* and *The Washington Post*.

♥ **Measure Up/Pressure Down® Best Practices in Hypertension Management Compendium.** To further promote best practices and successes over the course of the campaign, Measure Up/Pressure Down® will produce and disseminate a *Best Practices in Hypertension Management Compendium*. Organized around each of the eight campaign planks (evidence-based care processes), this compendium will feature best practices and medical group successes as well as learnings and data on the most effective and most implemented planks. Participating medical groups will be able to submit their experiences for inclusion. All campaign stakeholders will receive the compendium during the Institute for Quality Leadership Conference in November 2016.

♥ **Measure Up/Pressure Down® Awards at 2016 Institute for Quality Leadership (IQL) Conference.** In 2014, Measure Up/Pressure Down® hosted a Virtual Anniversary Event via video to engage groups and recognize leading AMGA members in hypertension control and improvement. At the IQL Conference, the campaign will recognize small (<150 FTEs) and large (≥150 FTEs) groups in the same categories (best control rates, most improvement, and quickest improvement) based on final campaign data.