



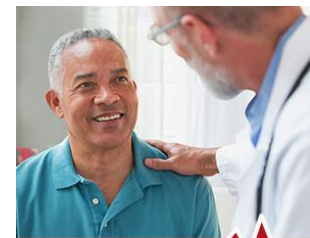
Tools to Improve the Quality of Preventative Care

The American Heart Association launched our first quality initiative around stroke in 2003. Since then, we've added programs around AFIB, Heart Failure, Resuscitation, CAD and more. This work saved lives while simultaneously establishing quality benchmarks and recognizing clinical success. We expanded this approach to focus on prevention of cardiovascular disease in the outpatient setting. We have three FREE, evidence-based initiatives with tools to empower and equip PROVIDERS and PATIENTS to drive better outcomes in cardiovascular health.



A national initiative with the **American Medical Association**, Target: BP helps health care organizations, at no cost, improve BP control rates through an evidence-based quality improvement program and recognizes organizations committed to improving BP control. By joining, you will receive access to the latest guidelines, clinical tools and support to help your practice optimize how patients with hypertension are diagnosed and managed. With empowered care teams helping to achieve better health outcomes, more patients will avoid life-altering events, such as heart attacks and strokes, leading to a healthier America.

Register at targetbp.org

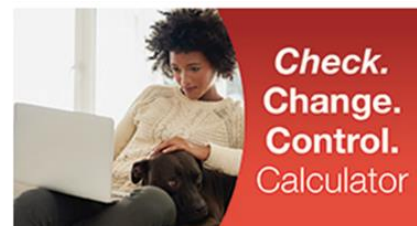


We're committed to lowering high blood pressure in our community.

TARGET:BP



American Heart Association.
Check. Change. Control.
Cholesterol™



With support from Sanofi and Regeneron, we launched Check. Change. Control. Cholesterol to improve the identification and management of cholesterol. This national initiative aims to reduce the number of Americans who have heart attacks and strokes by urging medical practices, health service organization, and patients to screen and treat this important risk factor. It supports physicians and care teams by offering access to the latest research, tools, and resources to reach and sustain cholesterol control rates among the adult patient population they serve. Register at www.heart.org/ChangeCholesterol

Know **Diabetes** by **Heart**™

A national collaborative initiative with the **American Diabetes Association**, along with industry leaders, to reduce cardiovascular deaths, heart attacks, heart failure and strokes in people living with type 2 diabetes. This initiative works to implement social change through consumer awareness, patient education, health care provider training and resources and quality improvement measures for clinics and hospitals treating people with type 2 diabetes. Go to knowdiabetesbyheart.org for more information.

Registered providers of all types and any size can access these free resources and be **recognized** for your efforts to improve your patient population's **hypertension, hypercholesterolemia and/or blood glucose control**. Resources include provider tools, provider education including CME opportunities and patient resources.



For help in Minnesota, please contact:

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