

Hypertension and Health Inequalities collaboration in Primary Care

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Introduction

Enabled by successful bid from NHS England's Health Inequalities funding, for hypertension outreach in two Brighton PCNs. Focus groups included T1DM, middle-aged, ethnically diverse, LGBT+, and homeless populations. Included Core20 plus 5 work, reducing health inequalities, and collaborative working and VSCE partnerships.

Aim

- Identify and engage with people least likely to accept support around hypertension from their GP.
- Case-find undiagnosed hypertension.
- Increase blood pressure monitoring and reviews.
- Boost advice, guidance, and health literacy.

Methodology

- pharmacies, direct contact-
- Pharmacy-led, community-supported project.
- Collaboration with Trust for Developing Communities
- Outreach clinics, communities.

Results

Outcome	Deans & Central Brighton	East & Central Brighton
Increase in Hypertension Registers	Increase due to case-finding	Increase due to case-finding
BP Recording Increase	1.96%	1.96%
Patients Treated to Target (TTT)	2.9%	2.9%
Lipid-Lowering Therapy (LLT) Usage	+6.62%	+6.62%
TTT by Ethnicity		

Telephone call re my medication was thorough & helpful.

... made me feel so understood and my reasons for anxiety valid. My fear of doctors/hospitals terrified me but I was made to feel safe and listened to.

Discussion

Pharmacist-led, community-focused models are effective but require targeting and ongoing adjustments.



Keywords

Hypertension | CVD | Health Inequalities | VCSE | Pharmacy | Pharmacists | Community | Primary Care

