



American Heart Association®

Target: BP™



Together, we can reduce the number of Americans who have heart attacks and strokes.

Get recognized for practice achievements.

Target: BP™ Award Achievement provides an opportunity for health care organizations and health systems that treat hypertension to be recognized for their commitment to improving blood pressure (BP) control rates.



Gold+ status

Submit data, achieve ≥ 70% BP control rate, and attest to completing at least 4 of 6 evidence-based criteria in the Measure Accurately Pillar, the Act Rapidly Pillar and one additional Pillar.



Gold status

Submit data and achieve ≥70% BP control rate (% of adult patients with hypertension whose blood pressure is controlled to <140/90 mmHg).



Silver+ status

Submit data and attest to at least 4 of 6 evidence-based criteria in the Measure Accurately Pillar, the Act Rapidly Pillar and one additional Pillar.



Silver status

Submit data and attest to completing at least 4 of 6 evidence-based criteria in the Measure Accurately Pillar.



Participant status

Submit data and commit to reducing the number of adult patients with uncontrolled BP. First-time submission only.

Achievement Award Benefits:

Annual American Heart Association (AHA) acknowledgment

Organizations will be acknowledged for active participation at American Heart Association annual meetings.

Recognition on Target: BP™ website

Organizations will be listed on the Target: BP™ website.

Digital achievement award icon

For use by organizations in social media, emails, websites or other marketing materials to help show their commitment to managing high BP.

National press release

A national press release highlighting and celebrating the commitment of Target: BP™ organizations nationwide (note: individual organization names will not be included).

Speaking opportunities*

Have an opportunity to speak about organizational accomplishments with Target: BP™ at an AHA event.

Promotional toolkit

Toolkit of template materials and digital assets (i.e. press release, social media messaging, and advertisements).

Local recognition

Varies depending on the market. Contact your local AHA office for specifics.

*Only select practices will be eligible for these items.

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