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PRESS RELEASE

**Hypertension experts, gov't units, and OMRON urge Filipinos:
“give yourself a squeeze” this May Measurement Month**

The Philippine Society of Hypertension, in partnership with the Quezon City Government and OMRON Healthcare, kicks-off the MMM 2022 campaign in the Philippines



MANILA, PHILIPPINES, 30 May 2022 – As of 2021, an estimated 1.28 billion people worldwide are recorded to be hypertensive.¹ A 2021 comprehensive global analysis on hypertension² revealed that although it is straightforward to diagnose hypertension and relatively easy to treat the condition with low-cost drugs, there remain significant gaps in diagnosis and treatment. In fact, about 580 million people with hypertension are unaware of their condition because they were never diagnosed.

Alarming, raised blood pressure remains the number one cause of preventable deaths globally. In the Philippines, hypertension was among the greatest contributors to the highest mortality rate recorded by the country in the past 63 years.³

Given these statistics, various health organizations across the world continue to work for hypertension awareness and improved management. Among the campaigns with this aim is the May Measurement Month (MMM), an annual movement that encourages people to get their blood pressure checked.

Since 2017, the teams behind MMM have screened more than 4 million people in 100 countries, and have found almost one million participants with untreated hypertension. This year, 85 countries, including the Philippines, will be joining in the observance of May Measurement Month with the theme #THEBIGSQUEEZE.

The Big Squeeze in the Philippines

¹ [World Health Organization Fact Sheet: Hypertension](#)

² [World Health Organization and Imperial College London joint press release](#)

³ [POPCOM: PHL population's health challenged by highest mortality rate in 63 years](#)



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May Measurement Month in the Philippines was kicked off by the Philippine Society of Hypertension on May 17, 2022 – which is also the established World Hypertension Day. MMM 2022 marks the fifth year of the campaign being observed in the country.

MMM will be held from May to September of 2022, with the aim of screening 1 million Filipino adults, providing diet and lifestyle treatment to advice to participants with high normal to hypertensive BP ranges, and gathering significant data on hypertension to motivate the government to improve local screening facilities and contribute to the reduction of the global burden of diseases related to raised BP.

“We know that raised blood pressure is the single biggest contributor to the global burden of diseases and global mortality. The number of people affected and the prevalence of high blood pressure worldwide are expected to increase over the next decade. Therefore, preventive strategies are urgently needed, especially in less developed countries like ours,” said Dr. Alejandro F. Diaz, MMM country lead for the Philippines.

“We want to partner with both government and non-government organizations to combat this cardiovascular disease. So, we have formed a hypertension alliance for this purpose, to continue to push for awareness, prevention and treatment of hypertension,” said PSH President Dr. Deborah Ona.

Partners for The Big Squeeze



The Department of Health expressed its support to the MMM through Health Promotion Bureau Director Dr. Beverly Ho, who gave a message during the program on May 17. Moreover, the Quezon City local government also stood in solidarity with PSH and its cause. During the kick-off ceremonies, Mayor Joy Belmonte participated in the ceremonial blood pressure measurement at Quezon City Hall. Mayor Belmonte shared that since January 2022, the city has recorded nearly 6,500 citizens with hypertension, 2,970 of whom also have diabetes. Given this, the city targets 150,000 QC residents to be aware of their blood pressure so that they can be given proper medication and due assistance by the government.

Also joining in the advocacy is OMRON’s Healthcare business in the Philippines. OMRON, which has been a staunch supporter of MMM since 2017, hosted the streaming of the 2022 kick-off program via its official social media channels. OMRON has also been putting efforts into enhancing the awareness levels on the benefits of home BP monitoring by providing free checkups in pharmacies and densely populated areas across the country.

“OMRON Healthcare is one with the Philippine Society of Hypertension and all of the partners for the May Measurement Month in aiming to decrease the prevalence and ease the burden of hypertension. Through our longstanding support for this movement, OMRON aims to encourage Filipinos to practice blood



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pressure monitoring as a health habit,” said Yusuke Kato, General Manager for OMRON Asia Pacific Pte. Ltd – Philippine Branch (Healthcare Division).

For more information on May Measurement Month 2022, you may visit www.maymeasure.org.

About the Philippine Society of Hypertension

The Philippine Society of Hypertension Inc. (PSH) was incorporated on 7 January 1993 by medical health providers concerned with the diagnosis, management, treatment, and prevention of hypertension. These providers include internist-cardiologists, nephrologists, endocrinologists, neurologists, obstetrician-gynecologists, pediatricians, occupational and family physicians and practitioners from other medical disciplines.

PSH is a member of the International Society of Hypertension (ISH) and the World Hypertension League (WHL). For more information, please visit the PSH website at <https://www.philippinesocietyofhypertension.org.ph>.

About OMRON Healthcare Business

Committed to improving people’s lives, OMRON’s Healthcare business provides clinically proven, innovative medical equipment for health monitoring and therapy. Our product portfolio includes blood pressure monitors, nebulizers, TENS (Transcutaneous Electrical Nerve Stimulation) devices, electronic thermometers, and activity counters as well as body composition monitors and professional medical devices. For many decades, OMRON’s devices have helped people prevent, treat and manage lifestyle diseases both at home and in clinical practice in more than 110 countries in the world. OMRON Healthcare Group is headquartered in Muko City, Kyoto Prefecture, Japan.

For more information on OMRON’s Healthcare business in the Philippines, please visit OMRON’s website at <https://www.omronhealthcare-ap.com/ph>.

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For further information, please contact:

Janis Calaquí

Marketing Manager, OMRON Asia Pacific Pte. Ltd – Philippine Branch (Healthcare Division)

Email: janis.calaqui@omron.com

ArdentComm for OMRON Healthcare business in the Philippines

Eileen Chua

Mobile: (+63) 917 881 3440

Email: eileen.chua@ardent.com.ph