

Getting a Grip on High Blood Pressure

Centura Health used Emmi® programs to reach out to patients regarding hypertension

Summary

Hypertension, or high blood pressure, is one of the leading causes of stroke and heart disease¹. About 75 million American adults have hypertension.

As part of its population health outreach, Centura Health, a system with 17 hospitals and more than 100 physicians practices in Colorado and Kansas, set two goals: Increase the number of patients with a blood-pressure reading on file, and increase the number of patients whose blood pressure was under control. Centura used Emmi® programs to reach out to its patient population to achieve its hypertension goals.

The EmmiEngage® Hypertension program lasts 17 minutes and gives the patient

- An overview of hypertension
- Tips on how to control high blood pressure
- Suggestions on taking blood pressure medications
- Instructions for taking blood pressure at home
- Tips on how to set small wellness goals

Centura sent the Emmi Hypertension program via email to 6,509 patients. After six months, the health system checked to see whether a blood pressure reading was on file and whether there had been a change in blood pressure.

Results

The percent of patients with blood pressure on file by the end of the six-month campaign rose for all participants. However, it rose much further for the patients who viewed the Emmi program, from 41% to 66%—a 61% increase. For the non-Emmi viewers, the final tally was only 58% who had a BP reading on file.

For the question of how many patients had their blood pressure under control at the end of the study period, the results were equally positive. **72% of patients who started with controlled BP and who viewed the Emmi program had controlled BP at the end of the six months**, vs. only 62% of the patients who did not view the program. That was 16% higher, relatively, than the non-viewers.

Further, Emmi viewers had a better chance of achieving controlled BP than non-Emmi viewers. By the end, **36% of the Emmi viewers who started with uncontrolled BP had brought it under control**, whereas only 31% of the non-viewers did. The relative improvement was 15%.

¹ <https://www.mayoclinic.org/diseases-conditions/high-blood-pressure/symptoms-causes/syc-20373410>