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**The impact of therapeutic inertia on long-term blood pressure control:
a Monte Carlo simulation study**

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Running title: Simulating therapeutic inertia

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1 **Abstract**

2 Antihypertensive drug treatment is based on stepped titration in response to elevated blood
3 pressure (BP) measurements. However, measurements do not necessarily represent an
4 individual's true BP (due to random error and biological variability) and medications are not
5 always increased when measurements are above target (therapeutic inertia).

6 We developed a Monte Carlo model with a 10-year horizon to investigate how
7 measurement error impacted systolic BP (SBP) control in the presence of therapeutic
8 inertia. When SBP measurements were in the range 140-159 mmHg, the probability of
9 escalating treatment was determined by a Bernoulli probability mass function
10 parameterised by weighting functions exploring distinct inertia profiles.

11 Simulating inertia with the weighting function that approximated to clinical practice resulted
12 in ~50% of individuals failing to achieve their SBP target within the 10-year time horizon. An
13 inverse relationship was observed between measurement error and SBP control. This
14 suggests that the value of accurate SBP measurement is only realised if it changes the
15 underlying probability of inertia - i.e. patients/clinicians believe a measurement to be
16 accurate and so are more likely to act upon it. Removal of inertia during treatment initiation
17 (i.e. stepped titration until SBP measurement was below target) improved true SBP control
18 for all simulations.

19 Our simulations show that the impact of therapeutic inertia during treatment initiation
20 persists during long-term follow-up. Strategies to remove therapeutic inertia during
21 treatment initiation (i.e. dual antihypertensive therapy) are likely to improve long-term BP
22 control irrespective of BP measurement technique.

23

- 1 **Keywords:** Hypertension, Blood Pressure, Monte Carlo Method, Modelling, Uncertainty,
- 2 Antihypertensive Agents

1 **Introduction**

2 The importance of achieving blood pressure (BP) control is well-established, as individuals
3 with uncontrolled hypertension remain at an increased risk of fatal and non-fatal
4 cardiovascular disease (CVD) events [1]. Despite recognition of the importance of BP-
5 lowering, global rates of achieving BP control are as low as 15-20% when the target is set to
6 <140/90 mmHg [2, 3]. The reasons for poor BP control are multi-factorial and include
7 healthcare models, the logistics of delivery and, especially in low and medium income
8 countries, structural issues and socio-economic challenges leading to poor access to
9 healthcare. In more developed healthcare settings, a failure to achieve higher rates of BP
10 control commonly arise due to individual decisions not to increase antihypertensive
11 medication, despite evidence suggesting that an individual's BP is uncontrolled [4-6].

12 'Clinical inertia' was first described in 2001 as a "*failure of health care providers to initiate or*
13 *intensify therapy when indicated*" in relation to chronic and often asymptomatic conditions
14 such as hypertension, dyslipidaemia and diabetes mellitus [7]. The concept has since been
15 explored across the medical spectrum, with the term 'therapeutic inertia' now more widely
16 used in the field of hypertension [8]. Whilst there are many situations where such a decision
17 is clinically appropriate to not increase an individual's antihypertensive medication despite
18 their measured BP being above target, often arising from an informed discussion between
19 patient and clinician, it is recognised that factors such as physician education, disjointed
20 healthcare delivery and reimbursement models all contribute [9]. However, for those
21 individuals in whom antihypertensive medication is eventually increased, delays of more
22 than 1.4 months in implementing treatment escalation are associated with adverse CVD
23 outcomes [10].

1 Retrospective cohort studies have attempted to model therapeutic inertia to both
2 understand its components and to predict which patients are at greater risk. Factors such as
3 older age, number of co-morbidities, number of antihypertensive medications, visit
4 frequency and closeness to target BP are all inversely correlated with medication escalation
5 [5, 6, 11]. However, attempts to combine these factors into a prediction model have had
6 little success, as how these factors influence visit-to-visit decision making for an individual
7 are unknown. One predictive model used data from 2,595 patients over 13,792 visits and
8 could only explain 25% of variability in therapeutic inertia, with visit characteristics
9 (measured BP and current antihypertensive regimen) contributing 19% [5].

