



Advancing High Performance Health

AMGA Foundation

*Measure Up/
Pressure Down[®]*

*Moving the Needle
for High Blood
Pressure Control*





Measure Up Pressure Down®

AMGA Foundation

When high blood pressure is “in control,” patients are in control. They know they have the disease, and they’re working with their healthcare providers and in their own daily lives to improve the situation—through diet, exercise, medications, stress management, and more.

It’s vital work. Less than half of all Americans with high blood pressure today have it under control. In fact, one out of five don’t even know they have high blood pressure. And the condition can contribute to stroke, heart failure, and even death.

Changing Blood Pressure for the Better

Through Measure Up/Pressure Down®, 128 medical groups and health systems together improved blood pressure detection and control for patients across America.

We helped physicians and care teams improve the ways they screen and track blood pressure, train staff, and engage patients in their own care. We guided their efforts with webinars, videos, one-on-one coaching, and more.

In just three years, high blood pressure detection and control improved for over half a million Americans. Among participating groups:

- **Nearly half (48%)** made significant improvements in their control rates
- **Nearly 6 in 10 (57%)** reported control rates of 70% or better
- **100%** reported control rates above the national average

“Bringing providers together from across the country to improve our care is a best practice for America.”

— Robert Nesse, M.D., Senior Medical Advisor to the Mayo Clinic Board of Governors for Payment Reform, Mayo Clinic



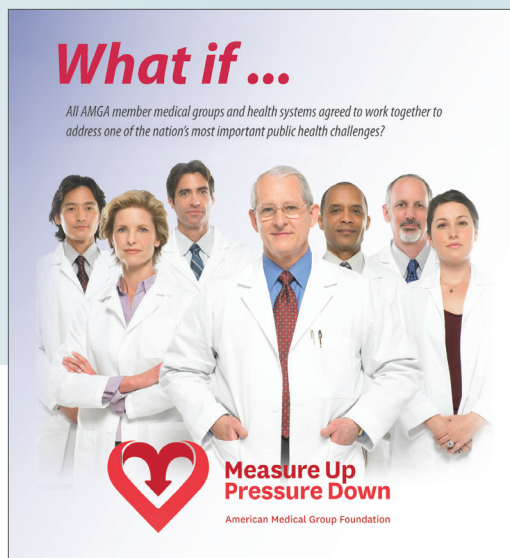
Uniting Patients and Healthcare Leaders



Regina Benjamin, M.D., M.B.A., the 18th Surgeon General of the United States, spoke at the campaign's launch event.

To launch the Measure Up/Pressure Down® campaign in November 2012, leaders from the highest levels of government, nonprofits, and health care—including former Surgeon General Regina Benjamin—convened at the National Press Club to listen to high-blood pressure patients share their stories. Campaign representatives from AMGA spoke about how this was the right team at the right time to transform high blood pressure detection and control.

“We have worked to advance the integrated care system as the premier healthcare delivery model,” said Donald Fisher, AMGA president and CEO at the time. “We’ve collected best practices from within our member medical groups and discovered an opportunity to further advance patient care in the area of hypertension control. And because they provide coordinated, evidence-based, patient-centered care, our members are positioned to be leaders in this campaign.”



Above: Leaders convened at the National Press Club to unite for the campaign. Left: Materials were developed to promote the campaign to healthcare professionals.



