

## **OMRON is Committed to Heart Health by Participating on World Heart Day and 40<sup>th</sup> Anniversary of Indonesia Heart Foundation**

**Jakarta, 30 November 2021** - PT OMRON Healthcare Indonesia, a leader in home health monitor and health technology, participated in the World Heart Day 2021 and 40<sup>th</sup> anniversary of Indonesia Heart Foundation (Yayasan Jantung Indonesia or YJI), to support the healthy heart campaign and as an effort to fight against cardiovascular diseases.

The World Heart Day, which was on 29 September 2021 had a global theme of 'Use Heart to Connect' and the national theme was 'Keep Your Heart for Healthier Life'. Through the themes, the Indonesia Heart Foundation/YJI wished to bring people together to fight against cardiovascular diseases, to inspire and drive international actions to encourage heart-healthy living across the world.

Committed to improving the life quality of people in Indonesia, OMRON also took a part in the celebration of World Heart Day 2021, which also marked the 40<sup>th</sup> anniversary of the Indonesia Heart Foundation, through a series of events held for a whole month.

"OMRON has collaborated with Indonesian Heart Foundation for years to celebrate the World Heart Day by building the awareness of the importance to maintain heart health and the dangers of hypertension through many activities. We will keep participating in healthy heart campaigns in Indonesia as a form of our support to improve people's lives and to realize better life through innovative health care equipment," said **Tomoaki Watanabe, Director of OMRON Healthcare Indonesia.**

Cardiovascular disease is the number 1 cause of death in the world. The World Health Organization (WHO) said that more than 17.9 million people died from the disease every year or around 32% of the total death number in the world<sup>1</sup>.

In Indonesia deaths caused by cardiovascular diseases reached 651,481 people per year, with 331,349 caused by stroke, 245,343 caused by coronary heart disease, 50,620 caused by hypertensive heart disease, and other cardiovascular diseases (Institute for Health Metrics and Evaluation /IHME, 2019).

Risikedas (Research of Basic Health) data also showed an increase in cardiovascular disease prevalence such as hypertension from 25.8% (2013) to 34.1% (2018), stroke from 12.1 per mil (2013) to 10.9 per mil (2018), coronary heart disease still 1.5% (2013-2018), chronic kidney failure from 0.2% (2013) to 0.38% (2018).

The high coronary heart disease prevalence in Indonesia mostly is caused by an unhealthy lifestyle. Lifestyle changes must be done as early as possible as an investment in health for the future.

"Consume high nutrient foods, avoid excessive sugar, salt and fat. Take supplement or multivitamin if needed and have a regular medical check-up to doctor through telemedicine or visit a health facility for more treatment," said Vito A. Damay, Cardiology and Vascular Specialist in a discussion with Indonesian Heart Foundation.

To increase the awareness, prevention, and treatment of heart disease treatment, YJI emphasizes the importance use of digital health technology. If previously people treated their heart disease by coming directly to health facilities, now they need to be more innovative and turn to digital methods. One of

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<sup>1</sup> [https://www.who.int/en/news-room/fact-sheets/detail/cardiovascular-diseases-\(cvds\)](https://www.who.int/en/news-room/fact-sheets/detail/cardiovascular-diseases-(cvds))

them is by using telemedicine to have consultation safely without meeting the specialist directly. “With technology, we can monitor and measure blood pressure, heartbeat and monitor activities independently with widely available smart devices,” said Head of YJI Esti Nurjadin.

OMRON invites people to take preventive actions for heart disease risks by measuring blood pressure regularly. Independent blood pressure measurement can be done by using a special machine, a blood pressure monitor that is easy to use, even by non-medic people. With its compact, ergonomics, and lightweight design, the machine can be used conveniently every day.

“By monitoring blood pressure regularly, we have information related to our blood pressure, whether it is in the normal range or beyond normal range. This is very relevant to our heart health condition. Therefore, we can take proper next action, so we can maintain our heart health and enjoy quality life with healthy heart and body,” said **Tomoaki Watanabe**.

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### **About OMRON Healthcare Indonesia**

*Committed to improving people’s lives, OMRON HEALTHCARE provides clinically proven, innovative medical equipment for health monitoring and therapy. Our product portfolio includes blood pressure monitors, nebulizers, electronic thermometers, Transcutaneous Electrical Nerve Stimulation (TENS) as well as body composition monitors, and professional medical devices. For many decades, OMRON’s devices have helped people to prevent, treat and manage lifestyle diseases both at home and in clinical practice in more than 100 countries in the world. OMRON HEALTHCARE Group is headquartered in Muko City, Kyoto Prefecture, Japan.*

For more information, visit the OMRON website at <https://www.omronhealthcare-ap.com/id/>



### **Contact media:**

#### **Kiti Kui**

Corporate Communication, OMRON Asia Pacific

E: [kiti.kui@omron.com](mailto:kiti.kui@omron.com)

P: +65 6513 1304

#### **Didin Nasirudin**

Bening Communication

E: [Didin@bening-communication.com](mailto:Didin@bening-communication.com)

P: 0819 3268 1999