

Press Release

OMRON 'Heart Reacts Only' Campaign Inspires Five Easy Steps to Keep Your Heart Healthy and Happy



Manila, Philippines, February 15, 2024 - The heart is the core of a person's life. With every beat, the heart pumps blood to the body, carrying oxygen and nutrients to the cells and removing metabolic waste from the body's tissues. It's no secret the heart is essential to life. Unfortunately, it is the organ that is often neglected.

Cardiovascular diseases (CVC) continue to be a pressing concern among Filipinos. Ischemic heart diseases were the leading cause of death in the Philippines in 2022, accounting for 114,557 cases or 18.4 percent of total deaths recorded during said report, according to 2023 data from the Philippine Statistics Authority (PSA).¹ The rising incidence of heart risks in the country was pointed by one study about cardiovascular diseases in the Philippines make heart diseases a public health emergency.²

This February, officially proclaimed as Philippine Heart Month, Filipinos are reminded to make their heart's health a priority not only this month but every day thereafter. OMRON Healthcare, a global leader in the field of clinically proven, innovative medical equipment, initiates the 'Heart Reacts Only' campaign, encouraging Filipinos to love and take care of their heart with five easy steps.

Regularly check your blood pressure

¹ [2022 Causes of Deaths in the Philippines \(Preliminary as of 28 February 2023\)](#)

² [Cardiovascular disease in the Philippines: a new public health emergency?](#)



A simple habit, but it can save lives. Having regular blood pressure checkups gives you an overview of your heart's health. Knowing your blood pressure levels provides a clue if you are at risk of having heart diseases.

Recognizing the value of having reliable, accurate and quality blood pressure monitoring tools, OMRON Healthcare offers and recommends the OMRON Complete and the Stroke Risk Calculator.

The OMRON Complete is an upper arm blood pressure monitor that provides a more comprehensive view of your blood pressure and measures your EKG at the same time. Like most digital blood pressure monitors, the Complete shows the systolic and diastolic blood pressure readings and pulse rate. But unlike other monitors, the Complete can connect to your mobile phone, which then lets you access the OMRON app to get more information about your heart's health such as the pattern of your heartbeat or sinus rhythm. This information can help you track any irregularities in your heartbeat.

The OMRON Complete uses ECG technology to enable early detection of atrial fibrillation (AFib), a condition that is commonly associated with heart failure and stroke. The Complete is also able to detect other conditions such as tachycardia or a faster heart rate and bradycardia or a slower heart rate.

OMRON's Stroke Risk Calculator is an online tool that helps users assess their risk of having a stroke in the next five to 10 years. All you need to do is visit the [OMRON webpage](#) and tap on the "Calculate Now" button. This will bring you to an assessment form that covers general personal information, daily habits and diet, and any other significant information from your recent checkups.

The Stroke Risk Calculator analyzes your stroke risk based on your answers and immediately shows the results. It will also show you the possible and specific factors that may lead to a stroke. The Stroke Risk Calculator is free and can be easily accessed by anyone.

Hydrate!

Just like you, your heart works extra hard every day. It also needs to feel refreshed to be able to do its job better.

Ever notice that when you're dehydrated, your heart starts beating faster? That's because the blood volume throughout your body decreases, which means your heart has to beat faster to "catch up." This then increases your heart rate and your blood pressure. This can overwork and strain one's heart.³

Drinking enough water daily is a surefire way to support the heart in doing its job. By hydrating properly and regularly, you not only enable your heart to function properly but you contribute to making it healthy.

Laugh more

It's true what they say. Laughter is indeed the best medicine. For one, laughter relaxes you and counters stress, which when isn't managed well can hurt your heart.

³ [Hydration and your heart](#)



Laughing brings a plethora of advantages for your heart. It enables oxygenated blood to circulate around your body, helps your heart work at a steadier pace and lowers blood pressure.⁴ It can even decrease artery inflammation and increase good cholesterol.⁵ All of these contribute to reducing the risk of heart diseases.

So the next time you see or hear something that splits your sides, go and laugh your heart out! It's good for you in so many ways.

