



Register Now! May 30, 2015 Improving Health Outcomes: Blood Pressure Kick-Off *Prepare for Your Journey*

Join the American Medical Association and Johns Hopkins University, in collaboration with Health Services Advisory Group to learn about evidence-based best practices to improve blood pressure (BP) control of your patients. During this four-hour kick-off event, we will cover the core elements, key tools, resources, and case studies that highlight successful implementation of best practices. You will be introduced to the science of improving care, including practical examples of how to overcome barriers that impede BP control. From treatment protocols to adaptive change methods, we will describe the most effective approaches to achieving BP control in your practice or health center.

This **no-cost event** serves as a kickoff to a curriculum for the Improving Health Outcomes: Blood Pressure (IHO: BP) program. IHO: BP was created to engage primary care teams in achieving optimal BP control. Improvement efforts succeed through the investment of key stakeholders, including health system leads, project team leads and clinical and non-clinical staff. After attending this kickoff with other members of your care team, participants will be offered a modularized Web-based curriculum that is designed to address staff engagement, local culture and contextual factors to embed evidence-based best practice into existing care.

Each module consists of a pre-recorded podcast (no more than 30 minutes) and a “Share your experiences” webinar for practices and health centers to virtually convene and further discuss learnings.

Speakers

- Michael Rakotz, MD, Director of Chronic Disease Prevention, American Medical Association
- Erika Hoogesteger, MBA, Improvement Specialist, Improving Health Outcomes Strategies American Medical Association
- Vikas Bhala, MPH, MBA, Improvement Advisor, American Medical Association

Questions?

Contact Debashish Mitra, HSAG Physician Office Director, at 818.265.4690 or at dmittra@hsag.com.

Register at <http://bit.ly/BloodPressureLANMAY30>



When

Saturday, May 30, 2015
9:00 a.m. to 1:00 p.m. PT

*There is no cost to attend.
Lunch will be served.*

Where

700 N. Brand Blvd
Suite 370
Glendale, CA 91203

Who Should Attend

Physicians and their primary care staff (e.g. Medical assistant, nurse practitioner, office manager, etc.) are invited to join us as we have found that team collaborations support effective implementation.

Register at

<http://bit.ly/BloodPressureLANMAY30>

Continuing Education Credit

The American Medical Association designates this live activity for a maximum of 3.5 AMA PRA Category 1 Credit™. Physicians should claim only the credit commensurate with the extent of their participation in the activity. Only physician participants are eligible to receive AMA PRA Category 1 Credit™. Physicians can claim CME credit and non-physician participants can obtain a certificate of participation by visiting the AMA Online Learning Center.