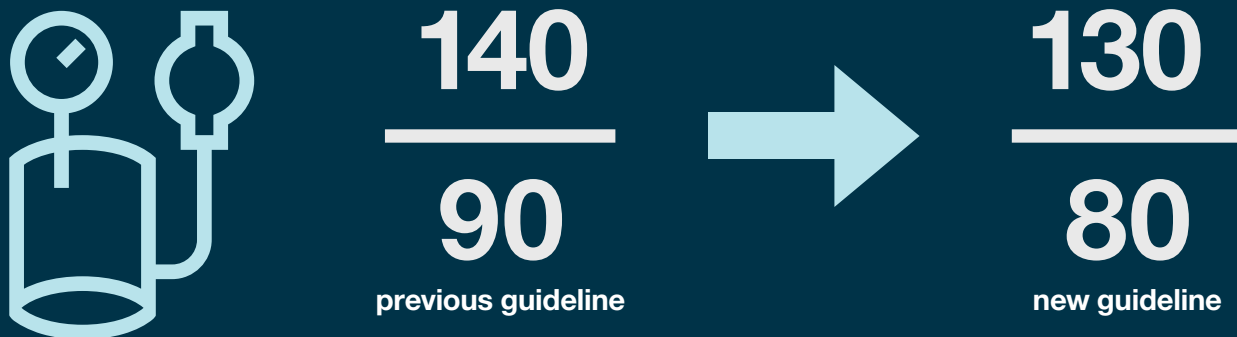


New blood pressure guideline

The new guideline for high blood pressure — the first in 14 years — means that 46% of American adults will now be considered hypertensive, with prevalence among men 45 and older tripling, and among women, doubling. However, better BP control among adherent patients could lead to lower overall health care costs.



An Expensive Condition



Top preventable causes of death in the U.S.

#1 Smoking
#2 High BP²

Improved Outcomes = Lower Costs

\$10:\$1 
return on investment³
on blood pressure medications

39M 
additional prescriptions⁴
expected annually from members
now considered hypertensive

\$21B 
estimated annual savings⁴
from preventable, downstream
health care costs of adherent patients

¹ http://www.heart.org/idc/groups/heart-public/@wcm/@mwa/documents/downloadable/ucm_482030.pdf

² <https://targetbp.org/blood-pressure-improvement-program/control-bp/act-rapidly/>

³ <http://www.healthaffairs.org/doi/full/10.1377/hlthaff.2009.1087>

⁴ CVS Health Analytic Consulting Services, 2017