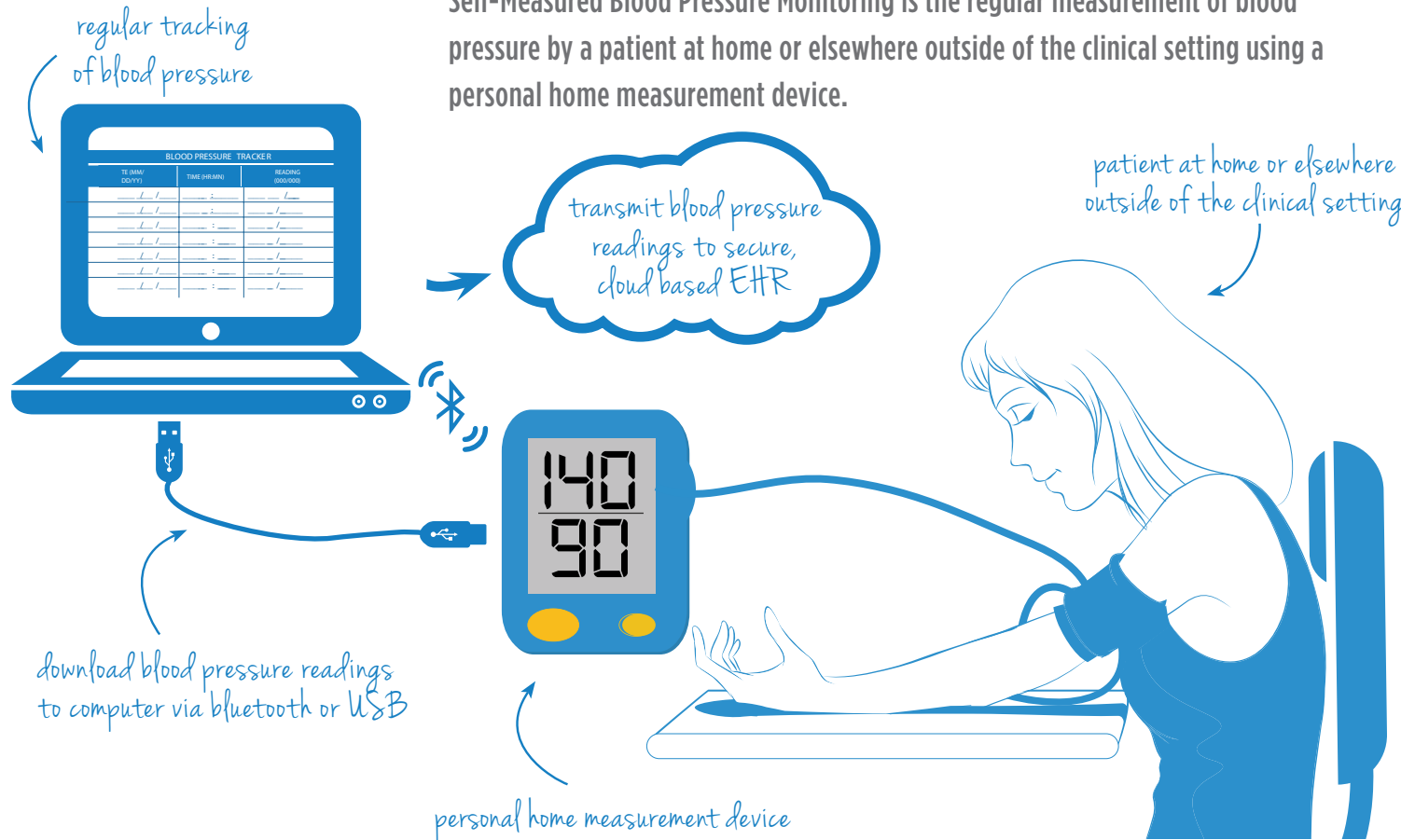


SELF-MEASURED BLOOD PRESSURE MONITORING (SMBP)

What is Self-Measured Blood Pressure Monitoring (SMBP)?

Self-Measured Blood Pressure Monitoring is the regular measurement of blood pressure by a patient at home or elsewhere outside of the clinical setting using a personal home measurement device.



