

Prevent and Control America's High Blood Pressure: Mission Possible

Partner with us to create a healthier America

Real possibilities for America's insurance and managed care companies

Improve the health of your subscribers and enrollees and reduce the personal and health care costs associated with high blood pressure. Join the National High Blood Pressure Education Program at the National Institutes of Health and 46 other national organizations in the fight to prevent and control high blood pressure.

We have created "Mission Possible" to mobilize all Americans to reduce the more than 1 million heart attacks, strokes, and kidney failure cases caused annually by high blood pressure. With your help, this Mission is Possible.



Help Get the Word Out: Provide tips on high blood pressure prevention and control in monthly premium statements, newsletters, and e-mailings as a value-added service.



Offer Premium Incentives: Develop programs to reduce claim costs by rewarding lower blood pressures with lower premiums.




Support Subscriber Education Programs: Reinforce client relationships through such efforts as helping develop worksite heart health programs.



Improve HEDIS Scores: Create programs to educate and reward participating physicians on using best blood pressure prevention and control practices.



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health
National Heart, Lung, and Blood Institute

 National High Blood Pressure Education Program