

TARGET:BP™



Dear Colleagues,

Subject: Join us to learn about the new AHA/ACC High Blood Pressure Guideline!

On behalf of the Target: BP team at the American Heart Association and American Medical Association, we are honored to host a continuing education webinar featuring highlights from the **2025 AHA/ACC Guideline for the Prevention, Detection, Evaluation, and Management of High Blood Pressure in Adults** on August 28, 2025 from 12:00-1:30pm CT with renowned speakers from the writing committee. We welcome your participation.

“...on average, it takes up to 17 years for just 14% of published evidence to be incorporated into clinical practice.”¹

With this staggering statistic in mind, we aim to rapidly disseminate the new guideline to health care professional students, residents/fellows, faculty, practicing clinicians, and team members in order to accelerate adoption and improve patient outcomes.

Recognizing the importance of translating evidence into practice within unique practices and institutions, we also encourage organizations to host local in-person satellite events to watch the livestream. Consider engaging your audience in a post-event discussion regarding the updates, implications for clinical practice, and opportunities to align systems of care, either immediately or in the weeks following the webinar. Hopefully, the webinar can serve as a catalyst to reflect, plan, and take action on the new recommendations.

The attached planning guide contains resources to support planning a satellite event, including:

- **Event Invitation** – Customize this invitation to promote registration for the webinar and/or any satellite events you choose to host
- **Promotional Materials** – Use social media templates to promote awareness of the new guideline and participation in the webinar and satellite events.
- **Event Tips** – Plan for the venue, technology needs, and other event logistics to support the success of your event.
- **Discussion Guide** – Consider engaging clinical champions to prompt dialogue on the new recommendation and opportunities for strengthening patient care.

Thank you for considering this invitation and the opportunity to support rapid dissemination and adoption of guideline recommendations to improve hypertension control and patient outcomes.

¹ANS Adv Nurs Sci. 2019 Oct-Dec;42(4):307-324. doi: [10.1097/ANS.0000000000000263](https://doi.org/10.1097/ANS.0000000000000263)

AHA/ACC High Blood Pressure Guideline Webinar Livestream & In-Person Satellite Event Planning Guide

The ideas and resources below were designed to inspire and facilitate your efforts to promote awareness of the new AHA/ACC High Blood Pressure Guideline, participation in the national webinar, and planning of local satellite events.

Potential Host Organization

Any organization is welcome to host a livestream event that has interest in strengthening hypertension care and control, such as:

- Primary care or specialty practice serving patients with hypertension
- Health care organizations or systems
- Schools of medicine, nursing, pharmacy, or other health professions
- Health care associations
- Primary Care Associations
- State or local Departments of Health

Target Audience

This webinar will be geared to a health professional audience, so primary care clinicians such as physicians, nurse practitioners, physician assistance, as well as pharmacists, nurses, medical assistants, community health workers, and other care team members are encouraged to attend. This event is not geared to the general public since the speakers will utilize clinical terminology and slide content that is not readily accessible to all audiences.

Discussion Facilitator

One or more discussion facilitators may be useful in engaging your audience following the webinar. The guideline will be released prior to the event, so they may find it useful to review the highlights prior to the event. Consider individuals such as:

- Hypertension champions with clinical and/or quality improvement background
- Clinical directors from medicine, nursing, or pharmacy
- Specialists such as cardiologists or nephrologists

Invitation

Event flyer templates can be found below including one for the webinar only and one for the webinar plus a satellite event.

Promotion of the Guideline Release, Webinar, and Satellite Event:

- General posts

o **Email Newsletter Blurb**

Coming Soon: New AHA/ACC High Blood Pressure Guideline

The American Heart Association (AHA) and the American College of Cardiology (ACC) will release the 2025 Guideline for the Prevention, Detection, Evaluation and Management of High Blood Pressure in Adults.

- o Join Target: BP on Thursday, August 28, 2025, from 12:00–1:30 pm CDT for a special webinar featuring guideline writing committee members who will address guideline highlights, including diagnostic thresholds, cardiovascular risk calculation, and recommendations to improve blood pressure control.

Learn more and register: <https://bit.ly/Guideline25Webinar>

- General social post

o **LinkedIn/Facebook**

Big changes are ahead for hypertension care!

The American Heart Association and American College of Cardiology will release the 2025 Guideline for the Prevention, Detection, Evaluation and Management of High Blood Pressure in Adults, bringing the latest evidence and recommendations to support better diagnosis, treatment, and cardiovascular risk management.

To help your care team prepare, Target: BP is hosting a live webinar on Thursday August 28, 2025, from 12:00–1:30 pm CDT. Hear directly from guideline writing committee members about:

- ✓ Blood pressure thresholds for diagnosis and treatment
- ✓ Cardiovascular and cognitive risks of uncontrolled hypertension
- ✓ Calculation of cardiovascular disease risk to inform diagnosis and treatment
- ✓ Use of combination medication therapies to improve adherence and control

Join Target: BP and get ready to bring these updates into practice. Register here: <https://bit.ly/Guideline25Webinar>

- Promo for event

o **Facebook/LinkedIn**

The American Heart Association and the American College of Cardiology will release the 2025 Guideline for the Prevention, Detection, Evaluation and Management of High Blood Pressure in Adults, bringing the latest evidence and recommendations to support better diagnosis, treatment, and cardiovascular risk management.

Join us on August 28, 2025, for an in-depth Target: BP webinar featuring members of the new guideline writing committee. Discover what's changing and explore how these updates can strengthen your approach to patient care.