10 It is recognised that BP is a variable biomarker and that accurate measurement is essential
11 for the diagnosis and management of hypertension [12-14]. However, even the most
12 accurate non-invasive measurement techniques are unlikely to provide an accurate
13 estimation of an individual's true BP due to the presence of random measurement error and
14 physiological variability. As therapeutic decisions with regard to initiation and/or escalation
15 of treatment are mainly based on a measured BP, measured BP is the main determinant of
16 inertia [5, 11, 15]. We have previously used Monte Carlo simulations to show that
17 measurement error has a substantial impact on the proportion of individuals who achieve
18 short-term BP control in the absence of therapeutic inertia [16]. This approach was inspired
19 by methods used in the astrophysical domain to study the impact of model interpretation
20 against given data sets, when accounting for diverse observational uncertainties [17]. Here
21 we evaluate how therapeutic inertia impacts both short- and long-term BP control in the
22 presence of measurement error and consider strategies to improve BP control.

1 **Methods**

2 The data that support the findings of this study are available from the corresponding author
3 upon reasonable request. The structure of the Monte Carlo model used is shown in **Figure 1**.

4 To simulate long-term hypertension management, the simulations were run for multiple
5 cycles each of which represented one year. These were divided into a short treatment
6 initiation phase (cycle 1) and a prolonged follow-up phase (cycles 2-10). Within each cycle
7 individuals could undergo any number of treatment steps, each of which represented the
8 addition of an antihypertensive medication.

9 Individuals entered cycle 1 with a pre-treatment true SBP ($tSBP_n$; a hypothetical
10 measurement made without error or physiological variability) and received a single
11 antihypertensive medication. An individual's post-medication true SBP ($tSBP_{n+1}$) was
12 calculated by sampling from a Gaussian probability density function defined by the expected
13 mean tSBP reduction ($drug_{eff}$) and its standard deviation (SD; σ_{drug}) [18]. A truncated
14 distribution was selected so that the addition of antihypertensive medication could not
15 increase tSBP.

16 Further treatment decisions were based on an individual's measured SBP (mSBP). This value
17 was sampled from a Gaussian probability density function defined by tSBP and the SD of the
18 measurement error (σ_{meas}). Where measured SBP (mSBP) was below target (<140 mmHg),
19 no further medication was added, and the individual progressed to the next cycle. Where
20 mSBP was above target (≥ 140 mmHg) additional medication was considered based on the
21 probability density functions described below. Individuals remained in a cycle, progressing
22 through treatment steps, until either $mSBP < 140$ mmHg or a decision was made not to
23 increase medication. In the follow-up phase, cycles 2-10 all started with the generation of a

1 mSBP value based on the tSBP value carried over from the end of the previous cycle. Further
2 details of the model are presented in the **Online Supplement**.

3 For the base case, all individuals entered the simulation with a pre-treatment tSBP 160
4 mmHg; a value chosen as it would likely lead to treatment initiation irrespective of
5 cardiovascular risk [19-21]. The SD of the measurement distribution (σ_{meas}) was set to 10
6 mmHg as this approximates to variability in clinical measurements [11, 22]. Simulations
7 were run for ten cycles in a population of 1000 individuals over 15 repetitions. It is an
8 assumption of the model that all individuals have the potential to achieve tSBP control and
9 do not have an underlying secondary cause or true resistant hypertension [23].

