THE IMPACT OF HYPERTENSION (HIGH BLOOD PRESSURE)
ON COMMERCIALLY INSURED AMERICANS

The Blue Cross Blue Shield Health Index shows that among more than 200 health conditions, hypertension, commonly referred to as high blood pressure, has the greatest impact on quality of life and longevity for commercially insured Americans. This analysis utilized the BCBS Health Index to reveal the following specific findings:

This study shows the broad health impact of hypertension and the populations most at risk for this condition. To take action to address hypertension, consider the following:

**DIAGNOSIS**
Hypertension is difficult to diagnose and manage because it develops slowly over time and rarely causes symptoms. People are diagnosed with hypertension only when a healthcare professional measures their blood pressure.

**PERSONALIZED TREATMENT PLAN**
Communicate with healthcare professionals to understand the impact of high blood pressure levels on daily life. Measuring and tracking blood pressure regularly, along with scheduled check-ins with a physician, can help determine the best personalized treatment plan. Some treatment plans may include prescription medications that help stabilize the body’s blood pressure level.

**LIFESTYLE CHOICES**
People can manage hypertension by making smart lifestyle choices. Lowering and controlling blood pressure depends upon a healthy diet, limiting alcohol intake and regular physical activity. Terminating tobacco use and losing weight can also help lower blood pressure and improve overall health and wellness.

**HYPERTENSION INCREASES RISK OF OTHER CHRONIC CONDITIONS**

- High Cholesterol: 2.7x
- Type 2 Diabetes: 3.6x
- Coronary Artery Disease: 3.5x
- Stroke: 5x
- Heart Failure: 5x

**HYPERTENSION DIAGNOSES INCREASE WITH AGE — BUT ARE INCREASING FASTEST IN YOUNG ADULTS**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>6%</td>
</tr>
<tr>
<td>35-44</td>
<td>20%</td>
</tr>
<tr>
<td>45-54</td>
<td>35%</td>
</tr>
<tr>
<td>55-64</td>
<td>51%</td>
</tr>
</tbody>
</table>

**MILLENNIALS HAVE 19% GROWTH RATE (2014-2016)**

**HYPERTENSIVE MEN ARE AT GREATER RISK FOR OTHER CARDIOVASCULAR CONDITIONS**

- 24% higher than national average

**THOSE IN RURAL COUNTIES ARE MORE LIKELY TO HAVE HYPERTENSION**

- All Ages
  - Higher than national average: 7%
  - 18-34: 12%

**COSTS TO TREAT HYPERTENSION ARE FLAT OR DECLINING**
This change is primarily due to use of lower-cost generic drugs.

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