The American Medical Association is committing its resources, expertise and reach to prevent heart disease and type 2 diabetes and to improve outcomes for those suffering from these diseases. The toll of these two diseases—both in dollars and human suffering—is staggering. We describe our heart disease work here.

Cardiovascular Disease

Cardiovascular disease causes one-third of all deaths in the United States.

AMA Strategic Focus

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AMA Approach

In developing our strategic focus the AMA spoke with many stakeholders, recognizing that many have been addressing cardiovascular disease. We then embarked on this innovation pathway:

Identified Three Focus Areas for Improvement

- **Measure accurately**
  - Without credible BP measurements, clinicians cannot make wise therapeutic decisions

- **Act rapidly**
  - Therapeutic inertia is often the primary reason for uncontrolled hypertension when BP control rates are low

- **Partner with patients to promote self-management**
  - Evidence-based ways for supporting patients’ ability to adhere to and self-manage their care are underutilized

The M.A.P. to achieve optimal hypertension control

- **Evidence-based**
- **Relevant to clinicians**
- **Generalizable to many settings**
- **Anyone can understand**

Baseline Assessments:
- Clinical Performance
- Practice Contact Assessment (PCA)
- M.A.P. Gambling Progress Survey (GPS)

Adapting TRiP/CUSP to Ambulatory Setting

- **1. Summarize the evidence in a behavioral checklist**
- **2. Identify local barriers to implementation**
- **3. Measure performance**
- **4. Ensure all patients get the intervention**
  - Engage
  - Educate
  - Execute
  - Evaluate

Prototyping Underway

The AMA is collaborating with the Johns Hopkins Armstrong Institute for Patient Safety and Quality and the Johns Hopkins Center to Eliminate Cardiovascular Health Disparities. We call this joint initiative “Improving Health Outcomes: Blood Pressure” or “IHO: BP.”

Our collaborators at Johns Hopkins have proven track records when it comes to creating and spreading clinical improvement strategies.

We are focused on the **30 million Americans** who have a usual source of care, yet their hypertension remains uncontrolled.

We are creating novel tools and promoting resources from existing programs such as the Million Hearts® initiative, AMGA’s Measure Up/Pressure Down®, and American Heart Association/American Stroke Association.