



PHARMACY PARTNER

The Challenge

High blood pressure contributes to nearly 1,000 deaths a day.

A leading risk factor for heart disease and stroke is high blood pressure (hypertension). An estimated 67 million people (1 in 3 adults) have hypertension and more than 36 million Americans do not have it under control. Taking hypertension medications as prescribed can greatly reduce a patient's risk for heart attack and stroke, yet 30% of patients stop taking their medications within 6 months and 50% stop within one year.

Goal

Decrease the number of heart attacks and strokes among people with uncontrolled high blood pressure.

Objectives

- ▼ Increase the number of people who adhere to blood pressure medications as prescribed by their doctor.
- ▼ Increase the number of people whose blood pressure is controlled for sustained periods of time.

The Opportunity

Recent research shows that pharmacist-directed care can improve the management of major cardiovascular risk factors—including hypertension—and has a positive impact on health outcomes. In collaboration with other health care professionals, pharmacists are uniquely positioned to help patients control hypertension with lifestyle changes and adhere to prescribed medications. Pharmacists are trained in chronic disease management and have regular interactions with hypertensive patients who come in to pick up prescriptions for themselves or their family members.

Team Up. Pressure Down. Overview

Million Hearts™ is a national public-private initiative led by the U.S. Department of Health and Human Services (HHS) with the goal of preventing 1 million heart attacks and strokes by 2017. As part of this effort, the Centers for Disease Control and Prevention (CDC) and pharmacists are 'teaming up' to launch *Team Up. Pressure Down.*, a new educational program that promotes team-based care and offers support for health care professionals helping Americans improve medication adherence and more effectively manage their blood pressure.

Launching September 5, 2012, the *Team Up. Pressure Down.* program can be tailored for any pharmacy setting. The program offers effective and time-saving resources—from video vignettes to conversation starters—that encourage and support pharmacists in providing advice and counseling to patients with high blood pressure. A suite of patient education materials will also be available to help people take a more active role in self-management efforts and to encourage increased interaction with their pharmacists on medication adherence and blood pressure control issues.

Let's Team Up! Collaboration Can Save Lives

CDC and Million Hearts™ invites you to partner with *Team Up. Pressure Down.* Your support will help tackle this important public health challenge by providing pharmacists and patients resources to better manage hypertension and curbing the escalating rates of heart attack and stroke.

Team Up. Pressure Down. program materials are designed to be used in a variety of pharmacy settings and customized for your needs as a health care provider.

GET INVOLVED	PROGRAM MATERIALS
<p>Promote <i>Team Up. Pressure Down.</i> and highlight your role in this important effort by:</p> <ul style="list-style-type: none"> ▼ Raising awareness of the program among your pharmacy colleagues. ▼ Printing and hanging the <i>Team Up. Pressure Down.</i> poster inside your pharmacy. <p>Identify uncontrolled hypertensive patients and use <i>Team Up. Pressure Down.</i> materials to educate and encourage them to monitor their blood pressure regularly and take their hypertension medications as directed.</p>	<p>Pharmacist Materials</p> <ul style="list-style-type: none"> ▼ Pocket discussion tool: Building on the poster, you can print this tool and keep it in your pocket (or access it via your smartphone or tablet). This handy tool includes tips and conversation starters to help you maximize time spent with patients talking to them about hypertension and medication adherence issues. ▼ Blood pressure guide: This quick reference guide will help you utilize your expertise on taking blood pressure readings, and offers discussion starters to encourage patients to use the manual or electronic blood pressure monitor available in your pharmacy. It will help you educate your patients about the importance of regular monitoring and will improve their understanding about controlling their blood pressure. This guide will help you make recommendations to the patient on how to get and keep their blood pressure down. <p>Patient Materials</p> <ul style="list-style-type: none"> ▼ Team Up. Pressure Down. promotional postcard: This postcard serves as an overview of hypertension, the <i>Team Up. Pressure Down.</i> program, and instructions for where to go online for more information ▼ Medication tracker wallet card: A Million Hearts™ and National Consumers League’s (NCL) Script Your Future co-branded tool that patients can use to: list their medications; what the medication treats; the refill date; the dosage; and how often to take the medication. ▼ Refrigerator magnet: Since forgetting to take medications is one of the most common reasons patients become non-adherent, this magnet was designed to serve as a friendly reminder that patients will see each time they open the refrigerator. ▼ Reminder tear pad: As an alternative to the refrigerator magnet, you may choose to offer patients a sheet from this tear pad to hang on their refrigerator or place by the telephone and serve as a friendly reminder each time they open the refrigerator or pick up the phone.
<p>Create and implement policies and procedures to establish in-store blood pressure counseling services using <i>Team Up. Pressure Down.</i> materials:</p>	<p>Pharmacist Materials</p> <ul style="list-style-type: none"> ▼ Pharmacist poster: Place the poster on the interior of the pharmacy walls. It is designed to serve as a checklist and reminder to speak with your patients about hypertension, and includes cues to help you start a brief dialogue with them. ▼ DRAW® Tool: A <i>Team Up. Pressure Down.</i> and University of Iowa co-branded tool helps you start and manage a conversation about medication adherence and its barriers. This tool can be printed and kept behind the counter for your ongoing use, or accessed via smartphone or tablet. ▼ Educational video vignettes: These web-based, animated short videos are intended to help your patients better understand their hypertension and its treatment. If you have access to a smartphone, tablet or computer, consider using these vignettes as a teaching aid when discussing high blood pressure with your patients. If you cannot access the appropriate technology to share the videos in-store, you can refer patients to the Facebook page and website where they can access and view the vignettes on their own. ▼ Continuing education program: This online module will help build communication skills and assist pharmacists in starting and managing conversations with patients around hypertension management and medication adherence. <p>Patient Materials</p> <ul style="list-style-type: none"> ▼ My Blood Pressure Journal: This tool is designed to help patients understand important hypertension information and their risk of a heart attack or stroke. It provides space for them to track regular blood pressure readings and file important information about their pharmacy and prescriptions. It also includes a separate ‘tear-away’ section to help enlist the support of family members or loved ones in the patient’s management of their high blood pressure.
<p>Evaluate the success of <i>Team Up. Pressure Down.</i> by tracking patient outcomes (i.e. improved blood pressure, medication adherence, etc.).</p>	

Get Involved!

**Learn more and sign up to be a *Team Up. Pressure Down.* partner today.
Email: tupd@cdc.gov to receive more information.**