



## Welcome to **Team Up. Pressure Down.**

The U.S. Department of Health and Human Services and the Centers for Disease Control and Prevention (CDC) would like to thank you for your interest and participation in the Million Hearts™ **Team Up. Pressure Down.** program. The following provides key information and resources to help you customize and tailor the program for your unique setting.

### **Program Overview**

**Team Up. Pressure Down.** is a new Million Hearts™ educational program that promotes team-based care and offers support for health care professionals helping Americans improve medication adherence and more effectively manage their blood pressure. By providing advice and counseling to patients, you and other pharmacists can play a unique role in helping Million Hearts™ achieve its goal of preventing 1 million heart attacks and strokes by 2017. While we encourage complete integration of the program elements and materials, we understand that this might not be achievable across all settings, so **Team Up. Pressure Down.** has been developed to allow your pharmacy to scale the program based on your unique needs. Click the links below to navigate our web page to access information, tools, and resources. We provide several ideas and suggestions on how to best incorporate this program and its resources into your pharmacy. Also, please feel free to download, print, distribute and/or display the materials and resources as you see fit.

### **Program Elements**

- Program Tools
- Program Implementation
- Program Evaluation and Feedback

We sincerely appreciate your time and participation in this effort. If you would like more information or want to talk with someone about **Team Up. Pressure Down.**, send an e-mail to [tupd@cdc.gov](mailto:tupd@cdc.gov).

Sincerely,

A handwritten signature in black ink that reads "Janet Wright MD MSc".

Janet Wright, Executive Director  
Million Hearts™  
Centers for Disease Control and Prevention  
U.S. Department of Health and Human Services

<http://millionhearts.hhs.gov>

Centers for Disease Control and Prevention (CDC) Atlanta GA 30341-3724

## Program Tools.

As part of the **Team Up. Pressure Down.** program, we created a suite of time-saving resources that will help you better identify and engage patients with poorly controlled blood pressure. In addition, a series of patient resources are available to assist patients in the management of their hypertension. These tools are suggested resources to complement existing programs within your pharmacy and can be adapted to your pharmacy's unique needs. See the Program Implementation section for additional ideas on how to best incorporate the program and accompanying materials into your pharmacy.

The links below include PDFs and printer-ready electronic files of all program materials. You can download and access all materials via a computer, tablet, or smartphone. You may also print as many copies as you need using the printer ready PDF. If you plan to print the materials, you may customize them by adding your company's logo, which can help increase your pharmacy's visibility in the community. For an editable, printer-ready PDF that will allow you to co-brand the materials please contact [tupd@cdc.gov](mailto:tupd@cdc.gov).

Additionally, please feel free to refer your colleagues/patients to <http://millionhearts.hhs.gov/resources/teamuppressuredown.html> to access electronic versions of all materials directly from the website.

**Pharmacist Resources** — In addition to displaying and/or distributing the patient resources discussed in the following section, when your hypertensive patients are filling or refilling their medications, we encourage you to take the opportunity to engage them in a more in-depth and recurring dialogue. We understand that across health care settings there is less time for regular patient interaction, so our tools were created to help you facilitate these interactions. Materials for this purpose include:

- **Pharmacist Poster:** You can install the poster on the interior of the pharmacy walls. It is designed to serve as a checklist and reminder to speak with your patients about hypertension, and includes cues to help you start a brief dialogue with your patients. [\[PDF/printer-ready PDF\]](#)
- **Pocket Discussion Tool:** You can print this tool and keep in your pocket (or access via your smartphone or tablet). It includes tips and conversation starters to help you maximize time spent with patients to engage them in a discussion about hypertension and medication adherence. [\[PDF/printer-ready PDF\]](#)
- **Blood Pressure Guide:** This quick reference guide will help you utilize your expertise on taking blood pressure readings, and encourage patients to use the manual or electronic blood pressure monitor available in your pharmacy. It will help your colleagues educate your patients about regular monitoring and will improve their understanding about controlling their blood pressure. This guide will also help you make recommendations to the patient on how to get and keep their blood pressure down. [\[PDF/printer-ready PDF\]](#)
- **DRAW<sup>®</sup> Tool:** A **Team Up. Pressure Down.** and University of Iowa co-branded tool that helps you start and manage a conversation about medication adherence and its barriers. This tool can be printed and kept behind the counter for your ongoing use, or accessed via smartphone or tablet. [\[PDF/printer-ready PDF\]](#)
- **Video Vignettes:** These web-based, animated videos will help patients better understand their hypertension and its treatment. If you have access to a smartphone, tablet or computer, consider using these vignettes as a teaching aid when discussing high blood pressure with your patients. If you cannot access the appropriate technology to use the vignettes in-store, you can refer patients to <http://millionhearts.hhs.gov> where they can access and view the vignettes on their own.
- **Continuing Education Program:** This online educational program will help build communications skills and help you start and manage dialogue with patients around hypertension management and medication adherence.

