

PRESS RELEASE

May Measurement Month 2023 aims to promote better heart health

OMRON Healthcare frontlines this year's MMM campaign alongside the Philippine Society of Hypertension and Department of Health



Manila, Philippines, xx May 2023 –The intense heat this summer is prompting everyone to take extra caution and look after their health. More people are realizing that besides heat stroke, the heat wave can pose greater risks to those with hypertension, heart ailments and other conditions. The incidence of hypertension alone, which remains a leading cause of death in the Philippines, continues to rise, with deaths linked to it hitting 34,500 in 2020¹. Cardiovascular diseases, meanwhile, account for a third of deaths in the country, according to the WHO.²

Awareness and improved health practices are even more crucial during these times. Keeping track of one's blood pressure, for one, is important in ensuring a healthy heart.

OMRON Healthcare, a global leader in the field of clinically proven, innovative medical equipment, has been actively campaigning for home blood pressure monitoring in line with its vision of healthier lives for

¹[World Life Expectancy, 2023.](#)

²[World Health Organization. DOH, WHO, RTSL, and WHF commit to strengthen collaboration for cardiovascular diseases prevention. 2022.](#)



Filipinos. The company has been championing hypertension awareness by making its clinically validated blood pressure monitors more accessible to Filipinos nationwide.

This year, OMRON Healthcare supports the annual May Measurement Month (MMM) campaign in the country spearheaded by the Philippine Society of Hypertension (PSH) and the Department of Health (DOH). Using OMRON Healthcare blood pressure devices, PSH will offer free blood pressure screenings and further raise awareness about the dangers posed by elevated BP and hypertension.

Blood pressure screening made more accessible, accurate

Lack of awareness about hypertension and its risks and poor compliance with correct health practices, including inadequate blood pressure control,³ are just some of the factors behind the continued rise in hypertension cases in the country. To help address this, the MMM campaign encourages Filipinos to get their blood pressure screened with OMRON's clinically validated blood pressure monitoring (BPM) available in select locations.

The MMM campaign has screened about 5 million people in 100 countries and aims to screen more Filipinos across more municipalities nationwide with the help of local health organizations and volunteers. The campaign, which kicked-off on May 17 in celebration of World Hypertension Day, will run until July 31, 2023.

The MMM 2023 campaign will also teach people about proper blood pressure monitoring to enable them to monitor their blood pressure accurately in the comfort of their own homes. This goal of raising awareness about proper blood pressure monitoring and promoting better health has been at the core of the MMM campaign since it started in 2017. This year, given the opportunities of the hybrid setup, the campaign has empowered people to measure their blood pressure through HBPMs, and the doctors present at the event demonstrated the proper positioning on how to get accurate blood pressure measurements.

"May Measurement Month is an opportunity and a reminder for Filipinos to take charge of their health not just this summer but every day. We also hope it will encourage more Filipinos to learn more about the risks associated with hypertension. We want to raise awareness and promote new methods to spread awareness about this silent killer and help people make lifestyle changes that can lead to better heart health," said Dr. Dolores Bonzon, PSH president.

The data collected from the blood pressure monitoring devices across the different screening sites can be submitted and collected in three ways: physical forms provided in screening sites, accomplished Google forms made by the PSH, or the patients themselves logging in their measured data at the MMM official website or the MMM mobile app. These data are used to gather scientific knowledge to help influence worldwide blood pressure screening policies and make screening more widely available globally.

The key to a strong and healthy heart

³[Jorge Sison, Romeo Divinagracia, and Jennifer Nailles, "Asian management of hypertension: Current status, home blood pressure, and specific concerns in Philippines \(a country report\)," *The Journal of Clinical Hypertension* 22 \(2020\): 504-7, doi: 10.1111/jch.13802.](#)

A major component of the MMM campaign is a trusted and clinically validated home blood pressure monitoring (HBPM). OMRON Healthcare’s BPMs provide accurate data readings and ensure better data tracking to assist users in the proper monitoring of their blood pressure.

OMRON Healthcare’s blood pressure monitoring devices, in particular recent clinically validated ones HEM 7120 and HEM 7121, are equipped with a cuff wrapping guide to assist the user in properly fitting the arm cuff for an accurate and reliable blood pressure measurement. The products’ IntelliSense Technology automatically inflates the cuff to the optimal amount to provide precise results while still being comfortable. If the measured systolic or diastolic pressure is outside the standard range, the Hypertension Indicator feature sends a signal. These features are very important for obtaining reliable readings when blood pressure fluctuates.

“OMRON Healthcare remains committed to improving lives and contributing to a better society, especially since we have reached the 50th anniversary milestone of OMRON’s blood pressure monitors. OMRON has also transformed the way people measure blood pressure, making it simple and accurate for anybody, wherever in the world. Now more than ever, we have to be conscious of our general physical health. This year’s MMM will not just encourage Filipinos to integrate blood pressure monitoring in their lives to detect early signs of hypertension but also inspire them to make the necessary lifestyle changes to achieve better health,” said Yusuke Kato, general manager for OMRON Asia Pacific Pte. Ltd – Philippine Branch (Healthcare Division).

The MMM campaign is a call to action for all Filipinos to take control of their health and work toward a healthier future for themselves and their families. As the world shifts to the new normal, OMRON Healthcare will continue to work with other organizations to promote hypertension awareness and empower Filipinos to achieve better health and an improved quality of life.

For more information on May Measurement Month 2023, you may visit www.maymeasure.org. It’s just a little squeeze to make sure you are part of #TheBigSqueeze.



PHILIPPINE SOCIETY OF HYPERTENSION
1973 • 1993 • 2023

MMM 23

MAY MEASURE MONTH

2023 MAY MEASURE MONTH

To join, please ask your friend or any healthcare professional to check your Blood Pressure and Pulse Rate (3 times with 1 minute interval). If possible, also check if pulse is regular or not. Then write it down on a piece of paper.

Example:
1st: BP 122/84 Pulse 70
2nd: BP 120/78 Pulse 68
3rd: BP 120/80 Pulse 78
Was the Pulse regular? ___ Yes ___ No ___ Not sure

Then scan the QR Code and fill up the questionnaire where you will be asked to input your BP and Pulse at the end of the survey. Then click the submit button.

That's it! So easy! Takes less than 5 minutes.

SCAN THE QR CODE!

For 18 years old and above.
CAMPAIGN PERIOD:
May 1, 2023 - July 31, 2023

For Inquiries:

PSH Secretariat
0917-625-5810 / 0917-122-4899
phihpn@yahoo.com

Measure Your Blood Pressure! Control It! Live Longer!

In cooperation with **OMRON**

MAY 17 WORLD HYPERTENSION DAY CELEBRATION
MAY NATIONAL HYPERTENSION MONTH CELEBRATION

Come and join our Blood Pressure Monitoring Campaign! Make your blood pressure count! Help save lives!



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 helping people live more active and fulfilling lives, OMRON Healthcare is a global leader in the field of clinically proven, innovative medical equipment for health monitoring and therapy. 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, both at home and in clinical practice in over 110 countries.

The OMRON Healthcare Group, headquartered in Kyoto, Japan, provides World's No.1 blood pressure monitors (Global Home Appliance Market Comprehensive Survey 2020 by Fuji Keizai Co., Ltd.(2019)). The company's additional core product categories are respiratory care, pain management devices, and wellness products. It also develops and activates remote patient monitoring service in the field of cardiovascular condition management.

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

Facebook: www.facebook.com/OMRONhealthcarePH

###

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

Hazel Alonzo

Mobile: (+63) 917 123 5640

Email: hazel.alonzo@ardent.com.ph