

Dear Clinicians,

The most [sensational cardiology story](#) of 2018 so far? Is it about some new injectable drug that promises to make us immortal? How about some diabetic drug that not only lowers glucose but also reduces blood pressure and makes you skinny? No, none of the above. It is the story of a monthly social visit that reduces blood pressure by 27.0 mm Hg without even needing to step in a doctor's office. Furthermore, it is an intervention that works in a population that has been notoriously difficult to treat effectively. In a recent study, barbers enrolled their clients with uncontrolled hypertension into an innovative program. A pharmacist would evaluate blood pressure measurement taken while the client was in for their regularly scheduled haircut. The pharmacist would prescribe medication and be available to titrate medications the next time that the client came for a haircut. Just by going for their regularly scheduled haircut, these men with average blood systolic blood pressure of 152.8 mm Hg were able to enjoy a reduction to an average blood pressure of 125.8 mm Hg! How is that for service?

This is the kind of innovation that will help us attain control rates previously unheard of. Let us not be dazzled by all the glitz and glamour of surgical interventions out there. Community-based intervention is the next frontier of hypertension management that will actually work. Each individual practice serves a different community and so the barbershop will obviously not work for all! This promises to be an exciting era of innovation building on the model of this study.

If you have specific questions related to hypertension management, Dr. Williams can be reached directly by email at Stephen.Williams@nyumc.org, or by phone at 646-320-8075.

THE BP VISIT PROJECT TEAM

