

RURAL **HEALTH** WORKSHOP

Using Community-Based Blood Pressure Monitoring to Address Hypertension



Speaker

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 - Well-Ahead Louisiana



Learning Objectives

- Recognize why hypertension is a serious health problem in Louisiana
- Explain how community-based blood pressure monitoring can improve the health of your communities
- Understand how to implement a community-based blood pressure monitoring program in your area
- Understand how to operate as a clinical support for a blood pressure monitoring program
- Define how Well-Ahead Louisiana provides ongoing program support

Hypertension in Louisiana

Heart Disease and Stroke in Louisiana



HEART DISEASE

Louisiana has the 7th highest mortality rate in the country



STROKE

Louisiana has the country's 6th highest mortality rate



TOP RISK FACTORS:

High Cholesterol 37.6%

High Blood Pressure 39%

Obesity 36.8%

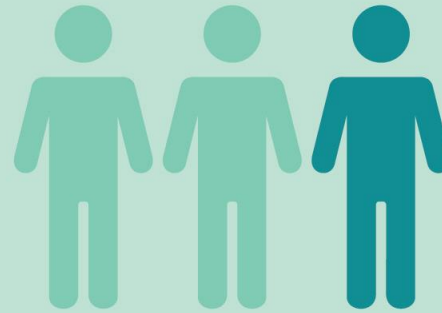


Heart Disease and Stroke in Louisiana

Heart disease is the
No. 1 killer
in Louisiana.



More than
29 Louisiana
residents die of
heart disease
every day.



1 in 3
deaths is caused
by heart disease
and stroke

Addressing Hypertension

- Work within communities to decrease prevalence of hypertension
- Form community-clinical linkages to increase health awareness and intervention in communities



Lowering blood pressure reduces risk of heart disease and stroke by

50%

What is a Community-Based Blood Pressure Monitoring Program?

What is Community-Based Blood Pressure Monitoring?

- Also referred to as Self-Measured Blood Pressure (SMBP) monitoring
- Community organization provides onsite blood pressure screenings
- Screened individuals connected to clinical support for follow-up care
- Can be set up with a multitude of community partners, including:
 - Schools
 - Barbershops (shown to the right)
 - Faith-based organizations
 - And many more...