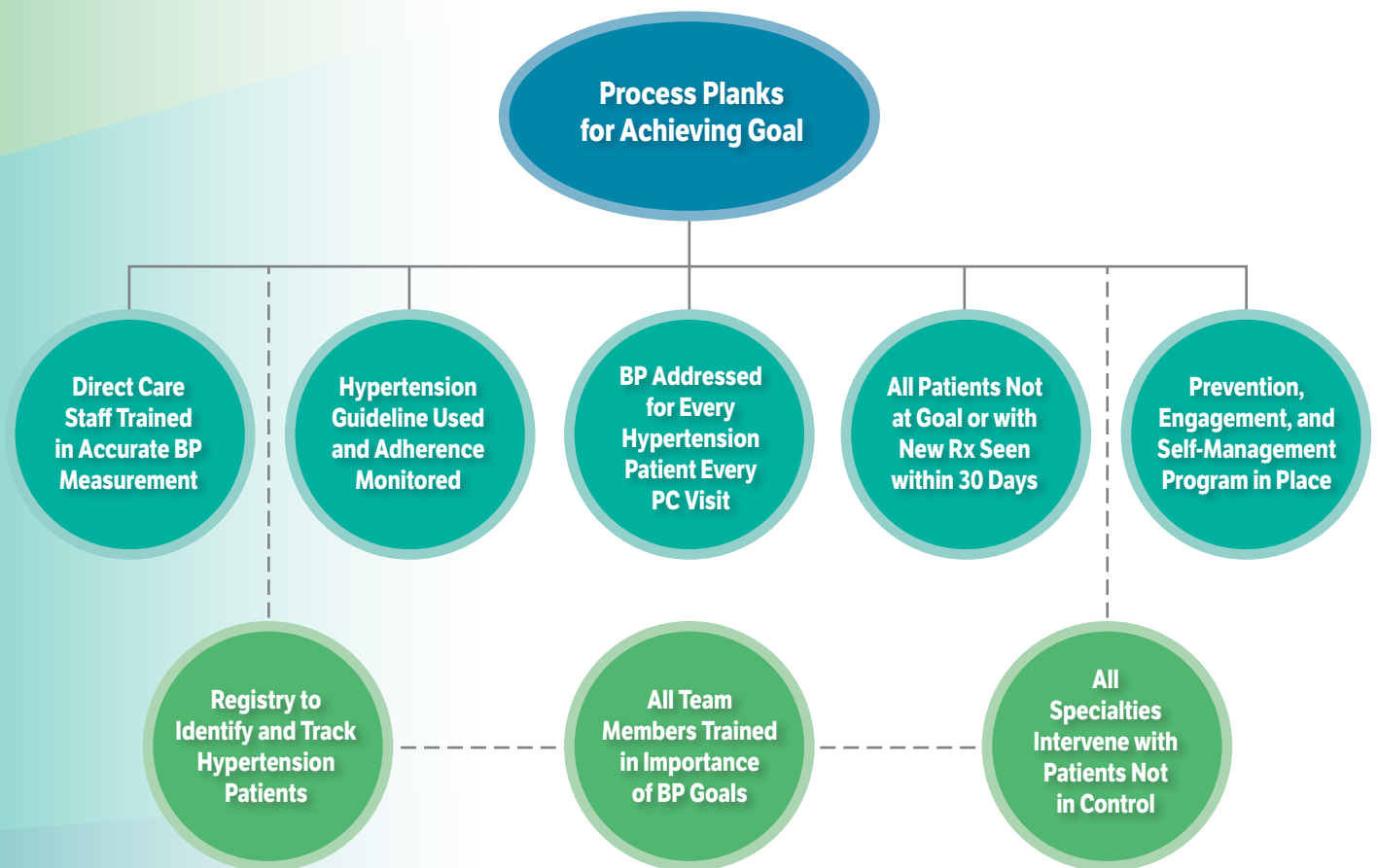


Learning and Sharing What Works

How did Measure Up/Pressure Down® achieve its landmark results? Success centered around eight campaign “planks:” practices grounded in science that participants could implement with their teams and patients.

Measure Up/Pressure Down®’s planks drew from years of AMGA Foundation Best Practices Hypertension Learning Collaboratives, which united medical groups and health systems in quality efforts to improve high blood pressure care, control, and outcomes. Plank development was guided by the campaign’s National Steering Committee and Scientific Advisory Council, whose members represent leaders and innovators from across health care.

Improving Care Through Campaign “Planks”

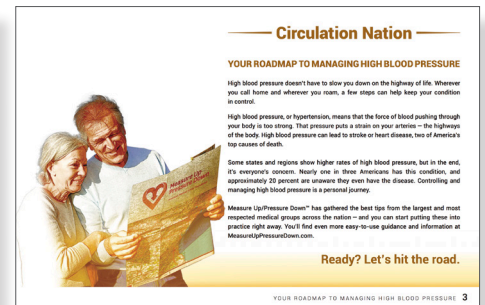
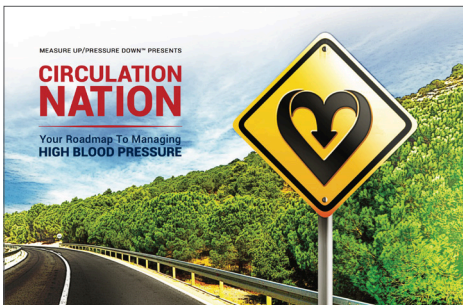
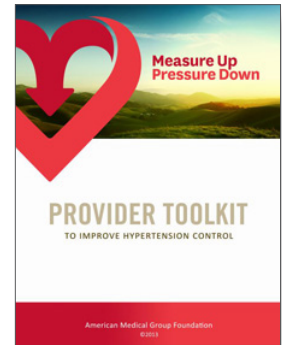


Delivering Expert Support at Every Step

As participants chose a plank (or two) to implement in their practices, they had questions: How do I get started? How do I get staff and patients engaged? How do I report data?

