

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:

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



24%

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



20%



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

Higher than
national average

ALL AGES

7%

18-34

12%

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

2016

18-34	6%
35-44	20%
45-54	35%
55-64	51%

MILLENNIALS
HAVE
19%
GROWTH RATE
(2014-2016)

COSTS TO TREAT HYPERTENSION ARE FLAT OR DECLINING

This change is primarily
due to use of lower-cost
generic drugs.



GENERIC

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.