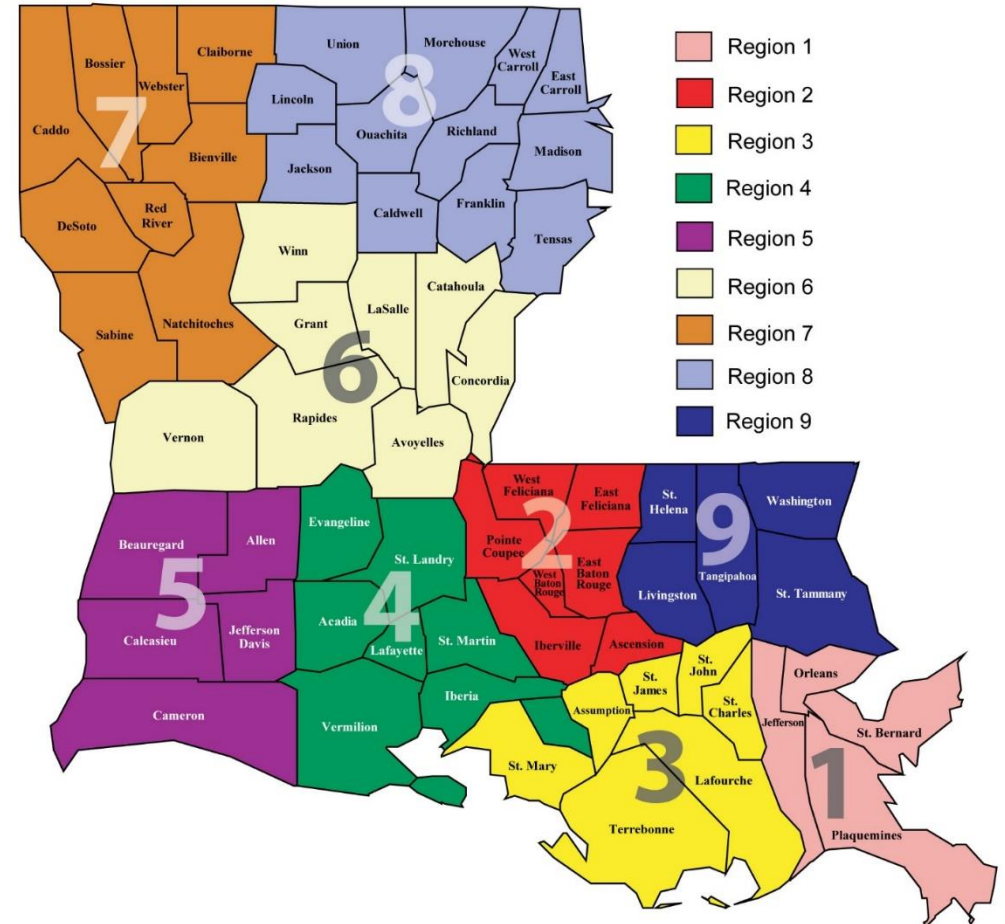
Benefits of Community-Based SMBP

- Helps to accurately diagnose hypertension
- Greater individual health awareness through the community
- Patients understand their blood pressure and can become better advocates of their own health
- Aids patients in achieving blood pressure control

Current Programs

Current Programs

- Pilot program in Bogalusa, Louisiana with barbershop screening locations
- Several programs implemented thus far with barbershops in OPH Region 4 (Acadiana)
- Programs beginning in OPH Regions 6 (Central) and 7 (NWLA) with faith-based organizations, healthy community coalitions and other organizations



