

**Improve
population health
through blood pressure
control, get started
today by registering
your health center at:
www.targetbp.org**



Webinar on Tuesday, February 27, 2018

1:00PM—2:00PM EST

**The Health Resources and Services Administration,
Office of Regional Operations**

In collaboration with the American Heart Association

Advanced registration is required. Click [here](#) to register today.

Target: BP™ is a national collaboration between the American Heart Association and the American Medical Association to reduce the number of Americans who have heart attacks and strokes by urging physician practices, health systems, and patients to prioritize blood pressure control. The program includes recognition for healthcare providers who attain high levels of blood pressure control in their patient populations.

After participating in this webinar, health center staff will be able to:

- Identify the importance of blood pressure control.
- Describe the updated American College of Cardiology and American Heart Association's blood pressure guidelines and classify patients into each category
- Apply Target: BP M.A.P framework to improve blood pressure control for patients
- Recommend and apply practice protocols to improve hypertension treatment



Mike Rakotz, MD, FAHA, FAFAP
American Medical Association, VP
of Improving Health Outcomes

Oversees efforts to develop and implement national quality improvement initiatives focused on improving blood pressure control and type II diabetes prevention. AMA clinical lead of Target: BP™



Paul Mather, MD, FACC, FAHA, FHFS, FESC, FACP

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Professor of Clinical Medicine, Heart Failure and Transplant Center and attending physician at the Hospital of the University of Pennsylvania