

TARGET: BP™

***Target: BP™* Fact Sheet**

One in three American adults — about 80 million people — has high blood pressure, putting them at increased risk for heart attack, heart failure, stroke, kidney failure and other health problems. The American Heart Association (AHA) and the American Medical Association (AMA) are proud to announce a joint commitment to ***Target: BP™*** a new nationwide initiative to help healthcare providers and patients achieve better blood pressure control at the best levels to improve health. Through ***Target: BP***, healthcare providers will pledge their commitment to improving blood pressure control in their patient population. In turn, AHA and AMA will provide information, tools and resources, including the [AHA/ACC/CDC Hypertension Treatment Algorithm](#), to help meet these goals and will recognize provider groups that attain high levels of target adherence.

Why is there a need for *Target: BP*?

A growing body of evidence shows high blood pressure is a contributing factor to many major health conditions.

High blood pressure, also known as hypertension, can have dangerous consequences.

- Patients with high blood pressure are at increased risk for heart attack, heart failure, stroke, kidney failure and other health problems.
- Deaths caused by high blood pressure are on the rise. Between 2001 and 2011, hypertension-related deaths increased 13 percent.
- The Centers for Disease Control and Prevention (CDC) attributes \$46 billion annually in healthcare services, medications and missed days of work to high blood pressure.

The number of people with high blood pressure is increasing. Roughly half of persons with high blood pressure do not have their blood pressure controlled, despite the fact that it can usually be easily treated and that maintaining lower blood pressure can reduce risks and improve health outcomes.

The AHA and AMA have long recognized high blood pressure as a major health threat, and each organization already has a number of [community-based initiatives](#) and [online tools](#) in place to help people understand and control their risks for high blood pressure.

AHA guidelines currently call for adults to keep their blood pressure below 140/90 mm Hg, and lower in certain patients.

Data from the landmark Systolic Blood Pressure Intervention Trial (SPRINT) supports recommendations for keeping blood pressure low. The final results of SPRINT are being presented this week at the AHA's Scientific Sessions, but previously reported preliminary findings indicated that reducing systolic blood pressure to 120 mm Hg reduced the combined rate of having a heart attack, acute coronary syndrome, heart failure or stroke. The carefully done study was sponsored by the National Institutes of Health and examined more than 9,300 people. SPRINT data is being systematically examined by the AHA/ACC Hypertension Guideline Writing Committee in consideration of any guideline revisions.

How Do I Get Involved?

The AHA and AMA are seeking participants across the healthcare provider spectrum – including hospitals, medical practices, practitioners and service organizations – to join us in *Target: BP* and commit to improving blood pressure control in their patients. *Target: BP* participants will adhere to the most current AHA guidelines on blood pressure control, aiming for readings of lower than 140/90 mm Hg, and following subsequent guidelines as they emerge.

AHA and AMA will support participants in helping their patients reach this goal by:

- Granting access to easy-to-use tools and resources to share with patients in helping them understand the importance of optimal blood pressure and assist in improving their blood pressure control.
- Granting access to tools and resources for systems and process changes at the practice and health system level to optimize blood pressure management.
- Recognizing practitioners who achieve measurable improvements, particularly those who achieve 70, 80 or 90 percent blood pressure control of their patient population

As of our launch date, more than 50 healthcare systems and clinics serving nearly 18 million people have already committed to participate in *Target: BP* and additional ones are preparing to join.

Registering for *Target: BP* is simple. Entrants will be asked to provide some basic details about their organization and patients through the program's website, and once enrolled, participants will gain regular access to evidence-based guidelines and a variety of tools and resources.

To join this movement in helping patients achieve greater blood pressure control, visit heart.org/targetbp.