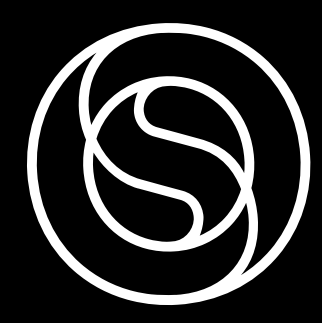


Have a heart. Help others manage their hypertension.



SOCIETY OF
BEHAVIORAL
MEDICINE

The problem.

29% 29% of adults in the United States have hypertension.

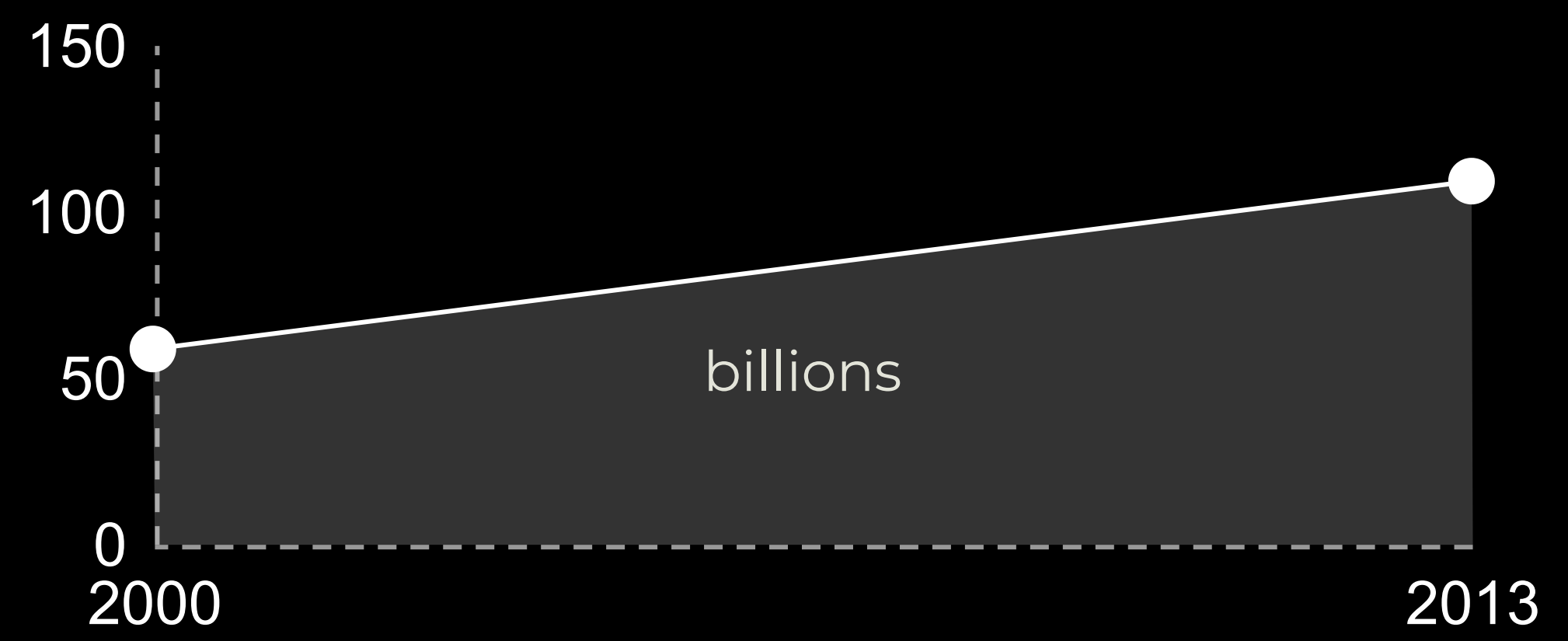
National medical expenditures associated with hypertension increased from \$58.7 billion to \$109.1 billion between 2000-2013.

70% Among the Medicare eligible population, 70% are hypertensive.

The number of adults with hypertension is expected to increase from 72.2 million to 103.3 million. This is a 43% increase.

