



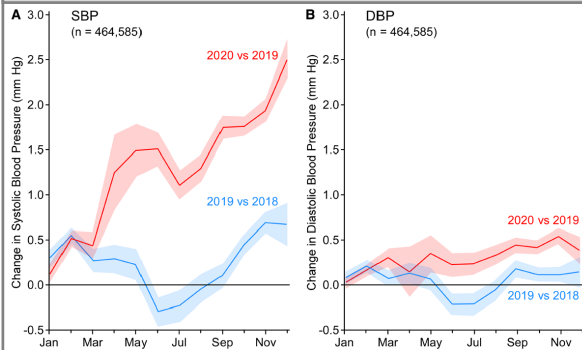
## CONTROLLING HIGH BLOOD PRESSURE (CBP) PART 1

Hypertension affects almost half of U.S. adults, and blood pressure (BP) control is a national public health priority. The coronavirus disease 2019 (COVID-19) pandemic has disrupted both daily life and routine medical care, including the treatment of chronic diseases such as hypertension (HTN).

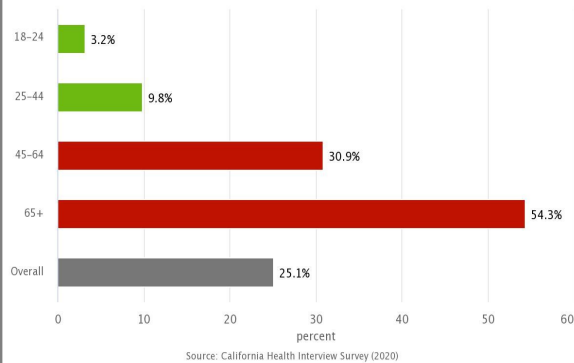
[American Heart Association Journals](#)

### HYPERTENSION PREVALENCE IN THE US AND CALIFORNIA

Mean Changes in Systolic and Diastolic Blood Pressure During COVID-19 Pandemic



High Blood Pressure Prevalence by Age State: California



↑ in systolic [BP during COVID-19](#) could signal an increase in forthcoming cardiovascular mortality.

CA is [ranked #3 in the United States](#) for prevalence of HTN.

HTN is responsible for about [one in three deaths](#) in CA.

### PROVIDER RESOURCES FOR ADDRESSING HYPERTENSION

High-quality blood pressure management is multifactorial and requires the engagement of patients, healthcare delivery systems and communities.

#### ENHANCE WORKFLOW PROCESSES

- [Share patient data](#) between specialty clinics and PCPs.
- Enhance EHRs with a [patient registry, decision support and reminders.](#)

#### COLLABORATION

- Form [collaborative practice agreements](#) between Physicians and Pharmacists.
- Collaborate with [Community Health Workers](#) to support members.

#### EDUCATION

- Utilize the [Hypertension Prevalence Estimator Tool.](#)
- Retrain staff on [proper BP measurement](#) techniques and utilize the [Hypertension Tools and Training](#) materials.



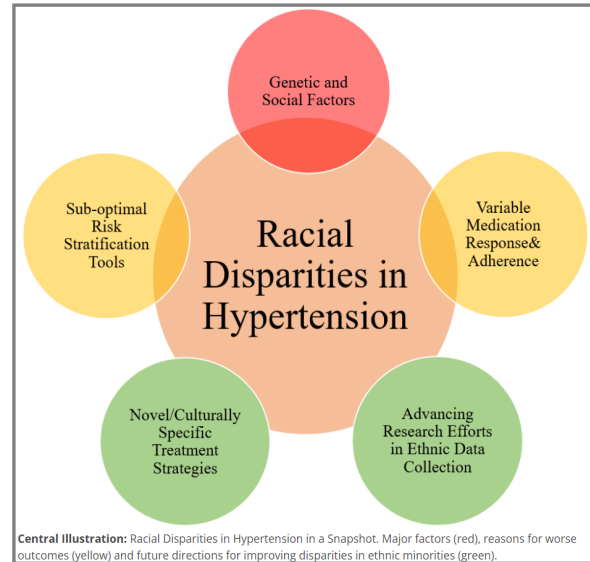
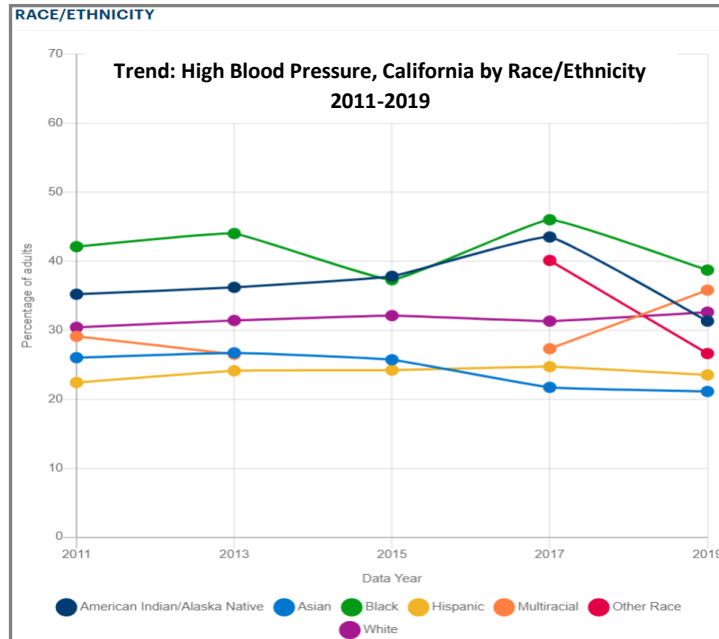
## CONTROLLING HIGH BLOOD PRESSURE (CBP) PART 2

The COVID-19 pandemic magnified health inequities for people with high blood pressure.

[Journal of the American Heart Association Report](#)

### HYPERTENSION AND HEALTH EQUITY

- ▶ The [Medi-Cal population](#) had higher rates of HTN than the CA population.
- ▶ Percentage of [Medi-Cal population](#) diagnosed with HTN: **30.9%**.



- ▶ Use [culturally tailored communication](#) tools to build trust and improve care.
- ▶ Improve [care coordination](#) and provide self-management support to patients from different racial and socioeconomic backgrounds.

### PROVIDER RESOURCES FOR IMPROVING HEALTH EQUITY IN HYPERTENSION

- ▶ Utilize a [Road Map](#) to help organizations integrate disparities reduction into all health care quality improvement efforts.
- ▶ Collaborate with [health coaches](#) to help patients understand their data and create actionable steps.
- ▶ Utilize [hybrid community approaches](#) and partner with [community pharmacists](#) to address health disparities.
- ▶ [Analyze patient populations holistically](#) with information gathering during patient visits.
- ▶ Educate and collaborate with [barbers in barbershops](#) to engage patients with health promotion.
- ▶ Implement [patient-centered counseling](#) and utilize [culturally appropriate hypertension education](#) (CAHE) with clinic staff.