And we helped them find answers every step of the way, providing:

- **A comprehensive toolkit** that included 55 resources from over 20 groups
- **43 monthly webinars** for sharing best practices and lessons learned, which lived on for continuing education at measureuppressuredown.com
- **Support** through data management, coaching sessions, and site visits
- **Patient education materials**



“Every physicians’ organization faces unique challenges in improving their patients’ blood pressure, and the Measure Up/Pressure Down® campaign offers technical assistance on practical and well-tested improvement strategies.”

— Hector Rodriguez, Associate Professor, Health Policy and Management, and Chief Health Policy Management Group, University of California, Berkeley

Measuring Success Nationwide

With 128 groups serving more than 18 million patients, a powerful data analytics platform, and a pioneering approach to healthcare quality and evaluation, the Measure Up/Pressure Down® campaign demonstrated an unparalleled ability to collect data and share what works on a national scale.

Participating health groups reported their performance data based on national quality measurement standards, creating a foundation against which to gauge progress throughout the campaign. We then shared blinded comparative reports each quarter, so they could see the progress of their high blood pressure efforts and compare their results to those of other organizations. We also engaged in initiatives, including an 18-month in-home screening pilot with Withings Health Devices, to show the power of new measurement technologies.



Transforming Care

What did Measure Up/Pressure Down®'s impact look like across America?

Colorado Springs Health Partners improved screening accuracy (Plank 1) through educating staff and reconfiguring exam rooms—improving control rates by nearly 9 percent. **The Baton Rouge Clinic** used an algorithm to improve provider adherence to treatment guidelines (Plank 2). And at **Henry Ford Health Clinic**, cue cards reminded care teams to address blood pressure at every visit (Plank 3).

Because it's vital to get patients who haven't reached their blood pressure goals, or who have a new prescription, seen within 30 days (Plank 4), **Premier Medical Associates** in Pennsylvania made follow-up notices and appointments an automatic part of the workflow. In California, **Arch Health Partners** empowered high blood pressure patients with support groups, educational materials, and free screenings. These prevention, education, and self-management (Plank 5) efforts improved control rates by 4.6 percent.

New West Physicians' hypertension registry (Plank 6) flagged upcoming appointments where high blood pressure needed to be discussed. The Colorado group boosted its control rate from 73 percent to 79 percent. **Billings Clinic** used "hypertension huddles" to train all staff in high blood pressure metrics and their importance (Plank 7). **Baptist Medical Group** in Memphis engaged specialists in high blood pressure detection, education, and treatment (Plank 8), improving control rates by 5.3 percent.

Participants reported impressive patient control rates and improvements.

By the end of 2015:

- **Primed Physicians** in Ohio reported over 91 percent of patients in control.
- **ProHealth Physicians** in Connecticut reported nearly 85 percent in control.
- **Wellmont Medical Associates** in Tennessee and Virginia increased its portion of patients in control by 28 percent.
- **Scripps** in California improved its portion of patients in control by 10 percent.

“In the current climate of healthcare reform, it is essential that trusted organizations like AMGA and AMGA Foundation take action to prove that coordinated care offers the best healthcare delivery system. I am proud to be associated with the Measure Up/Pressure Down® campaign, which does just that.”

— Ronald Kirkland, Past Chair of the Board, The Jackson Clinic



Transforming Lives

Iris, who spoke at the campaign launch, is just one of the more than half million patients across America who achieved better blood pressure control thanks to the Measure Up/Pressure Down® campaign. The Kaiser Permanente patient shares her story:

A surprise diagnosis

I was first diagnosed with high blood pressure at a physical, and I was a little surprised because I had no symptoms. When I learned about my diagnosis, I certainly did modify my behavior.

First of all, I had to start taking medications, which was a bit of a trial to find the right one. My doctors at Kaiser Permanente helped me, and they have taught me how to cope with this disease and made me aware of what I need to do to control it.

Discovering what works

I also changed my diet. I found that the real trick for me is moderating portions because I'll never give up my glass of wine and cheese.

All in all, high blood pressure hasn't made my life any different in terms of living it to its fullest—as long as I make sure I'm in control.

At **Baptist Medical Group**, another patient with no previous symptoms discovered her high blood pressure thanks to specialty care providers engaged in detection and treatment. During a visit for breast cancer treatment, her care team recorded a blood pressure reading of 210/115 and connected her to a primary care physician that very day.

Knowledge Is Power

When high blood pressure is detected and managed, patients can avoid serious medical conditions. By changing its workflows to reduce variations in care and improving care team engagement and patient education, **Summit Medical Group** circumvented 426 cases of heart attack and stroke. During the three-year campaign, more than 15,000 patients gained control of their high blood pressure.