Do some cardio

Exercise strengthens your muscles, including your heart. Doing some spirited cardio regularly helps improve your heart's ability to pump blood throughout your body, resulting in improved blood flow and higher oxygen levels.⁶

The American Heart Association advises at least 75 minutes of vigorous aerobic exercise or 150 minutes of moderate-intensity activity – or a combination of both – every week.⁷ You don't need to do all 75 or 150 minutes in one go. Spread the workouts throughout the week to remain active. Get off that couch and move around. One option is to do 13 minutes of vigorous aerobic exercise or 25 minutes of moderate-intensity exercise a day for six days and leave one day for rest.

Your workouts don't necessarily need to be intense all the time, especially if you're just beginning. If you can't sneak a full-on workout in your hectic day, try indoor walking or brisk walking around the neighborhood. Other moderate-intensity workouts can be biking, gardening or, to make exercising more fun, dancing! Then push your body further with more vigorous activities like running, jumping rope or cycling.

Some people refuse to exercise because they think it's too much work or it can feel pressuring. The suggestions above will not only make exercising fun and manageable but may even help you sustain the workouts and eventually make them part of your routine.

Get adequate quality sleep

It's no secret what sleeping can do. It allows your body to repair and recharge after a long day. But it also plays a major role in keeping your heart healthy.

Achieving quality sleep regularly helps lower your blood pressure. Often, we disregard getting enough quality sleep because we're too caught up in our daily work or just like to stay up late. Sleep deprivation has long-lasting effects, particularly on your heart. Poor-quality and lack of sleep raises your blood pressure, and it can stay high for a longer period of time. This can increase your risk for a heart disease, heart attacks, diabetes and stroke.

If you're guilty of bedtime procrastination because you tend to put work first or can't seem to let go of your phone at night, now's the time to start fixing your sleep schedule. Doing so will not only give you the rest that you need and deserve but will also keep your heart healthy.

⁴ [How Laughter Benefits Your Heart Health](#)

⁵ [10 Simple Tips for Caring for Your Heart](#)

⁶ [Physical activity and your heart](#)

⁷ [American Heart Association Recommendations for Physical Activity in Adults and Kids](#)



Caring for your heart doesn't necessarily have to involve big and complicated efforts. In fact, it's the simple daily habits – like the ones listed above – that can make all the difference. The next time you're thinking about brushing aside these little steps, think of your heart. It does so much for you, and these small efforts can be your way of saying thank you.

To further promote proactive heart health management this Heart Month, OMRON is teaming Southstar Drug and other participating drug stores to offer a discount of less Php250 for every purchase of the HEM-7120. This promo will run from February 15, 2024 to March 31, 2024.

In addition, OMRON is proud to partner with Watsons for its 'Let's Talk Wellness,' a series dedicated to promoting various aspects of health and wellness, including heart health. Tune in and join the conversation to learn more about how you can prioritize your heart health and take proactive steps towards a happier and healthier heart.

To take advantage of this exclusive promotion and learn more heart-healthy tips, visit your nearest participating drugstore or visit [omronhealthcare-ap.com/ph](https://www.omronhealthcare-ap.com/ph).

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About OMRON Healthcare 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 “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 globally⁸, OMRON provides the world's most recommended blood pressure monitors by healthcare professionals⁹. 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 countries¹⁰. OMRON Healthcare Group is headquartered in Kyoto, Japan.

PH Website: <https://www.omronhealthcare-ap.com/ph>

PH Social Media Links: <https://www.facebook.com/OMRONHealthcarePH/>

Japan: <https://www.healthcare.omron.co.jp/>

International: <https://www.healthcare.omron.com/>

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⁸ Cumulative sales of home-use digital blood pressure monitors worldwide. (as of May 2023)

⁹ 1 Frost & Sullivan Survey, Blood pressure clinician perception tracker surveys. (November 25, 2019, and U.S. News Staff 2020, U.S. News & World Report, accessed June 9, 2020)

² Kantar Health. Survey with cardiologists. (2019)

¹⁰ Number of the countries where OMRON products and/or services are available (as of March 2023)



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