



Press Release

Encouraging The Efforts to Check Blood Pressure Accurately and Control it with Compliance to Medication

Jakarta, 20 May 2022 – Hypertension or high blood pressure continues to be a big disease burden. The disease still has a high prevalence, both globally and in Indonesia. In addition to risk factors such as age, gender, genetics, and an unhealthy lifestyle, there are problems like lack of awareness and knowhow on regular blood pressure monitoring and careful compliance & mindfulness to medication that are resulting in the increasing cases of hypertension.

World Health Organization's (WHO) [study](#) shows people with hypertension aged 30-79 years has increased from 650 million to 1.28 billion, in the last three decades. The study indicated that as many as 53 percent of women and 62 percent of men with hypertension, or about 720 million people, did not receive the treatment they needed.

In Indonesia, according to the Riset Kesehatan Dasar ([Riskesdas](#)) 2018, the prevalence of hypertension reached 34.11 percent. But those who regularly take antihypertensive drugs are only 54 percent. A total of 32.27 said they did not take medicine regularly and 13.33 percent said they had never taken medicine.

In commemoration of World Hypertension Day on May 17, OMRON Healthcare Indonesia has collaborated with the Hypertension Working Group of Indonesian Heart Association (PERKI) and Indonesia Heart Foundation (YJI), to encourage blood pressure monitoring as well as adherence to proper regime of medication to control and manage hypertension.

Cardiologist **dr. Devie Caroline, Sp.JP.FIHA** said that less than optimal medication adherence is one of the reasons people with hypertension have uncontrolled blood pressure. "Data shows that only about 50% of hypertensive patients are compliant with taking medication. Many factors affect drug adherence. Some of the reasons people with hypertension do not take medication, among others, because people with hypertension feel healthy, forget to take medication, sufferers choose traditional medicines and besides that they are afraid of drug side effects. Therefore, several strategies are needed so that people with hypertension become obedient to taking medication," said dr. Devie in the WHD 2022 "Check Your Blood Pressure Accurately & Control it with Compliance with Treatment" webinar, in collaboration with OMRON with PERKI and YJI, on Friday, 20 May 2022.

The same thing was expressed by the **Head of Hypertension Working Group PERKI, dr. Badai Bhatara Tiksnadi, MM, Sp.JP (K), FIHA**. He said, a person's blood pressure must be controlled according to the accompanying disease. "Hypertensive patients should continue to take hypertension drugs recommended by doctors to keep their blood pressure from rising. They have to be sure that the diagnosis of hypertension is carried out with measurement techniques correctly and accurately. In addition to drugs, blood pressure control can be done by non-pharmacological methods such as using a digital blood pressure monitor, limiting salt intake, regular moderate-intensity physical exercise, and achieving an ideal body weight. Regular blood pressure monitoring at home is an effective way to detect and manage hypertension to prevent various kinds of dangerous health complications, such as heart disease, stroke, and death," said dr. Badai.



“OMRON is delighted to continue with its support towards commemoration of World Hypertension Day 2022 and is committed to increase public awareness on the benefits of regular BP monitoring at home. We also want to state that blood pressure monitoring must be accompanied with lifestyle changes and treatment measures to ensure the ideal management of hypertension. This is in line with OMRON's vision towards creating a world free of cardiovascular disease events (Going for ZERO -through preventive care) via propagating the habit of regular blood pressure monitoring, controlling hypertension actively and taking steps towards behavioural changes to overcome habits that can increase the risk of heart attacks,” said **Tomoaki Watanabe, Director of OMRON Healthcare Indonesia.**

OMRON’s key initiatives to realise its Going For ZERO Vision in the cardiovascular business domain are : contribute to hypertension control by designing innovative devices ; evolution of the treatment of chronic diseases via acceleration of Remote Patient Monitoring (RPM) services and developing artificial intelligence (AI) based technologies to analyse vital body data at home to support the diagnosis and treatment of hypertension patients.

“OMRON is committed to contribute towards lowering the number of episodes (events) which are sometimes mortal and may lead patients to a bed-ridden status to ZERO. We are challenging ourselves to develop devices and services to enable people detect hypertension and arrhythmia - the risk factors at an early stage - and prevent the onsets of events, thus supporting people in improving their lifestyle habits and add value to their home health management via monitoring. We believe this will help reduce the burden on patients and their families and contribute to healthier and more fulfilling lives,” said Tomoaki Watanabe, concluding.

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About OMRON Healthcare Indonesia

Committed to improving people's quality of life, OMRON Healthcare Indonesia provides innovative medical equipment for clinically proven therapy and health monitoring. OMRON's products include blood pressure measuring devices, nebulizers, electronic thermometers, transcutaneous electronic nerve stimulators (TENS) as well as body composition measurements and professional medical devices. For decades, OMRON devices have helped prevent, treat and manage lifestyle diseases, either at home or in clinics in more than 110 countries around the world. OMRON HEALTHCARE Group is headquartered in Muko City, Kyoto Province, Japan. For more information, visit OMRON’s website at <https://www.omronhealthcare-ap.com/id/>



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