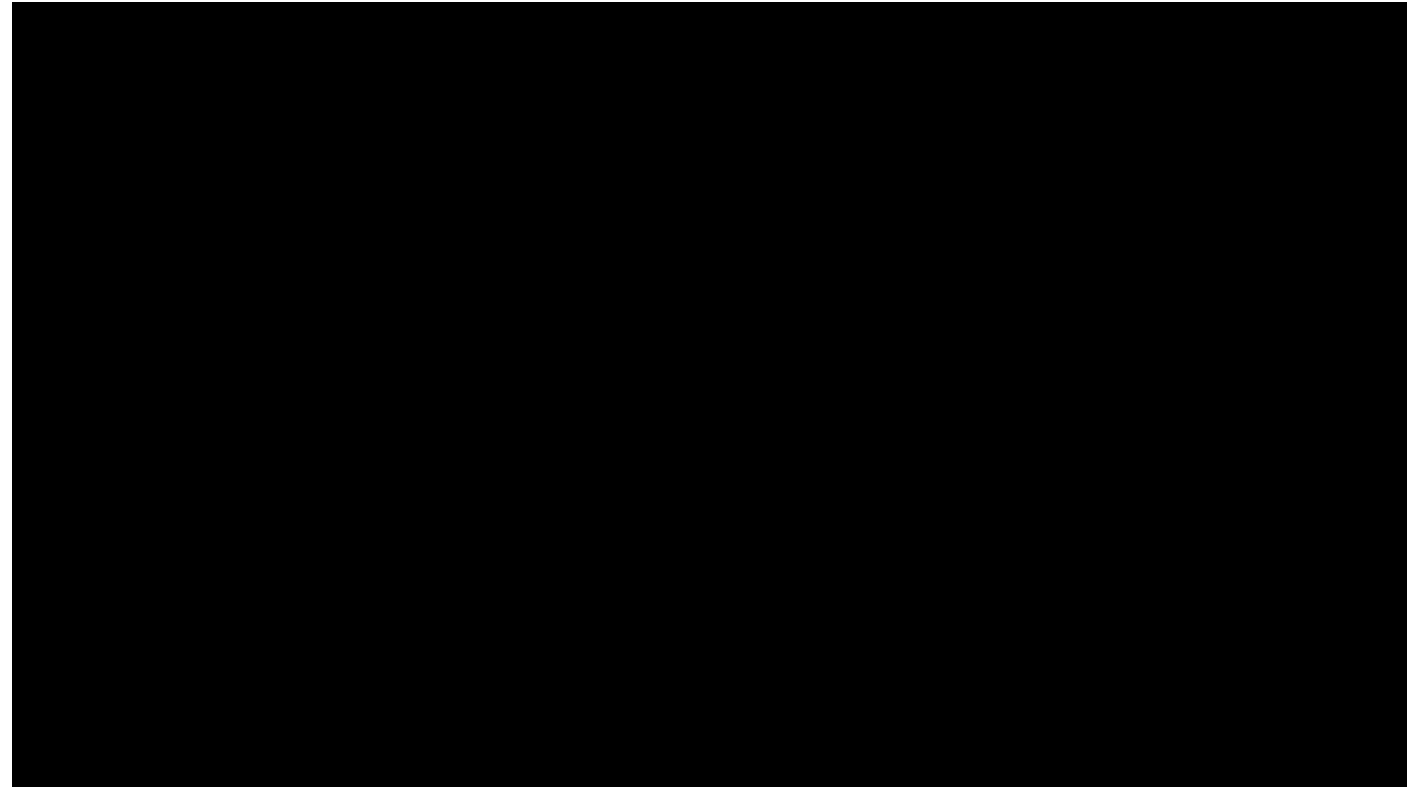
Spotlight: Marlon's Barber Shop



Almost 200
screenings!



THE FAMILY TREE
INFORMATION, EDUCATION & COUNSELING CENTER





How to Begin Community-Based SMBP in Your Community

Organizing a Community-Based SMBP Program

- Partners needed:
 - SMBP site
 - Community champion
 - This is usually an individual at the SMBP site
 - Healthcare Organization
- Community members receive:
 - Screening
 - Education
 - Referral

Benefits to Partnering Clinics

- Increased patient intake
- Lowering risk of serious health complications among your patient population
- Screening results directly sent to the clinic for support through Well-Ahead's online portal
- Those screened without insurance can be linked through the portal to health insurance assistance

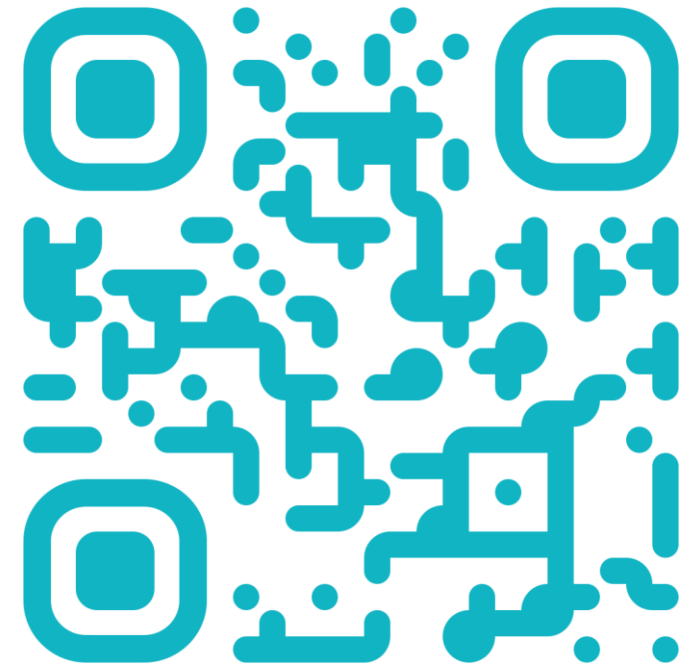
Becoming a Clinical Support

Program Workflow

- Enrollment
- Blood pressure reading
- Identification and follow up
- Update list for reporting

Well-Ahead Support

- Facilitates community partnerships
- Provides access to an online portal for reading management
- Offers financial incentives to partners to begin a program
- Offers online resources to support program development
 - <https://wellaheadla.com/community-based-blood-pressure>



Questions?

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Thank you for joining us!

