



Optimise BP

# Automated Hypertension Management

## **Optimise BP helps practices save time and appointments**

- GP practices are under pressure with huge volumes of work and complexity whilst facing workforce shortages.
- Managing hypertension is a significant part of a practice's workload.
- Practices also derive income from achieving blood pressure targets through QOF and other schemes.
- **Optimise BP is a new digital platform to help practices respond to the demands of managing hypertension by automating hypertension management and screening whilst empowering patients to be more in control.**
- Optimise BP has been designed by clinicians to save time and appointments, follow national guidelines, and help patients reach their blood pressure targets.

# Hypertension

**12%**

of Primary Care visits for clinical management of Hypertension<sup>2</sup>

**1 in 4  
adults**

Estimated in England to have Hypertension<sup>1</sup>

- 44% of time saving estimated if using Optimise BP<sup>3</sup>
- £30 000 per year cost saving estimated if using Optimise BP<sup>4</sup>

1. Public Health England. 2017. "Health Matters - Combatting High Blood Pressure." <https://www.gov.uk/government/publications/health-matters-combating-high-blood-pressure/health-matters-combating-high-blood-pressure>

2. National Institute for Health and Care Excellence (NICE). 2019. "Hypertension in adults: diagnosis and management." NICE Guidance. <https://www.nice.org.uk/guidance/ng136/chapter/Context>

3. This is our estimate based on a practice review of patients under standard care not using Optimise BP.

4. This represents our conservative yearly estimate of cost saving for an average sized practice of 10,000 patients



## CASE STUDY

One clinician, a Director of Optimise BP, began using the system with his patients over the last few years.

“Our practice was managing hypertension, but it was taking a lot of time. On reflection, patients were often moving between different clinicians with treatment decisions taking longer to make than was ideal. In addition, the multiple stepwise approach to hypertension care was also time consuming.

Our audit has suggested that Optimise BP could lead to a 44% reduction in time required to manage patients’ blood pressure in our practice.

Our patients appreciate the user-friendly Optimise BP patient app for its easy-to-use design. People say that it is intuitive to use.

The Optimise BP Desktop App has also streamlined patient enrolment and efficient recording of blood pressure data directly into clinical records. It helps us identify people with hypertension and improve our QOF scores.”

## A PATIENT’S EXPERIENCE

“Using Optimise BP has improved my awareness of my blood pressure and encouraged me to take a more active role in my own care. It enabled more regular and comprehensive follow-up than my routine GP care. It highlighted poor control that I was able to feedback to my clinician and I am now on a journey to improving my hypertension.”

Maggie Cochrane. 74 yrs



To find out how Optimise BP can help your practice benefit from improved efficiencies in hypertension management visit [www.optbp.com](http://www.optbp.com) or email [info@optbp.com](mailto:info@optbp.com)