



OMRON Healthcare Unveils Awareness Campaign for Hypertension Management in Uttar Pradesh, Underlining the importance of Monitoring & Preventive Healthcare

Ayodhya, Uttar Pradesh, February 9, 2024: OMRON Healthcare India, the Indian arm of the Japanese global leader in medical equipment for home health monitoring and treatment, has embarked a special campaign for hypertension management through an awareness drive at the Shri Ram Janmabhoomi Teerth Kshetra, Ayodhya.

The campaign, titled as “*Har Hriday Mein Baste Hain Bhagwan Shri Ram; Har Hridya Kee Suraksha Hai Hamara Kaam*” aims to elevate public education and awareness about the role of home blood pressure monitoring for hypertension, aligning with OMRON's vision of 'Going for ZERO' - that is all about minimising cardiovascular diseases through proactive monitoring.

India, a country with a high prevalence of hypertension, is facing a significant challenge in effectively managing this chronic condition. Hypertension, commonly known as high blood pressure, is a leading cause of cardiovascular diseases and poses a serious threat to public health.

According to a recent cross-sectional study conducted by the Indian Council of Medical Research (ICMR) in 2023, the prevalence of hypertension has witnessed a concerning rise, reaching 35.5%ⁱ for people in the age group of 20+ compared to 29.8%ⁱⁱ in 2014. Also, another study indicates that nationally, more than 1 in 4 people have hypertension, and ⁱcumulatively, more than 90% of adults with hypertension are either undiagnosed, untreated, or treated but with uncontrolled hypertensionⁱⁱⁱ. India has established a goal of achieving 25% relative reduction in the prevalence of high blood pressure (BP) among individuals aged 18 years and older by 2025, as part of its efforts to tackle this issue effectively^{iv}.

Regular BP monitoring empowers individuals with hypertension to take control of their health by making their doctors make more informed decisions. It enables healthcare professionals to accurately assess a patient's blood pressure levels, identify potential risks, and provide personalized treatment plans & lifestyle modifications. This can only be made possible with accessible and user-friendly BP monitoring devices.

Mr. Tetsuya Yamada, Managing Director, OMRON Healthcare India further elaborated, “The availability of reliable and easy-to-use BP monitors allows individuals to monitor their blood pressure conveniently at home. Our internal studies indicate that the penetration rate of blood pressure monitors usage amongst hypertensive patients in India remains low at around 5% only. In order to enhance the usage, we need to further build up awareness around blood pressure monitoring, as it serves as a crucial facilitator for encouraging people to proactively manage this condition. With Uttar Pradesh, being one of the most populated states in India (with around 16.5% of the population residing here), we find it as one of the most appropriate locations to kick start this awareness drive.”



As part of the 15-day long mega awareness drive, OMRON Healthcare is providing free blood pressure and ECG readings to the people walking into the temple complex. Promoters actively engaged with attendees, securing pledges on the importance of monitoring daily blood pressure promoting the importance of a proactive approach to blood pressure monitoring. The company has also donated its digital blood pressure monitors and OMRON other products at the Sri Ram Govt. Hospital, Ayodhya as a part of the drive.

“The campaign is expected to reach around 1 lakh people not only residing on Ayodhya but also the ones who are visiting the temple complex from other corners of the country. The initiative goes beyond geographical boundaries, reaching individuals in Tier II and Tier III cities, contributing to impart knowledge to combat hypertension and promote overall cardiovascular health,” Mr. Tetsuya Yamada added.

ⁱ Anjana RM, Unnikrishnan R, et al. Metabolic non-communicable disease health report of India: the ICMR-INDIAB national cross-sectional study (ICMR-INDIAB-17). The Lancet Diabetes & Endocrinology. 2023 Jun 7.

ⁱⁱ Anchala R, Kannuri NK, et al. Hypertension in India: a systematic review and meta-analysis of prevalence, awareness, and control of hypertension. J Hypertens. 2014 Jun;32(6):1170-7. doi: 10.1097/HJH.000000000000146. PMID: 24621804; PMCID: PMC4011565.

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<https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2810984#:~:text=In%20India%2C%20nationally%2C%20more%20than,district%2Dlevel%20and%20sociodemographic%20differences>

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[https://www.who.int/india/news/detail/02-06-2022-india-hypertension-control-initiative--a-high-impact-and-low-cost-solution#:~:text=It%20is%20estimated%20that%20at,blood%20pressure\)%20by%2020253](https://www.who.int/india/news/detail/02-06-2022-india-hypertension-control-initiative--a-high-impact-and-low-cost-solution#:~:text=It%20is%20estimated%20that%20at,blood%20pressure)%20by%2020253).

About OMRON Healthcare

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 “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 to 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



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