

# Memorandum

To: Gold Coast Health Plan Primary Care Providers

From: Kim Osajda, RN, MSN  
Director of Quality Improvement

Re: **National High Blood Pressure Education Month**

Date: May 16, 2017

According to the Centers for Disease Control and Prevention (CDC), uncontrolled high blood pressure raises the risk for the leading causes of death in the U.S. – heart disease and stroke. The American Heart Association, the American College of Cardiology and the CDC advise that blood pressure management requires the engagement of patients, their families, practitioners, and the community. Education about medication adherence and lifestyle modifications, as well as expanding patient awareness, can result in high quality blood pressure management.

The month of May is designated by the National Heart, Lung, and Blood Institute (NHLBI) as National High Blood Pressure Education Month. This serves as a reminder for practitioners to actively provide their patients with education and tools to help them understand and manage their high blood pressure. It is recommended that patients with high blood pressure have their blood pressure checked by a provider at least twice a year to ensure adequate control and compliance with treatment plans.

Gold Coast Health Plan (GCHP) reports the outcomes of the Healthcare Effectiveness Data and Information Set (HEDIS<sup>®</sup>) **Controlling High Blood Pressure (CBP)** measure to the National Committee for Quality Assurance (NCQA) and the state Department of Health Care Services (DHCS). The measure looks at the percentage of members 18-85 years of age who have a diagnosis of hypertension and whose blood pressure is adequately controlled during the measurement year based on specific measure criteria. Those with controlled blood pressure have better health and a positive effect on reported rates.

[Click here](#) for the GCHP provider tip sheet on the CBP measure.

To help provide valuable education to patients, GCHP encourages practitioners to take advantage of resources such as the American Heart Association's High Blood Pressure Educational Month Toolkit.

[Click here](#) to view the toolkit.

If you have questions, please contact GCHP's Quality Improvement Department at 1-805-437-5592 or at [hedis@goldchp.org](mailto:hedis@goldchp.org).