1 *Modelling therapeutic inertia*

2 Individuals with $140 \leq \text{mSBP} < 160 \text{mmHg}$ were determined to be ‘at risk’ of therapeutic inertia
3 [5, 11]. Treatment decisions within this mSBP range were modelled with a Bernoulli
4 probability mass function which essentially distilled treatment decisions to a coin toss,
5 where the probability of heads or tails (treatment or no treatment) was conditioned on
6 mSBP. Probability to receive the treatment escalation was

$$\text{Treatment} \sim \text{Bernoulli}(p|\text{mSBP}).$$

7 The probability of no treatment escalation for an individual was $1 - p$. We introduced a
8 weighting function $f: \mathbb{R}^+ \rightarrow [0,1]$ that mapped mSBP to a probability of receiving a
9 treatment such that

$$p = \begin{cases} 0 & \forall \text{mSBP} < 140, \\ f(\text{mSBP}) & \forall \text{mSBP} \in [140,160], \\ 1 & \forall \text{mSBP} > 160. \end{cases}$$

10 As there is uncertainty in how to characterise therapeutic inertia, we compared five
11 different functional forms for the weighting function f which were selected based on clinical
12 experience and to examine the sensitivity of the analysis to the form of the function. These
13 are shown graphically in **Figure S2**.

- 14 1. The “*hard*” case $f(\text{mSBP}) = 1$ where all individuals were treated (i.e. no inertia).
- 15 2. The “*constant*” case $f(\text{mSBP}) = 0.5$ where there was a 50% chance of treatment.
- 16 3. The “*linear*” case $f(\text{mSBP}) = \frac{\text{mSBP}}{160-140} - 7$ where the probability of treatment
17 monotonically increased linearly with mSBP.

1 4. The “quadratic” case $f(\text{mSBP}) = \left(\frac{\text{mSBP}-140}{160-140}\right)^2$ where the probability of treatment
2 monotonically increased with the square of mSBP.

3 5. The “quartic” case $f(\text{mSBP}) = \left(\frac{\text{mSBP}-140}{160-140}\right)^4$ where the probability of treatment
4 monotonically increased with the fourth degree of mSBP.

1 *Sensitivity analyses and strategies to reduce therapeutic inertia*

2 Sensitivity analyses were run to determine how SBP control was affected by different pre-
3 treatment tSBP values (150, 160 and 170 mmHg) and the presence of a white coat effect
4 through shifted or skewed Gaussian distributions. Subsequently, three strategies were
5 employed to investigate their impact on therapeutic inertia. Firstly, the impact of
6 measurement error was investigated (σ_{meas} 5, 10 and 15 mmHg). These values do not
7 correspond to specific measurement techniques, but rather potential within-individual
8 distributions when a particular measurement technique is used. However, lower values of
9 measurement error are more likely to correspond to home or ambulatory BP measurement.
10 Secondly, during the follow-up phase a second mSBP measurement was made when the
11 first was ≥ 140 mmHg, with the decision whether to escalate medication based on this
12 second value. This approach represented increased reluctance to escalate antihypertensive
13 medications when control had previously been achieved. Finally, the simulations were run
14 with therapeutic inertia functions only applied to the follow-up phase (cycles 2-10). This
15 analysis represented patients and clinicians being more likely to escalate therapy if BP
16 control had not previously been achieved.

17

18 *Statistical outputs*

19 The Monte Carlo simulations were used to estimate the proportion of individuals who
20 appeared to achieve SBP target (mSBP <140 mmHg) according to UK guidelines [21], the
21 proportion who actually achieved SBP target (tSBP <140 mmHg), the proportion who were
22 overtreated (tSBP <120 mmHg), mean tSBP and the number of antihypertensive
23 medications. Mean data are presented in the text, with a 95% confidence level
24 (mean ± 1.96 *SD).

1 **Results**

2 Therapeutic inertia reduced the proportion of individuals who achieved both measured and
3 true SBP targets during stepped initiation of antihypertensive medications (**Figure 2**). In the
4 absence of therapeutic inertia (the hard case), all individuals achieved mSBP<140 mmHg,
5 but only 53.5% achieved tSBP<140 mmHg. The curves plateau as individuals exit the
6 simulation. The quartic function had the greatest effect on tSBP control, with only 5.5%
7 achieving tSBP<140 mmHg during initial medication titration.