Going Above and Beyond

Campaign participants also made a difference in their communities through:

- No- and low-cost nurse visits (**Baton Rouge Clinic**)
- PSAs, free screenings, and “ask a doctor” panels (**Baptist Medical Group**)
- Community health fairs (**Wake Forest Baptist Health**)



Educating and Inspiring Action Across America

With high blood pressure, knowing is a big part of the battle—knowing when it’s a problem and knowing what can be done to change it.

To strengthen Measure Up/Pressure Down®’s core activities with increased public awareness, we held a National Day of Action each May (which is High Blood Pressure Education Month). We gave participants ideas for how to “Roll Up Your Sleeves” on social media, in their practices, through free screenings, and more. Then we watched them get to work in their communities. Efforts in 2015 alone reached more than 84 million Americans.



Cornell McClellan, personal trainer to the Obama family, leads the group in stretches.

Year-round, Measure Up/Pressure Down®’s awareness efforts stretched across the nation and through cyberspace:

- **Our “Circulation Nation” patient booklet, “Choose Your Path” video, and other online resources** garnered over 140,000 views.
- **Fitness classes, cooking demonstrations, and blood pressure screenings** with community partners educated and inspired.
- **Speakers like nutritionist and cookbook author Chef Lala and Cornell McClellan**, personal trainer to the President Obama and his family, spread the message of blood pressure control even more.
- **Our Twitter chat with the American Heart Association and Dr. Richard Desser of ABC News** engaged more than 33 million people.



Campaign Kudos

Measure Up/Pressure Down® has been recognized with:

- **The 2013 Heart Healthy/Stroke Free Award** from the National Forum for Heart Disease and Stroke Prevention
- **Million Hearts® Hypertension Control Champion** designation for 17 campaign participants and AMGA members
- **Congressional proclamations** for National Day of Action activities
- **2016 Thoth Awards** from the Public Relations Society of America National Capital Chapter
- The 2017 **Power of a Silver Award** from the American Society of Association Executives



On to Bigger, Better Things

The three-year Measure Up/Pressure Down® campaign ended in 2015, but its impact lives on in medical groups, health systems, care teams, and families across America.

- **The data we've collected** is guiding medical groups and health systems on the patient groups to target and the messages to use.
- **The campaign's use of transparent reporting** is helping to foster a culture of candor in health groups nationwide. Increasingly, care teams are seeing ongoing feedback as invaluable to improving care delivery and patient outcomes.
- **The educational materials we developed** are equipping even more Americans with ways to measure, monitor, and maintain healthy blood pressure.

Measure Up/Pressure Down® also created a blueprint for quality improvement that can be replicated with other chronic conditions. In March 2016, 150 groups signed on to participate in AMGA Foundation's next initiative: Together 2 Goal®, which tackles Type 2 diabetes. And AMGA Foundation continues to seek new, innovative ways to support providers, empower patients, and transform care.

“AMGA Foundation’s work has never been more urgently needed by our country and by our organizations.”

