



**OMRON, Indian Medical Association and Heart Care Foundation of India
partner to address the growing incidences of hypertension**

- The partnership aims to propagate the importance of regular monitoring of Blood Pressure (BP)
- No. of people with hypertension to touch 214 million in 2030

New Delhi, January 10, 2017: Moving ahead with its vision “Healthcare @ Home”, Omron Healthcare India, the leader in digital BP monitoring segment, has joined hands with Indian Medical Association (IMA) and Heart Care Foundation of India (HCFI) to create awareness among the masses and healthcare professions about the need for regular monitoring of blood pressure at home.

According to various studies, one-third of India’s population suffers from Hypertension and more than 60 % of them are still unaware of it. *“Indicated as one of the key lifestyle diseases, it is well evident that Hypertension leads to life-threatening cardio-vascular disorders if not treated well. Despite the whopping numbers, very few Hypertensive patients use BP monitors for regular monitoring at home which is a grim and scary picture. Omron aims to contribute to the challenge by partnering with the right stakeholders who are looked upon as trustworthy associates by the masses as well as medical practitioners to propagate the importance of blood pressure monitoring as a key part of the overall management of the malady”* says Kazunori Tokura, Managing Director, Omron Healthcare India.

The initiative has already started working in this regard by rolling-out many joint activities pan India such as organising health camps providing a platform for holding dialogues with the medical fraternity, on the myths prevailing around home BP monitoring, and free check-ups; disseminating mass communication on the importance of managing blood pressure as one of key vitals for almost all non-communicable diseases and substantiating the utility and efficacy of digital home BP monitors, etc.



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Giving more insights, Dr. Ravi Wankhedkar, National President, IMA and Dr KK Aggarwal, President, Heart Care Foundation of India reiterated that Hypertension is one of the most significant silent killer amongst Indians. “The association with Omron is another significant step which IMA and HCFI have taken as the only representative voluntary organizations of Doctors of Modern Scientific System of Medicine to contribute towards the well-being of the community by promoting the utility of advanced medical and allied sciences/ technologies.”

Expected to rise at the rate of 20-40%, the number of hypertensive people is expected to touch 214 million by 2030 or so. Another red flag is that this number comprises of only the detected patients; however there is huge number of subjects which go undetected. Studies conducted globally and in India also convey that home blood pressure monitoring has helped reduce the risk of heart attack and stroke, in fact monitoring at home is just as accurate as in the doctor’s clinic.

IMA & HCFI suggest that blood pressure taken at home gives a more reliable representation of the blood pressure over time. By monitoring blood pressure, heart rate and heart rhythm at home regularly, in conjunction with regular doctor visits, one can consistently get an accurate picture of heart’s health.

About OMRON Healthcare India:

Headquartered in Kyoto, Japan, OMRON Corporation is a multi-billion-dollar, diversified company with business units producing industrial automation products, electronic components, and healthcare equipment and ticketing systems.

Established in 2005, OMRON Healthcare India is a key player in the health care segment providing innovative medical technologies for Monitoring and Therapy. Equipped with OMRON's competent "Bio-information Sensing" the portfolio comprises of home healthcare products such as blood pressure monitors, respiratory therapy devices, body fat monitors, pedometers, digital thermometers, massage devices, etc. OMRON Healthcare was the first to introduce manual and digital blood pressure units to the home healthcare market in the world. Today, OMRON has the highest market share in the home-use digital BP monitor in India and across the globe.

To learn more, please visit: www.omronhelathcare.in   



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