

## **Provider Alert**

**To:** All Blue Cross Complete providers

**Date:** April 22, 2025

**Subject:** Reducing disparities in the management of hypertension in African American members

Blue Cross Complete is pleased to announce the launch of the Blue Cross Complete toolkit, [\*Reducing Disparities in the Management of Hypertension in African American Patients\*](#). This toolkit covers topics such as barriers to care within the African American population and supportive best practices, tools, and strategies when working to reduce high blood pressure for your African American patient population.

Health care industry leaders state that you cannot have high quality of care without equity, and Blue Cross Complete works diligently to address health disparities within our membership.<sup>1</sup> African American patients experience a higher prevalence of hypertension when compared to their white patients. As a provider, you play an integral role in addressing disparities.

This toolkit will provide you with access to culturally responsive best practices when providing care to African American patients with hypertension. We hope that you find this toolkit useful when providing care to your patients. Please visit the provider section of the Blue Cross Complete website under Clinical Resources and Guidelines to [view the toolkit](#).

Please consider completing our brief survey by scanning the QR code below to let us know how we can best support you. If you have additional questions, contact your Blue Cross Complete provider account executive or Provider Inquiry at 1-888-312-5713.

### **Take our survey**



1. "Facts About Hypertension in the United States," Centers for Disease Control and Prevention, <https://www.cdc.gov/bloodpressure/facts.htm>.

*\*Our website is [mibluecrosscomplete.com](http://mibluecrosscomplete.com). While website addresses for other organizations are provided for reference, Blue Cross Complete doesn't control these sites and isn't responsible for their content.*