

## BIHS Response to the NHS 10-Year Plan: Blood Pressure at the Heart of Prevention

### 3 July 2025

The British and Irish Hypertension Society (BIHS) welcomes the publication of *Fit for the Future: A 10-Year Health Plan for England* and its strong emphasis on **prevention, personalised care, digital innovation, and integrated services**.

This is a pivotal opportunity to place **blood pressure control** where it belongs - **at the centre of national health improvement efforts**. Hypertension is the most powerful and modifiable risk factor across major disease areas including cardiovascular disease, stroke, kidney disease, dementia, and diabetes. If we are to realise the ambition of a healthier, more sustainable NHS, blood pressure must be recognised as a strategic driver across policy, clinical delivery, and public engagement.

*“This is our moment. The 10-Year Plan affirms what we’ve always known: blood pressure is the single most powerful and modifiable risk factor at our disposal. BIHS will ensure it becomes a national priority across hospitals, homes, and digital platforms - so everyone has the tools to take control of their health.”*

— Professor Ian Wilkinson, President, BIHS

The plan's forecast is clear: improving hypertension management from 70% to 80% over three years could prevent more than **2.2 million healthcare episodes** in a decade. This not only saves lives - it frees up capacity across general practice, outpatient care, and urgent services.

### A Leadership Role for BIHS

As the leading authority on blood pressure management in the UK, BIHS is uniquely positioned to support the delivery of the Plan by:

- Advising on the clinical validation of blood pressure devices, wearables and remote monitors
- Supporting NICE in its expanded role appraising devices, diagnostics, and digital tools
- Maintaining a national register of validated BP monitors to support safe procurement and equitable access
- Guiding integration of BP monitoring into the NHS App, HealthStore and Neighbourhood Health Services
- Ensuring BP is a core part of every prevention pathway - including for multimorbidity, pregnancy, and long-term conditions

We are also committed to supporting NHS systems with:

- Clinical training for BP measurement and control
- Public literacy around hypertension and device use
- Data dashboards and evidence-based tools for ICBs and neighbourhood teams

### Looking Ahead

As BIHS continues its own transformation, moving to an in-house operating model and strengthening our strategic capacity, we are fully aligned with the Government's prevention-first vision.

We will shortly launch new working groups and opportunities for members to contribute to this critical work, and we encourage all those involved in blood pressure care, research, and innovation to stay connected.

Together, we can make blood pressure control a national priority - and **prevent the preventable**.