— Don Wreden, Senior Vice President for Patient Experience, Sutter Health





**Measure Up
Pressure Down®**

AMGA Foundation

Participating Groups

Advocate Medical Group - IL
Advocate Physician Partners - IL
Alegent Creighton Clinic - NE
Arch Health Partners - CA
Aurora Health Care - WI
Austin Diagnostic Clinic, P.A. - TX
Austin Regional Clinic, P.A. - TX
Baptist Memorial Medical Group - TN
Baton Rouge Clinic - LA
Baylor Health Care System/HealthTexas
Provider Network - TX
Bend Memorial Clinic, P.C. - OR
Billings Clinic - MT
Brown & Toland Physicians - CA
Cadence Medical Partners - IL
Carilion Clinic - VA
Carle Physician Group - IL
Carolinas Healthcare System - NC
Catholic Health Initiatives - CO
Central Utah Clinic - UT
Centura Health Physician Group - CO
Clackamas County Health Centers - OR
Cleveland Clinic - OH
Coastal Carolina Health Care, PA - NC
Colorado Springs Health Partners, P.C. - CO
Community Clinic, Inc - MD
Community Physicians of Indiana - IN
Crystal Run Healthcare - NY
Dartmouth-Hitchcock Clinic - NH
Deaconess Clinic - IN
Dean Health System, Inc. - WI
Doctor's Medical Center, Inc. - FL
Esse Health - MO
Essentia Health - MN
The Everett Clinic - WA
Fairview Health Services - MN
Florida Medical Clinic, P.A. - FL
Geisinger Health System - PA
Group Health Cooperative of South Central
Wisconsin - WI
Harbin Clinic - GA
Hartford Healthcare Medical Group - CT
Hattiesburg Clinic, P.A. - MS
Hawaii Pacific Health - HI
HealthCare Partners Medical Group - CA
HealthEast Care System - MN
HealthPartners - MN
HealthPoint Medical Group - FL
Henry Ford Medical Group - MI
Holston Medical Group - TN
Hospital Sisters Health System Medical
Group - IL
INOVA Health System - VA
INTEGRIS Medical Group - OK
Intermountain Medical Group - UT
The Iowa Clinic, P.C. - IA
Johns Hopkins Community
Physicians, Inc. - MD
Kelsey-Seybold Clinic - TX
Lahey Clinic - MA
Lakeshore Clinic, PLLC - WA
Lakeshore Health Partners - MI
Lancaster General Medical Group - PA
LeBauer HealthCare / Moses Cone Health
System - NC
Lexington Clinic, P.S.C. - KY
Mankato Clinic, Ltd. - MN
Mayo Clinic - Rochester - MN
MedStar Physician Partners - MD
Medical Associates - IA
Medical Associates Clinic - IA
The Medical Group of Ohio - OH
Mercy Clinic East Division - MO
Mercy Clinics - IA
Mercy Medical Group - CA
Meridian Practice Institute - NJ
Meritage Medical Network - CA
Mid Hudson Medical Group - NY
Mid-Atlantic Permanente Medical
Group, PC - MD
Mount Kisco Medical Group - NY
Mountain View Medical Group, P.C. - CO
NEA Baptist Clinic - AR
New West Physicians, P.C. - CO
North Mississippi Medical Clinics, Inc. - MS
North Texas Specialty Physicians - TX
NorthShore University HealthSystem - IL
Northeast Georgia Health Systems, Inc. - GA
Northwest Primary Care Group, P.C. - OR
Novant Medical Group - NC
OU Physicians - OK
Ochsner Health System - LA
Oregon Medical Group, P.C. - OR
Pacific Medical Centers - WA
Palo Alto Medical Foundation - CA
Parkview Physicians' Group - IN
PeaceHealth Medical Group - OR
The Permanente Medical Group, Inc. - CA
Piedmont HealthCare, P.A. - NC
Piedmont Healthcare - GA
The Polyclinic - WA
Portland IPA - OR
Premier Medical Associates, P.C. - PA
Prevea Health Services - WI
PriMed Physicians - OH
ProHealth Physicians, Inc. - CT
Providence Health Services - DC
Puget Sound Family Physicians - WA
Quincy Medical Group - IL
Reliant Medical Group, Inc. - MA
Rio Grande Medicine - TX
Rio Grande Primary Health Net - TX
Riverside Medical Clinic - CA
Riverside Medical Group - VA
Rockford Health Physicians - IL
Sacramento Family Medical Centers - CA
Scripps Coastal Medical Group - CA
Scripps Medical Foundation - CA
Sentara Medical Group - VA
Shannon Health System - TX
Sharp Rees-Stealy Medical Group, Inc. - CA
Shaw Center for Women's Health, PA - GA
Springfield Clinic - IL
St. Anthony's Physician Services - FL
St. Luke's Physician Group - PA
State of Franklin Healthcare
Associates, PLLC - TN
Summa Physicians Inc. - OH
Summit Medical Group, P.A. - NJ
Susquehanna Health Medical Group - PA
Sutter Independent Physicians - CA
Sutter Medical Foundation - CA
SwedishAmerican Health System - IL
ThedaCare Physicians - WI
Tidewater Physicians Multispecialty
Group, P.C. - VA
TriHealth Physician Enterprise Corporation - OH
Tulane University Medical Group - LA
USMD Holdings, Inc. - TX
Unity Health Care - DC
Unity Point Health - IA
University of North Texas Health Science
Center - TX
University of Utah Community Clinics - UT
Upper Valley Family Care - OH
Wake Forest Baptist Health (formerly
Cornerstone Health Care, P.A.) - NC
Washington Township Medical Foundation - CA
Watson Clinic - FL
Weill Cornell Physician Organization - NY
WellStar Health System - GA
Wellmont Medical Associates - TN
Wenatchee Valley Medical Center - WA
Westchester Health Associates - NY
Western Montana Clinic - MT
WESTMED Medical Group, P.C. - NY
Wheaton Franciscan Medical Group - WI
Wilmington Health - NC



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Right Care Initiative

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Find out more about AMGA Foundation
and how you can participate at
amga.org/foundation.