



## **Early Detection & Early Treatment: OMRON Healthcare India raises awareness amongst parents and students to prevent and manage childhood asthma**

**Faridabad, Haryana December 16, 2023:** OMRON Healthcare India, a subsidiary of OMRON Healthcare Corporation Japan and a leading provider of home health monitoring devices, hosted a Health Care Camp at Manav Rachna International School, Faridabad as a part of its ongoing efforts to raise awareness about respiratory disease management amongst children.

This initiative themed around “Early Detection & Early Treatment” aligns with OMRON’s vision of “Going for Zero” dedicated to empowering people with the right technology and devices to decrease the occurrence of respiratory issues.

Targeted at students (class 1 to 3) and their parents, the event witnessed enthusiastic participation via informative discussions led by respiratory disease experts. Dr. Manav Manchanda, Director and Head of Respiratory, Critical Care and Sleep Medicine, Asian Hospital, Faridabad, and Dr. Manisha Mendiratta, Associate Director & Head of Pulmonology, Sarvodaya Healthcare, engaged with the parents and students in interactive discussions to help them understand the importance of asthma management and prevention. They also touched upon the utility of Nebulisers dispelling myths around their usage. OMRON Healthcare India professionals also indulged in giving hands-on demonstrations.

While speaking about OMRON’s thought process behind this activity, Mr. Tetsuya Yamada, Managing Director, OMRON Healthcare India said, “Due to severe air pollution and other factors, almost 100 million people are suffering from respiratory diseases. Particularly concerning is the trend in Asthma-related deaths, which has been increasing only in India. In 1990, the number of deaths from Asthma was around 150,000, but now it has surpassed 200,000 and continues to rise\*. A closer examination of this data reveals that most Asthma-related deaths occur in adulthood. This indicates that Asthma patients are not being diagnosed or adequately treated during childhood, leading to the persistence of the disease into adulthood. Hence, it is extremely important to spread awareness amongst parents and their children.”

He believes that with information on early asthma detection, one can ensure timely preventive care and intervention. “With our high-quality devices like nebulizers and wheeze scanners, delivering precision, accuracy, and convenience, OMRON aims to empower families to create a world where their kids can breathe easy, learn, and thrive. Together, with schools, we can realize this vision. Post this session, we aim to collaborate with more schools in Haryana and NCR”, he added.

Ms. Mamta Wadhwa - Director Principal, MRIS Sector 14 Faridabad, shared her thoughts quoting, “The alarming pollution levels in NCR are a cause for concern, and as a school, we recognize the urgency of monitoring our children’s well-being regularly. Our commitment to their safety is unwavering, and we are implementing stringent measures to address this

pressing issue. Regular health check-ups, awareness programs, and a heightened focus on environmental education will be integral parts of our strategy. As partners in the educational journey of your children, we understand the need for us all to be equipped to handle any exigencies that may arise."

A noteworthy highlight of the event was the opportunity for parents and students to experience OMRON's array of home health monitoring products firsthand. This gave them an opportunity to explore and comprehend how these innovative solutions can contribute to improved health management within the comfort of their homes.

\* <https://openres.ersjournals.com/content/erjor/early/2022/01/20/23120541.00528-2021.full.pdf> ; <https://vizhub.healthdata.org/gbd-results/>

### **About OMRON Healthcare and its India business**

Committed to advance health and empower people worldwide to live life to the fullest, OMRON Healthcare is a global leader in the field of clinically proven, innovative medical equipment for home health monitoring and treatment.

Aiming to realize its vision "Going for Zero, Preventive Care for the Health of Society", the company develops products and services for cardiovascular condition management, remote patient monitoring, respiratory care, and pain therapy devices. These help healthcare professionals and patients to reduce cerebro-cardiovascular events, aggravation of respiratory diseases and restrictions due to chronic pain.

With well over 350 million units sold globally\*, OMRON provides the world's most recommended blood pressure monitors by healthcare professionals\*\*. 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 and provides products and services in over 130 countries\*\*\*.

OMRON Healthcare Group is headquartered in Kyoto, Japan.

Established in 2010, OMRON Healthcare India has established itself as a key player in the health monitoring segment in the country providing high-quality blood pressure monitors, respiratory therapy devices, body composition monitors, digital thermometers, pain management devices, etc.

To learn more, please visit:

<https://www.omronhealthcare-ap.com/in>;

<https://www.omronbrandshop.com/>

Global: <https://healthcare.omron.com/>

\* *Cumulative sales of home-use digital blood pressure monitors worldwide. (as of May 2023)*

*\*\*1 Frost & Sullivan Survey, Blood pressure clinician perception tracker surveys. (November 25, 2019, and U.S. News Staff 2020, U.S. News & World Report, accessed June 9, 2020)*

*\*\* 2 Kantar Health. Survey with cardiologists. (2019)*

*\*\*\* Number of the countries where OMRON products and/or services are available (as of March 2023)*

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