Using Community-Based Blood Pressure Monitoring to Address Hypertension
Speaker

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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!
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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