Register here: <https://bit.ly/Guideline25Webinar>

o **Twitter**

New AHA/ACC High Blood Pressure Guideline is coming soon, addressing the

prevention, detection, evaluation, and management of blood pressure. Register for our webinar and see what's ahead: <https://bit.ly/Guideline25Webinar>

The 2025 AHA/ACC Guideline for the Prevention, Detection, Evaluation and Management of High Blood Pressure in Adults will be released soon. Join Target: BP's webinar and learn what's changing: <https://bit.ly/Guideline25Webinar>

- Promo for guideline

o **Facebook/LinkedIn**

The American Heart Association and the American College of Cardiology will release the 2025 Guideline for the Prevention, Detection, Evaluation and Management of High Blood Pressure in Adults, sharing the latest evidence and recommendations to help improve diagnosis, treatment, and cardiovascular risk management.

These updates are designed to strengthen clinical practice and support better outcomes for people at risk for or living with high blood pressure. Plan to join us and learn more about what's ahead: <https://bit.ly/Guideline25Webinar>

o **Twitter**

Coming soon: the 2025 AHA/ACC Guideline for the Prevention, Detection, Evaluation and Management of High Blood Pressure in Adults. Prepare your teams for what's new: <https://bit.ly/Guideline25Webinar>

Stay current with hypertension care. New AHA/ACC guideline will be released, covering diagnosis, risk calculation, and treatment updates. For more, register for our webinar here: <https://bit.ly/Guideline25Webinar>

Event Logistics

- **Timeline:** Plan your event with enough time to secure the location and facilitators. Promote the event with advance notice and reminders.
- **National webinar registration:** If individuals watching the webinar are interested in continuing education they must register for the event.
- **Local event registration:** You may want to request an RSVP from the individual that you invite to the event and post-event discussion so you can track attendance and estimate capacity needs
- **Local event venue:** Consider event spaces large enough to accommodate the size of your audience and refreshments if your budget permits
- **Audiovisual support:** Utilize a space with internet access, a computer, the ability to project a Zoom webinar with the ability to share sound. Test the AV in advance!

Event Resources

The following information may be useful during your local event.

How do I claim CME/CE?

- If you registered on-line, you will be eligible to claim CME/CE credit by following the instructions you receive in a follow-up email.
- If you did not register online, a recording of this event will be available on TargetBP.org in approximately 1 month for you to watch again or share with your colleagues, care team, residents, and students. You can also claim CME/CE credit after watching the recording.

Discussion Questions:

Consider the following general discussion questions or consider customizing for issues that are unique to your organization:

1. What changes seem the most **significant or surprising** in the new guideline?
2. What challenges do you anticipate in **adopting or implementing** new or existing recommendations in your practice?
3. What **clinician and care team** education do you foresee being needed to implement the changes?
4. What process or **system-level changes** do you foresee being needed to implement the changes?
5. How do you foresee the changes impacting your **patients**?
6. How can AHA / AMA continue to support you in adopting the most current guideline?

Resources:

Consider sharing the following links and/or printing in advance as a handout:

1. Review the Top 10 AHA/ACC High Blood Pressure Guideline highlights and the full manuscript (available soon) after the guideline is released on the “coming soon” page) [BP Guideline – Target: BP](#) or <https://targetbp.org/best-practices/guidelines/>
2. Subscribe to the Target: BP newsletter for monthly updates on more hypertension educational events, QI resources, and patient education tools. Use the QR code on the left below to subscribe or go to [Newsletter Sign-Up – Target: BP](#) or <https://targetbp.org/home/receive-newsletter/>
3. Visit the Target: BP website to download free tools and resources and learn more about annual awards for improving hypertension control. Use the QR code on the right below or go to [Target: BP](#) or <https://targetbp.org/>



targetbp.org/receive-newsletter



targetbp.org

[See below for Invitation template for webinar only]

TARGET:BP™



Join Target: BP for a webinar highlighting the

2025 AHA/ACC Guideline for the Prevention, Detection, Evaluation and Management of High Blood Pressure in Adults

A Report of the American College of Cardiology/American Heart Association
Joint Committee on Clinical Practice Guideline

Thursday, August 28, 2025 | 12:00 pm – 1:30 pm CDT

This continuing education event featuring guideline writing committee members will address:

- Blood pressure thresholds for diagnosis and treatment of high blood pressure
- Cardiovascular and cognitive risks of uncontrolled high blood pressure
- Calculation of cardiovascular disease risk as part of diagnostic and treatment approach
- Utilization of recommended medication classes in combination pill form to improve control and adherence
- Other significant changes to the new clinical practice guideline

[Register Today!](#)



[Invitation template for webinar + satellite event]

Join us for a Target: BP webinar livestream
and in-person discussion highlighting the

2025 AHA/ACC Guideline for the Prevention, Detection, Evaluation and Management of High Blood Pressure in Adults

**A Report of the American College of Cardiology / American Heart Association
Joint Committee on Clinical Practice Guideline**

Thursday, August 28, 2025

Livestream from 12:00 pm – 1:30 pm CDT

Discussion from 1:30 pm – X:XX pm CDT

Facilitated by XXXXXXXXX

Location: XXXXXXXXXXXXXXXXXXXX

This continuing education event will feature guideline writing committee members will address:

- Blood pressure thresholds for diagnosis and treatment of high blood pressure
- Cardiovascular and cognitive risks of uncontrolled high blood pressure
- Calculation of cardiovascular disease risk as part of diagnostic and treatment approach
- Utilization of recommended medication classes in combination pill form to improve control and adherence.
- Other significant changes to the new clinical practice guideline.

Register Today!



bit.ly/Guideline25Webinar