8

9 Beyond the treatment initiation phase (cycle 1), the simulation demonstrated that
10 therapeutic inertia had a substantial effect on the proportion of individuals who achieved
11 long-term SBP control (**Figure 3**). In the absence of therapeutic inertia (the hard case), all
12 individuals achieved tSBP<140 mmHg by cycle 10, with a mean tSBP 124 mmHg on 4.4
13 antihypertensive medications. For the quartic case, only 55.0% achieved tSBP<140 mmHg,
14 with mean tSBP 135 mmHg on 2.5 medications. Only the hard case resulted in a non-
15 negligible percentage of the population being overtreated (19.6% tSBP<120 mmHg), with all
16 other functions <5% by cycle 10. Sensitivity analyses showed consistent results irrespective
17 of pre-treatment tSBP (**Figure S4**). Simulation of a white coat effect increased both the
18 proportion who achieved tSBP<140 mmHg, and the proportion who were overtreated
19 (tSBP<120 mmHg) (**Figure S6**).

20

1 *Impact of measurement error*

2 In the absence of therapeutic inertia, the degree of measurement error applied did not
3 substantially affect the proportion of individuals who achieved tSBP<140 mmHg by cycle 10
4 (the hard case; **Figure 4**). However, tSBP target for the inertia-free population was reached
5 more slowly as measurement error increased. Additionally, lower measurement error
6 resulted in fewer medications (cycle 10, 3.7 versus 5.0) and less overtreatment (cycle 10
7 tSBP<120 mmHg, 0.3% versus 48.2%; **Online Supplement**).

8 When therapeutic inertia was simulated (all other cases), measurement error was inversely
9 associated with the proportion who achieved tSBP target (**Figure 2**). For the quartic
10 function, 15.9% achieved tSBP<140 mmHg with low measurement error, compared to 80.2%
11 with high error. This difference was without a clinically meaningful increase in
12 overtreatment (0.0% versus 1.8% tSBP<120 mmHg) despite additional antihypertensive
13 medications (1.9 versus 3.1 medications).

14 In all analyses, therapeutic inertia did not only impact the proportion of individuals who
15 achieved tSBP target, but also the degree to which the target was missed (**Figure 4**). The
16 quartic function consistently resulted in higher mean tSBP across all cycles irrespective of
17 measurement error.

18

19 *Strategies to reduce therapeutic inertia*

20 Adding the requirement for repeat elevated measurements before treatment escalation in
21 the follow-up phase (cycles 2-10) resulted in a reduced proportion achieving tSBP target for
22 all simulations (**Table 1 and Figure 5**). Conversely, removal of therapeutic inertia from
23 treatment initiation (cycle 1) increased the proportion who achieved long-term tSBP control

1 by cycle 10 and reduced the impact of measurement error. When both strategies were
2 implemented simultaneously (removal of inertia during treatment initiation and adding
3 repeat measurements during follow-up), long-term tSBP control was worse than removal of
4 inertia as a single intervention. For all strategies the mean tSBP in individuals who were
5 above target was less than 145 mmHg for the quartic case by cycle 10 (**Table 1**).

1 **Discussion**

2 In this study we model the long-term impact of therapeutic inertia on SBP control, and
3 investigate strategies to mitigate it. The Monte Carlo simulations expand on our previous
4 findings that measurement error impacts short-term SBP control [16]. Here we extended
5 the time horizon beyond treatment initiation and into a prolonged follow-up phase, which
6 approximates to 10 years assuming annual review [21]. In the absence of therapeutic
7 inertia, the titration algorithm resulted in almost all individuals achieving tSBP control,
8 irrespective of measurement error. SBP measurement made with lower error resulted in
9 SBP target being achieved faster for the inertia-free population (the hard case) and as a
10 consequence would be expected to improve CVD outcomes [18, 24].

