



Press Release

OMRON Healthcare Sponsors 33rd Annual Conference of Indian Society of Hypertension

An observational study of 1,922 hypertensive patients conducted in collaboration with the Indian Society of Hypertension and TATA

New Delhi Sep 8 2023 : OMRON Healthcare Co., Ltd. (hereinafter referred to as the Company), global leader in home blood pressure monitoring and solutions for cardiovascular disease management, has announced the official sponsorship of the 33rd Annual Conference of the Indian Society of Hypertension (BPCON 2023, the Congress), September 9 to 10, in Lucknow, Uttar Pradesh, India. At the Congress, the Company will introduce the result of an observational study conducted in collaboration with the Indian Society of Hypertension and Tata Consultancy Services, Japan Ltd. (TCS) on hypertensive patients living in India.

OMRON will also showcase a set of innovative devices and services including “Complete (TM)”, the one-of-its-kind upper-arm blood pressure monitor of OMRON with built-in technology that can record ECG while monitoring blood pressure. A sponsored seminar, chaired by Prof. Narsingh Verma of King George’s Medical University, Lucknow, Uttar Pradesh, India, will also be held to discuss the importance of blood pressure monitoring at home.

Since establishing its first sales company in Gurgaon, India, in 2010, OMRON has been closely working with the Indian medical societies and has been communicating the benefits of blood pressure management at home via a range of academic and awareness activities.

The subject group of the observational study to be introduced at the Congress is 1,922 hypertensive patients living in India who have been taking medication for at least three months and have stable blood pressure levels. During the study period, the subjects took their blood pressure twice a day for seven days, in the morning and evening. On the first and the last day of the study period, their blood pressure was taken at medical institution. The study demonstrates the analysis of the difference in blood pressure values being measured in the doctor’s office and at home, as well as a survey results of the actual status of blood pressure management.

Various researches show that cerebrovascular and cardiovascular diseases including stroke is responsible for about quarter of all deaths in India ^{*1} and one of the main



causes of these diseases is hypertension ^{2,3}. Blood pressure (BP) fluctuates throughout the day and several factors cause variations in the BP readings such as ambient temperature changes and stress. Therefore, it is essential to monitor blood pressure at home on a regular basis and understand its trends. Number of hypertensive patients in India has been on the rise over the past two decades, with the trend being more pronounced in the younger age group of 20-44 years ⁴⁻⁶. However, the challenge is the penetration of home blood pressure monitors in India remains low at 2%⁷.

Professor Narsingh Verma of King George's Medical University, a member of the Indian Society of Hypertension said, "Globally, home blood pressure measurement is recognised as a key element for better hypertension management. However, in India, blood pressure is predominantly measured in medical facilities and there is still a lack of evidence to promote home blood pressure measurement. In light of this situation, we are honoured to be working with OMRON Healthcare, a pioneer and trusted name in the healthcare industry for home blood pressure monitors. TCS is a world leader in IT services for clinical and observational research. The study result we are going to present at the Congress is the first observational study conducted in India, in which hypertensive patients across the country used a blood pressure monitor for seven days to examine the benefits of blood pressure control. I believe that building evidence for confirming the importance of home blood pressure measurement in India under the collaboration of the three organisations will also contribute to the establishment of better hypertension treatment."

"We are proud to be part of this partnership between the Indian Society of Hypertension and OMRON Healthcare to participate in the observational study that will help solve health challenges in India", said Masaki Maeda, Vice President & Head of Life Sciences at Tata Consultancy Services Japan Ltd. "TCS was founded in Mumbai, India, in 1968 and has been serving and supporting the digital transformation of leading pharmaceutical and medical device companies worldwide for over 50 years. In working with many of our customers to develop their businesses, we have deepened our knowledge in technology and health science solutions to meet market conditions and needs, not only in India but around the world. With this study, we were delighted to provide a range of our expertise to improve healthcare outcomes and innovate patient care in India. We will continue to further our commitment to providing trusted services and driving innovation in the health sciences sector by combining technology and health sciences expertise through strong partnerships with our customers."



“The Company celebrates its 50 years of blood pressure monitor launch this year” said Tetsuya Yamada, MD, OMRON Healthcare India. “Besides providing home healthcare monitoring devices, we have committed to a wide range of academic activities such as the Ohasama Study⁸ in collaboration with globally renowned researchers and physicians under the belief that home blood pressure monitoring is essential for better hypertension treatment. We are grateful to the Indian Society of Hypertension and TCS for their cooperation in conducting this observational study in India, where there is a lot of scope to gather evidence on home blood pressure measurement. We strive to continue to contribute to the healthy lives of the people in India through collaborative research activities to realise the Company’s vision of Zero cerebrovascular and cardiovascular diseases (Going for Zero)”.