**Patient Resources** — There are several resources that you can offer to hypertensive patients who visit your pharmacy, designed to empower them to better manage their blood pressure. Please consider making some or all of the following materials available at your counter or directing patients to the **Team Up. Pressure Down.** web page to download electronic materials. Resources include:

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- **Team Up. Pressure Down. Promotional Postcard:** This postcard serves as an overview of hypertension, the **Team Up. Pressure Down.** program, and instructions for where to go online for more information. [\[PDF/printer-ready PDF\]](#)
- **My Blood Pressure Journal:** This tool is designed to help patients understand important hypertension information and their risk of a heart attack or stroke. It provides space for them to track regular blood pressure readings, and file important information about their pharmacy and prescriptions. It also includes a separate ‘tear-away’ section to help enlist the support of family members or loved ones in the patient’s management of their high blood pressure. [\[PDF/printer-ready PDF\]](#)
- **Medication Tracker Wallet Card:** A Million Hearts™ and National Consumers League’s (NCL) Script Your Future co-branded tool that patients can use to list their medications, what the medications treat, the refill dates, the dosages, and how often to take the medications. [\[PDF/printer-ready PDF\]](#)
- **Refrigerator Magnet:** Since forgetting to take medications is one of the most common reasons patients do not take them as prescribed, this magnet was designed to serve as a friendly reminder that patients will see each time they open the refrigerator. [\[PDF/printer-ready PDF\]](#)
- **Reminder Tear Pad:** As an alternative to the magnet, you may choose to offer your patients a sheet from this tear pad to hang on the refrigerator or place by the telephone—a friendly reminder they will see frequently throughout the day. [\[PDF/printer-ready PDF\]](#)

## Program Implementation

**Team Up. Pressure Down.** has been developed to allow you to customize the program based on your pharmacy’s needs. Below are suggested ways and ideas to effectively implement the program and use its suite of tools, from basic promotion through full integration, in your pharmacy setting. The support you give patients, regardless of which tier you implement, will make a difference and help tackle this important public health challenge.

PROGRAM ELEMENTS	OVERVIEW AND IMPLEMENTATION IDEAS	SUGGESTED TOOLS AND RESOURCES
<p><b>TIER 1</b></p> <p><b>General Awareness</b></p> <p>Basic information is shared with pharmacies or pharmacists about the <b>Team Up. Pressure Down.</b> program; general education and periodic blood pressure screenings or events are offered to patients, customers or employees.</p>	<p>Consider implementing the following ideas to help increase patient awareness of their risk for heart attack and stroke and relay the importance of appropriate hypertension management to reduce that risk.</p> <ul style="list-style-type: none"> <li>• Recommend in-store blood pressure checks or at-home blood pressure monitoring devices to patients filling/refilling hypertension medications.</li> <li>• Refer patients filling/refilling hypertension medications to the Million Hearts™ website to download tools to help them better manage their blood pressure including the blood pressure journal, wallet card, and/or video vignettes.</li> <li>• If you offer print materials, display the wallet card, postcard, and tear pad and/or magnet.</li> <li>• Promote <b>Team Up. Pressure Down.</b> among pharmacy staff.</li> </ul>	<ul style="list-style-type: none"> <li>• In-store postcard placed on the counter (or refer patients online)</li> <li>• NCL wallet card placed on the counter (or refer patients online)</li> <li>• Refrigerator magnet or tear pad placed on the counter (or refer patients online)</li> <li>• Website</li> <li>• Videos</li> </ul>