11 The addition of therapeutic inertia to our model had a substantial impact on the proportion
12 of individuals who achieved both short- and long-term tSBP control, and altered the impact
13 of measurement error on these outcomes. Our simulations suggest that for individuals with
14 a pre-treatment tSBP of 160 mmHg, almost half will not achieve their tSBP target despite
15 10-year follow-up.

16 We simulated therapeutic inertia using a Bernoulli probability function which provided a
17 number of advantages beyond the recognition that mSBP is the strongest determinant of
18 therapeutic inertia [5, 11]. Firstly, it enabled decisions to be made for each individual at
19 each visit rather than determining allocation at a population level. Secondly, it intrinsically
20 simulated the 'unknown' factors which contribute to therapeutic inertia as the probability of
21 each decision was independent of past and future decisions. Finally, as the relationship
22 between mSBP and treatment decisions are poorly characterised (studies generally consider
23 SBP in coarse bands of ≥ 10 mmHg) it enabled five different weighting functions to be

1 investigated. The functions applied tested a number of hypothetical decision-making
2 strategies including immediate intervention when above threshold (the hard case), an
3 intervention allowing for a fixed 20 mmHg variability in SBP (the constant case), and three
4 higher-order models based on a linear or more complex interpretation (the quadratic and
5 quartic cases) of SBP-led decision making. Whilst it is unlikely that any individual function
6 can accurately describe the complexities of therapeutic inertia, all of the functions may
7 apply some of the time. Critically, all functions investigated broadly reached the same
8 conclusions.

9

10 *The implications of therapeutic inertia*

11 The value in the approach we have used here is that it enables the exploratory investigation
12 of treatment strategies without either the expense or time-delay inherent to randomised
13 controlled trials (RCTs). To better understand the implication of therapeutic inertia on SBP
14 control we explored three different strategies.

15 Firstly, we investigated how measurement error affected SBP control across the different
16 weighting functions. It is universally accepted that accurate measurement of blood pressure
17 is essential for the diagnosis and management of hypertension [12-14]. It was therefore
18 surprising to find that measurements made with high error resulted in improved SBP control
19 compared to those made with low error. Approaches to minimise measurement error will
20 therefore not necessarily improve BP control unless they simultaneously alter the
21 therapeutic inertia probability function. Practically, this would involve clinicians and patients
22 having increased confidence in readings - i.e. that $mSBP \geq 140$ mmHg truly represented
23 uncontrolled hypertension. In other therapeutic areas this has been achieved by altering the

1 diagnostic markers used (e.g. glycosylated haemoglobin versus plasma glucose). In
2 hypertension, this could be achieved through repeated blood pressure measurements in an
3 individual to provide an understanding of their personal mSBP distribution. Where the mSBP
4 distribution is narrow, both clinician and patient may be more confident that mSBP values
5 which are only marginally above target represent uncontrolled tSBP and the consequent
6 probability of therapeutic inertia decreased. This approach compares to current practice
7 where clinicians are more likely to consider the population variance of a technique, rather
8 than its application for a given individual.

9 Secondly, we implemented more stringent criteria for adding additional medications during
10 the follow-up phase. In the base case, an increase in antihypertensive medications was
11 considered when a single SBP measurement was ≥ 140 mmHg. This approach however
12 suggested that both clinicians and patients would consider acting on a single elevated
13 measurement when control appeared to have been achieved previously. To reflect clinical
14 uncertainty in measurements we now required two elevated measurements before
15 treatment escalation was considered [20]. This reduced the proportions who achieved their
16 BP target, but also reduced the proportion overtreated.

17 Thirdly, we investigated the impact of removing therapeutic inertia from the treatment
18 initiation phase (cycle 1) and applying only to the follow-up phase (cycles 2-10). This
19 strategy had a profound impact, improving 10-year tSBP control across all simulations
20 without a substantial impact on the proportion overtreated.