Summary of the Evidence Supporting Self-Monitoring

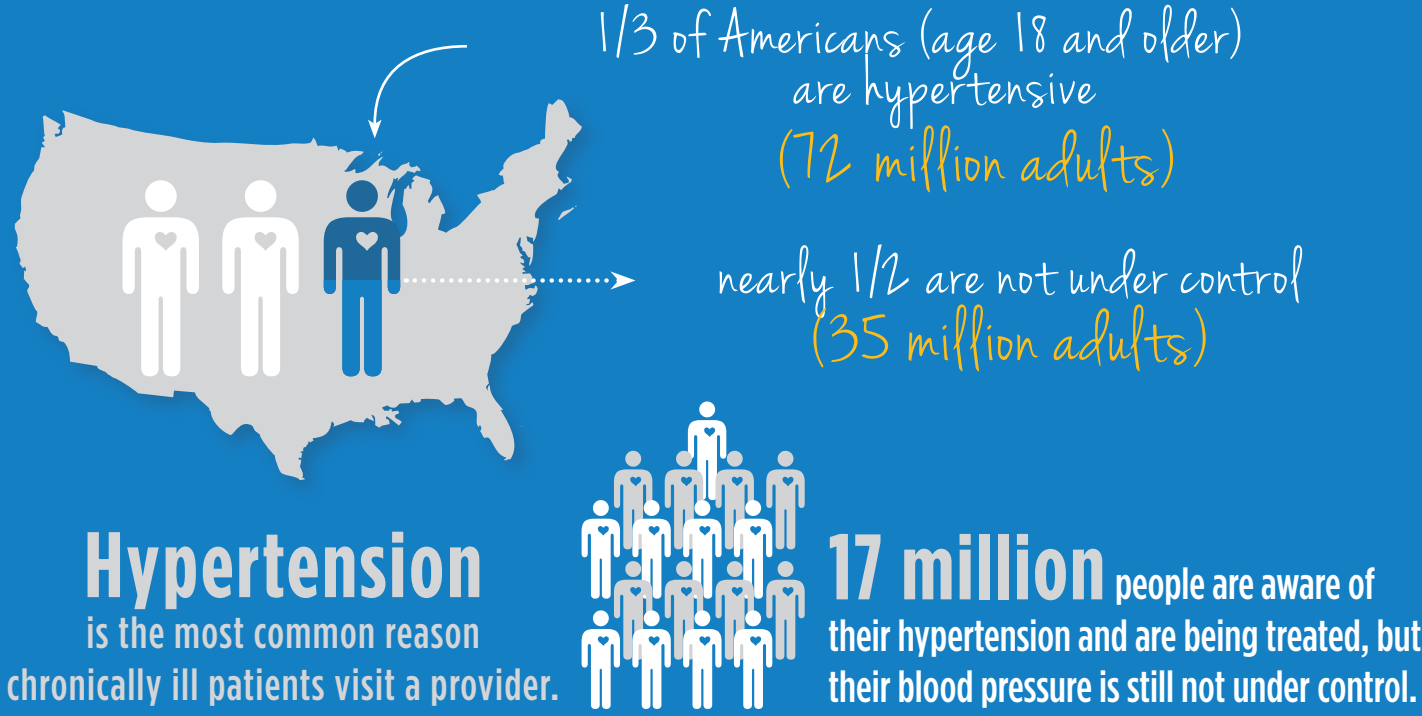
SMBP + ADDITIONAL CLINICAL SUPPORT = A PROVEN APPROACH TO REDUCING THE RISK OF DISABILITY OR DEATH DUE TO HYPERTENSION

ADDITIONAL CLINICAL SUPPORT INCLUDES:

- ONE-ON-ONE COUNSELING
- TELEPHONIC OR WEB-BASED SUPPORT
- EDUCATIONAL CLASSES

Why Implement an SMBP Program in Your Practice?

Burden of the disease

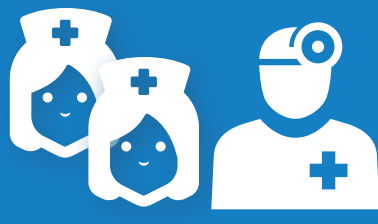


\$131 billion each year

Direct health care costs related to hypertension.

Payment reform and how providers may be reimbursed for SMBP

Health care payment reform is shifting from fee-for-service to pay-for-value reimbursement, which supports compensation for self-measured blood pressure monitoring.



Currently, reimbursement for SMBP varies by health plan for both blood pressure monitors and the service of monitoring blood pressure.

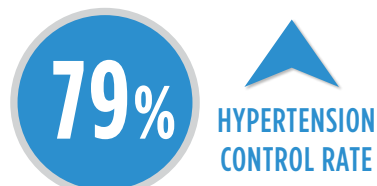
Some medical practices loan monitors to patients or offer group purchasing programs for monitors at cost.



How to Successfully Implement an SMBP Program in Your Practice

CLICK ON THE BUTTONS TO LEARN MORE

THE PROOF:



After implementing digital cuffs, real-time alerts for abnormal readings, monitoring patient compliance with repeating abnormal measurements and targeting interventions during and between visits, Principal Investigator, Dr. Larry Garber was able to raise hypertension control rates from 69% to 79% among 200,000 patients. This is well above the 90th percentile rank for the U.S.



Improve Your Patients' Health:

CDC REPORT:

"SELF-MEASURED BLOOD PRESSURE MONITORING: ACTION STEPS FOR CLINICIANS"

Be sure to read this very worthwhile report to learn more about how self-measured blood pressure monitoring can effectively improve your patients' health.

