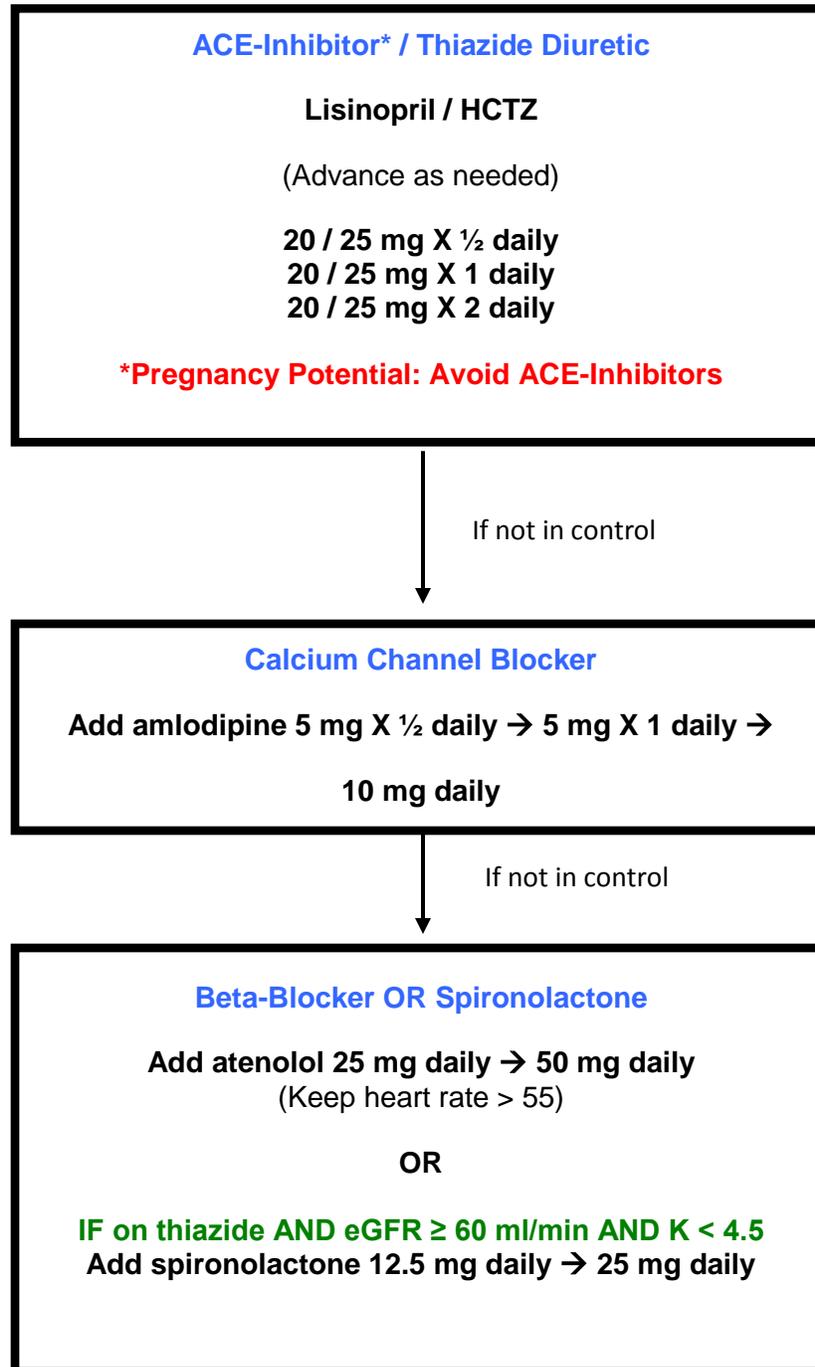




The campaign to make San Diego a heart attack and stroke-free zone.

## Be There San Diego Simplified Hypertension Treatment Approach



***For those with high cardiovascular risk consider adding a statin according to guidelines which can result in an additional 25% reduction in cardiovascular events.***

Lancet. 2010; 376: 1670 - 1681.



The campaign to make San Diego a heart attack and stroke-free zone.

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**Rationale:**

The Eighth Joint National Committee (JNC 8) guidelines include a solid evaluation of the efficacy of medications for HTN treatment in different patient populations<sup>1</sup>. The guidelines also offer providers a treatment algorithm that can accommodate use of different medications alone or in combination to achieve BP goals but leaves the specific medications and approach to the provider. The JNC 8 guidelines do not address issues such as ease of implementation of different approaches, patient adherence, or cost considerations, which can lead to underutilization and reduced effectiveness of recommended treatments. For the *Be There San Diego Initiative*, we sought to focus on an approach that is consistent JNC guidelines while minimizing barriers to effective use and widespread dissemination. Hence, we encourage San Diego providers to use the basic approach defined on page 1.

**Suggested Approach:**

Key features of the approach include starting treatment with a daily combination hypertensive medication (e.g. ACE Inhibitor/Thiazide Diuretic) and then increasing the dose in steps as needed. If BP goal not achieved, additional medications can be added and dose stepped up as needed (e.g. Calcium Channel Blocker, followed by Beta Blocker or Spironolactone). This approach has numerous advantages such use of a combination medication and simple steps that maximizes impact on heart attacks and strokes, improves adherence, and reduces needed number of visits and costs.

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**Endorsed by University of Best Practices: Date 4/7/14**

**The following organizations and medical groups endorse and/or are using the approach as the basis for their internal HTN guidelines:**

Arch Health Partners  
Clinicas de Salud del Pueblo  
Council of Community Clinics  
County of San Diego, Health and Human Services Agency  
County of San Diego, Sheriff's Department  
Health Services Advisory Group  
Imperial Beach Health Center  
Kaiser Permanente  
La Maestra Community Health Center  
MultiCultural Medical Group

Neighborhood Healthcare  
North Coast Family Medical Group  
North County Health Services  
St Vincent de Paul Village Health Clinic  
San Diego Physicians Medical Group  
Scripps Coastal  
Scripps Clinic  
Sharp Community Medical Group  
Sharp Rees Stealy  
Sycuan Medical/Dental Center  
Vista Community Clinic

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*Be There San Diego is a robust coalition of medical groups, hospitals, health plans, and the County of San Diego Health and Human Services Agency working together to make San Diego the nation's first "heart attack and stroke free zone."  
For more information contact Kitty Bailey, [k3bailey@ucsd.edu](mailto:k3bailey@ucsd.edu)*

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<sup>1</sup>JAMA. 2014;311(5):507-520.