21 Finally, we considered how both removing therapeutic inertia during treatment initiation
22 and requiring consecutively elevated measurement during follow-up would impact on
23 simulation outcomes. This approach achieved less BP control than removing therapeutic

1 inertia alone, but resulted in fewer individuals being overtreated. It may therefore be a
2 suitable strategy for those more at risk of hypotension.

3

4 *Limitations of the model*

5 There are inherent limitations when trying to apply the results from simulations to real-
6 world scenarios. The predictive ability of a model is dependent on its architecture and input
7 data, yet each additional model input risks introducing systematic error (random error is
8 intrinsic to Monte Carlo simulations) which can be propagated and amplified through
9 repeated cycles. It is for this reason that we selected mSBP as the sole determinant of
10 therapeutic inertia. However, similar to previous models which view therapeutic inertia as a
11 continuous positive percentage [5], this approach did not consider the impact of
12 hypotension and antihypertensive de-escalation.

13 The major assumption within the model was that the distribution of mSBP for each
14 individual was Gaussian with the mean defined by tSBP. Depending on measurement
15 method (e.g. office versus home) this might not be the case due to a white-coat or masked
16 effect. Sensitivity analyses using alternative mSBP distributions maintained the benefit from
17 removing inertia during the treatment initiation phase.

18 There are a number of limitations in relation to the simulated population. Firstly, all
19 individuals have the capacity to achieve tSBP<140 mmHg if given sufficient antihypertensive
20 medications. The simulations therefore do not consider the small proportion of individuals
21 (<5%) who have uncontrolled hypertension despite confirmed medication adherence [23].
22 Secondly, the BP-lowering effects of antihypertensive medications are based on aggregated
23 RCT data and so cannot necessarily be directly applied to a real-world population [25]. We

1 did not explicitly model incomplete medication adherence due to the high number of
2 assumptions which would be required; adherence is often class specific and variable, with
3 pharmacokinetic/pharmacodynamic relationships critical to the interaction between
4 adherence and mSBP values [26-28]. However, as single tablet combination therapies have
5 been shown to increase medication adherence [29], the clinical implications of this work are
6 unlikely to be substantially affected.

7 Despite these limitations, the quartic weighting function appears to reflect clinical practice
8 within the UK, as the cycle 10 data for this case most closely corresponds to clinical
9 outcomes [30].

10

11

1 **Perspectives**

2 Our simulations have demonstrated how the random error intrinsic to SBP measurement
3 impacts long-term SBP control in the presence of therapeutic inertia. Whilst the choice of
4 weighting function did determine the proportion who achieved their SBP target (i.e. worse
5 long-term control where probability of no treatment was higher) there was agreement in
6 which strategy was most effective at mitigating its impact. Removal of therapeutic inertia
7 from the treatment initiation phase (i.e. stepped titration until SBP measurement below
8 target) improved both short- and long-term SBP control across all simulations. Furthermore,
9 such an approach removed much of the variability associated with measurement error. This
10 could be achieved without substantially changing current practice, since initiating dual
11 antihypertensive therapy effectively removes the potential for therapeutic inertia when
12 compared to stepped titration of monotherapy [29, 31].

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3

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12

13 **Disclosures**

14 None

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1 **Novelty and Significance**

2 **What is New?**

- 3 • We have assessed the impact of therapeutic inertia on long-term blood pressure (BP)
- 4 control, and investigated how the inherent variability of BP measurement affects
- 5 treatment decisions.
- 6 • This study used Monte Carlo modelling to simulate repeated clinical encounters in
- 7 which BP measurements were made with random error, and subsequent treatment
- 8 decisions were based on probabilistic functions conditioned to the measurement
- 9 value.
- 10 • Strategies to mitigate the effects of therapeutic inertia and measurement error were
- 11 explored.

12 **What is Relevant?**

- 13 • The presence of therapeutic inertia during the initial titration of antihypertensive
- 14 therapy impacts the proportion of individuals who achieve their long-term BP target.