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<p><b>TIER 2 Medication Adherence Messaging</b></p> <p>Pharmacists proactively identify and address medication adherence and blood pressure issues with their patients on a regular basis.</p>	<p>In addition to the ideas listed above, try to briefly engage each hypertensive patient when they fill or refill their prescriptions to help them better manage their blood pressure through medication adherence. Other ideas you may want to try include:</p> <ul style="list-style-type: none"> <li>• Using the DRAW<sup>®</sup> Tool as a guide, identify and engage patients who display challenges with adherence to hypertension medications by flagging patients who have not refilled prescriptions on time or who refill prescriptions irregularly.</li> <li>• Display the poster as a reminder for you to engage your hypertension patients in discussions about managing their blood pressure.</li> <li>• If you have limited time, use the pocket discussion guide for a quick conversation starter.</li> <li>• If you have smartphone or tablet technology available, use the video vignettes to educate your patients about their hypertension or refer them online to view the series.</li> <li>• Offer to check a patient's blood pressure manually (refer to blood pressure guide for a refresher) or set them up on an available in-store machine.</li> </ul>	<ul style="list-style-type: none"> <li>• Poster</li> <li>• Pocket discussion tool</li> <li>• DRAW<sup>®</sup> Tool</li> <li>• All/some patient resources <ul style="list-style-type: none"> <li>– Promotional postcard</li> <li>– My Blood Pressure journal</li> <li>– NCL wallet card</li> <li>– Refrigerator magnet</li> <li>– Tear pad</li> <li>– Video vignettes</li> </ul> </li> </ul>

PROGRAM ELEMENTS	OVERVIEW AND IMPLEMENTATION IDEAS	SUGGESTED TOOLS AND RESOURCES
<p><b>TIER 3 Blood Pressure Counseling Services</b></p> <p>Pharmacies and pharmacists adopt and track implementation policies and procedures; they are trained on the full integration of a blood pressure management program into patient interactions.</p>	<p>If you are able to successfully implement the first two tiers and suggested activities, try to engage your hypertension patients in an ongoing dialogue, identifying barriers to adherence and tracking outcomes and successes. In addition to all suggested activities outlined in the first two tiers, consider the following:</p> <ul style="list-style-type: none"> <li>• When dispensing medications, be sure to ask patients if they have any questions about how or when to take their prescriptions and use this time as an opportunity to address any concerns they may have about taking the medication as prescribed. Use this conversation as an opportunity to educate the patient about the 'automatic decline' waiver. Inform them that by signing it, they waive their right to medication counseling.</li> <li>• Take the CE course to learn new communications skills and better address medication adherence issues related to hypertension. Use the Draw<sup>®</sup> Tool to start an ongoing dialogue with your non-adherent patients to more fully understand barriers to their medication compliance.</li> </ul>	<ul style="list-style-type: none"> <li>• All pharmacist resources</li> <li>• All patient resources</li> </ul>

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<p><b>TIER 3 Blood Pressure Counseling Services</b></p> <p>Pharmacies and pharmacists adopt and track implementation policies and procedures; they are trained on the full integration of a blood pressure management program into patient interactions.</p>	<ul style="list-style-type: none"> <li>• Ask your patients to log their medication use and blood pressure readings at home and bring logs at the next visit for you to assess their compliance with and the effectiveness of their hypertension medications.</li> <li>• Address medication adherence barriers identified by the DRAW® Tool with patients' health care professionals and make recommendations on alternate dosing or therapies as needed.</li> <li>• Use your available pharmacy-based systems in place to track and evaluate outcomes with hypertensive patients on a regular basis, to understand if patients are making adherence improvements following engagement with you about hypertension.</li> <li>• Interact regularly with CDC to suggest improvements and tools that their patients might find useful.</li> </ul>	<ul style="list-style-type: none"> <li>• All pharmacist resources</li> <li>• All patient resources</li> </ul>

## Evaluation and Feedback

We'd like to hear your feedback as it will help Million Hearts™ ensure the success and future sustainability of the **Team Up. Pressure Down.** program. E-mail us at [tupd@cdc.gov](mailto:tupd@cdc.gov).