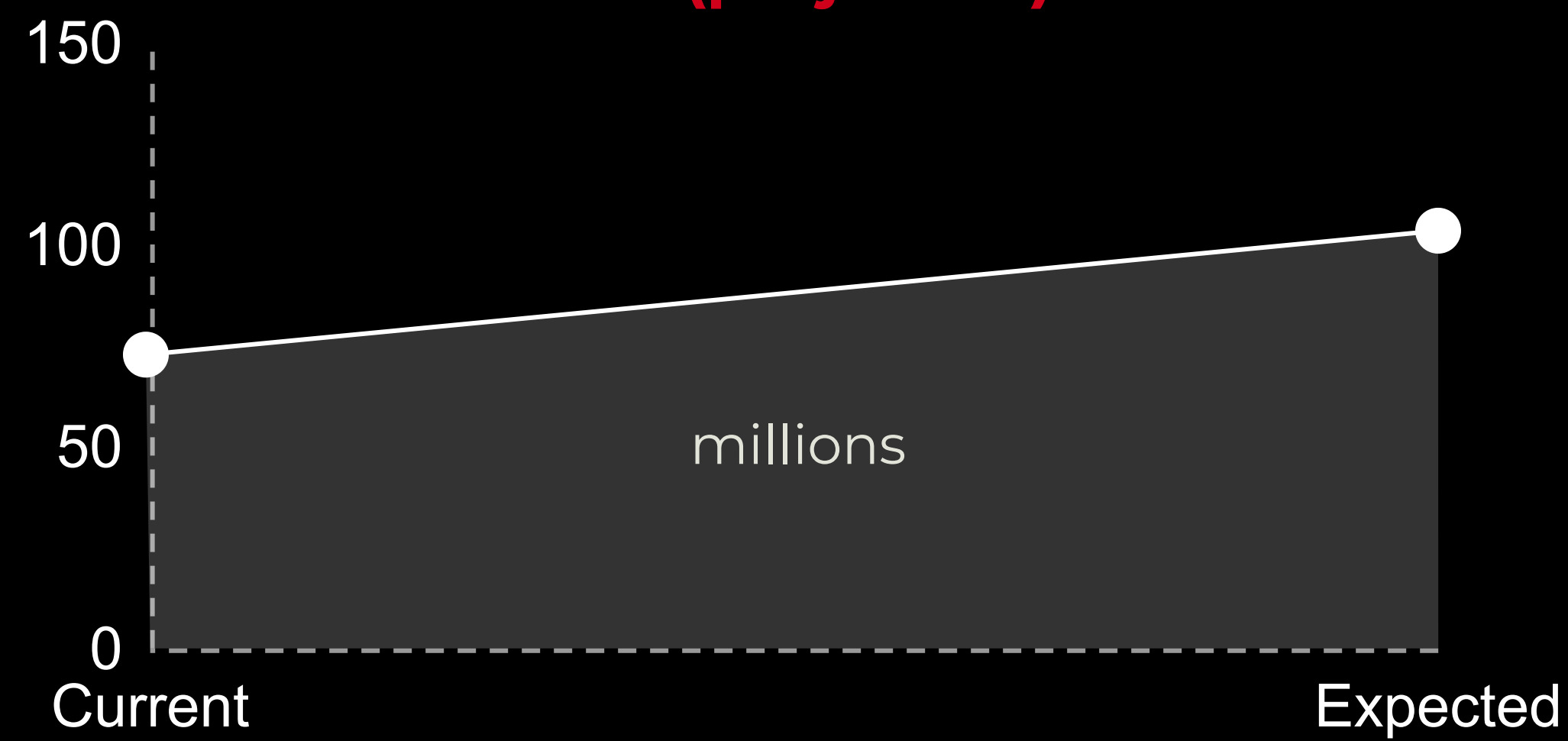
Related expenditure

2000-2013



Adults with hypertension

(projected)



Lifestyle changes that can lower blood pressure.



Maintain
healthy diet



Improve
physical
fitness



Reduce
body weight



Quit
smoking

How to bring lifestyle counseling to Medicare patients.



Fund

reimbursement for
evidence-based
lifestyle counseling



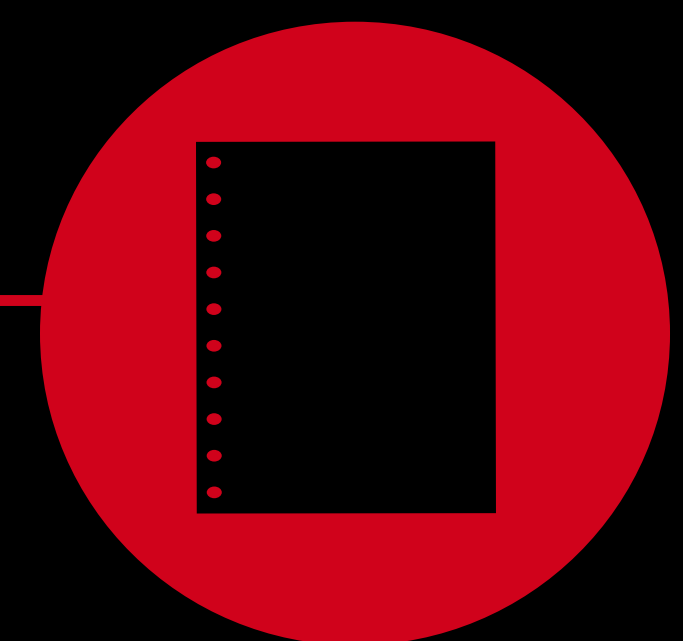
Expand

counseling
coverage under
Medicare



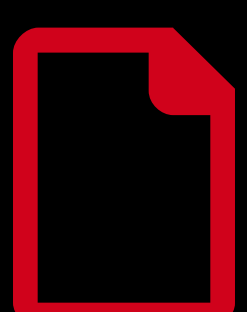
Include

home-based blood
pressure devices in
list of covered
equipment



Modify

Medicare Benefit
Policy Manual
to prioritize plant-
based diets



Read the brief.



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