15 **Summary**

16 This newly developed Monte Carlo model suggests that strategies to remove therapeutic

17 inertia from medication initiation (such as dual antihypertensive therapy) are likely to

18 improve long-term BP control irrespective of BP measurement technique.

19

20

1 **Figure Legends**

2 **Figure 1: Model structure.**

3 Within each cycle individuals underwent successive treatment steps until mSBP<140 mmHg
4 or a decision was made not to increased medication.

5 [mSBP: measured systolic blood pressure; tSBP: true systolic blood pressure; σ_{meas} : standard
6 deviation of measurement error; $drug_{eff}$: mean drug response; σ_{drug} : standard deviation of
7 drug response]

8

9 **Figure 2: Impact of therapeutic inertia on short-term systolic blood pressure (SBP) control.**

10 Each individual exited the simulation once mSBP<140 mmHg, or a decision was made not to
11 increase medications. ‘Treatment Step’ represents the number of medications for
12 individuals who remain in the simulation. All other input parameters as per base case. Data
13 plotted for cycle 1 only (treatment initiation phase) and shown as mean with a 95%
14 confidence level.

15 [mSBP: measured SBP; tSBP: true SBP]

16

17 **Figure 3: Impact of therapeutic inertia on long-term blood pressure control.**

18 All input parameters as per base case. Data plotted as mean with a 95% confidence level.

19 [tSBP: true systolic blood pressure]

1 **Figure 4: Interaction between measurement error and therapeutic inertia on long-term**
2 **blood pressure control.**

3 Columns represent different values for measurement error (σ_{meas}). Bottom row splits
4 population based on whether tSBP is above or below target at each cycle. All other input
5 parameters as per base case. Data plotted as mean with a 95% confidence level. [tSBP: true
6 systolic blood pressure]

7

8 **Figure 5: Strategies to reduce the impact of therapeutic inertia.**

9 Columns represent different values for measurement error (σ_{meas}). Top row: Escalation
10 decisions based on repeat systolic blood pressure measurement during follow-up phase
11 (cycles 2-10). Middle row: Removal of therapeutic inertia during medication initiation phase
12 (cycle 1). Bottom row: simultaneous implementation of both strategies described.
13 All other input parameters as per base case. Data plotted as mean with a 95% confidence
14 level. The full set of simulation outputs are presented in the **Online Supplement**.
15 [tSBP: true systolic blood pressure]

1 **Tables**

2 **Table 1: Reducing the impact of therapeutic inertia.**

Output parameter	Measurement error (σ_{meas}) ³		
	5 mmHg	10 mmHg	15 mmHg
Base case scenario:			
tSBP<140 mmHg (%)	15.9	55.4	80.2
tSBP<120 mmHg (%)	<0.1	<0.1	1.4
Mean tSBP tSBP\geq140 (mmHg)	143	142	142
Therapeutic inertia reduction strategies:			
(i) Repeat measurements during follow-up (cycles 2-10)			
tSBP<140 mmHg (%)	13.7	39.8	59.2
tSBP<120 mmHg (%)	<0.1	<0.1	<0.1
Mean tSBP tSBP\geq140 (mmHg)	144	143	143
(ii) No therapeutic inertia during treatment initiation (cycle 1)			
tSBP<140 mmHg (%)	70.4	78.9	89.0
tSBP<120 mmHg (%)	<0.1	0.5	3.7
Mean tSBP tSBP\geq140 (mmHg)	142	142	142
(iii) No therapeutic inertia during treatment initiation (cycle 1) <i>and</i> repeat measurements during follow-up (cycles 2-10)			
tSBP<140 mmHg (%)	69.1	70.7	76.5
tSBP<120 mmHg (%)	<0.1	0.5	1.4
Mean tSBP tSBP\geq140 mmHg	142	142	142

4 Simulation parameters as per base case with the quartic case function applied. Data shown

5 as population mean at cycle 10. [tSBP: true systolic blood pressure]