For realizing zero cerebro-cardiovascular events under the vision of Going for ZERO, OMRON is committed to contribute towards helping the hypertensive patients in India with monitoring. The Company devotes to the academic activities in collaboration with the medical societies, develops innovative devices and expands the Remote Patient Monitoring services to foster the relationship between doctors and patients, thereby contributing to solving the social issues of the increasing number of hypertensive patients.

Overview

Title: The 33rd Annual Conference of the Indian Society of Hypertension

Date: Saturday 9 - Sunday 10 September, 2023

Venue: Regnant Hotel Lucknow

Official website: <http://bpcon2023.org/>

Annual General Meeting

Date & time: 11:30-11:50 on Sunday 10 September 2023

Theme: An observational study in 20 medical centers across India

Geographic And Socioeconomic Distribution of real-world Indian data of home blood pressure monitoring (GRAND Study)

Sponsored Seminar

Date & time: 10:00-10:20 on Saturday 9 September 2023

Theme: The Rationale of Blood Pressure Measurement at Home and the Importance of Blood Pressure Measurement Accuracy.



Abstract of the Study

Number of subjects: 1,922

Design: Morning / Evening home blood pressure (2 times per each occasion for 7 days),
Clinic Blood Pressure measurements (2 times)
Home blood pressure awareness survey for Hypertensive patients

Device : OMRON HEM-9210T

Number of facilities joined the study: 18

1. Prabhakaran D, Jeemon P, Roy A. Cardiovascular Diseases in India: Current Epidemiology and Future Directions. *Circulation*. 2016;133(16):1605-1620.
2. Nag T, Ghosh A. Cardiovascular disease risk factors in Asian Indian population: A systematic review. *J Cardiovasc Dis Res*. 2013;4(4):222-228.
3. Gupta R, Xavier D. Hypertension: The most important non communicable disease risk factor in India. *Indian Heart J*. 2018;70(4):565-572.
4. Anchala R, Kannuri NK, Pant H, et al. Hypertension in India: a systematic review and meta-analysis of prevalence, awareness, and control of hypertension. *J Hypertens*. 2014;32(6):1170-1177.
5. Kothavale A, Puri P, Yadav S. The burden of hypertension and unmet need for hypertension care among men aged 15-54 years: a population-based cross-sectional study in India. *J Biosoc Sci*. 2021:1-22.
6. Amarchand R, Kulothungan V, Krishnan A, Mathur P. Hypertension treatment cascade in India: results from National Noncommunicable Disease Monitoring Survey [published online ahead of print, 2022 May 5] [published correction appears in *J Hum Hypertens*. 2022 Aug 2;:]. *J Hum Hypertens*. 2022;10.1038/s41371-022-00692-y.
7. Inhouse research
8. A large-scale clinical study with residents of the town of Ohasama, Hanamaki, Iwate Prefecture, started in 1986. Established the clinical significance of home blood pressure in the management of hypertension.

About OMRON Healthcare and its India business

Committed to advance health and empower people worldwide to live life to the fullest, OMRON Healthcare is a global leader in the field of clinically proven, innovative medical equipment for home health monitoring and treatment.

Aiming to realize its vision of “Going for Zero, Preventive Care for the Health of Society”, the company develops products and services for cardiovascular condition management,



remote patient monitoring, respiratory care, and pain therapy devices. These help healthcare professionals and patients reduce cerebro-cardiovascular events, aggravation of respiratory diseases, and restrictions due to chronic pain.

With well over 350 million units sold globally*, OMRON provides the world's most recommended blood pressure monitors by healthcare professionals**. Throughout its history, OMRON Healthcare has been striving to improve lives and contribute to a better society by developing innovations that help people prevent, treat, and manage their medical conditions and provides products and services in over 130 countries***.

OMRON Healthcare Group is headquartered in Kyoto, Japan

Established in 2010, OMRON Healthcare India has established itself as a key player in the health monitoring segment in the country providing high-quality blood pressure monitors, respiratory therapy devices, body composition monitors, digital thermometers, pain management devices, etc.

To learn more, please visit:

<https://www.omronhealthcare-ap.com/in;>

<https://www.omronbrandshop.com/>

Global: <https://healthcare.omron.com/>

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