



## Press Release

**#TauLebihAwal Risk of Stroke using the Stroke Risk Calculator in OMRON Connect App**  
*The Stroke Risk Calculator is developed by Auckland University of Technology, New Zealand with the help of more than 300 stroke experts from 102 countries*

**Jakarta, 24 October 2023** - To mark the occasion of World Stroke Day 2023, OMRON Healthcare Indonesia, a leader in home blood pressure monitoring and solutions for cardio and cerebrovascular disease management today introduces a new feature - the **Stroke Risk Calculator in its app** to empower users assess the risk of stroke. The calculator is a part of the company's campaign 'Sleeves up, stroke risk down' and can assess the risk for an individual over next 5 to 10 years.

Stroke is a serious medical condition that occurs when blood flow to the brain is disrupted, this can occur due to blockage of a blood vessel (ischemic stroke) or rupture of a blood vessel (haemorrhagic stroke).

Stroke is also one of the leading causes of disability and the second greatest cause of death worldwide, according to The World Health Organization's (WHO) [Global Stroke Factsheet](#), published in 2022. The report also stated that the lifetime risk of stroke has grown by 50% in the last 17 years, with one in every four people now projected to have a stroke throughout their lifetime.

A study by OMRON Healthcare found that hypertensive patients who regularly tracked their blood pressure at home reduced their average BP readings by 10 mm HG (OMRON Internal Study from November 2021 to October 2022). Taking active steps to monitor blood pressure and their lifestyle, one can prevent stroke.

The Stroke Risk Calculator allows users, aged 20 to over 90 years, #TauLebihAwal (early detect) their own stroke risk based on 20 scientifically tested questions in 3 minutes. Besides, users also get important information about how they could lessen their risk of stroke.

It has been developed by the Auckland University of Technology, New Zealand, with the help of over 300 prominent stroke experts from 102 countries making the project world's largest international collaborative mobile health initiative, thanks to this vast partnership.

### The Stroke Risk Calculator

"A poor diet, habits, and lifestyle all contribute to an increased risk of stroke. With the vision of 'Going for Zero,' OMRON is keen to intrsiduce this this Stroke Risk Calculator in its OMRON connect app so that users can easily access to measure their risk of having a stroke, and take preventive measures before it's too late," said **Alexis En, Director, Marketing and Digital Health, OMRON Healthcare Singapore**.

The Stroke Risk Calculator is included as a feature in the already existing OMRON Connect app, which is available for download from the Android and iOS smartphone app stores. The interface provides users with a comprehensive overview of blood pressure conditions, sleep length and quality, weight and BMI (body mass index), and so on.

**Prevent stroke with regular blood pressure monitoring**



Stroke often causes sudden and severe conditions, such as difficulty in speaking or understanding speech, paralysis or weakness on one side of the body, and loss of coordination.

"Prompt medical treatment can help minimize brain damage and increase the chances of recovery. At least ten treatable risk factors, such as high blood pressure (hypertension), irregular heartbeat (atrial fibrillation), smoking, diet, and exercise, can prevent up to 90% of strokes. But equally important is prevention by doing regular blood pressure checks at home," said **Dr. dr. Yuda Turana, Sp.S**, Member of the Board of Trustees of the Indonesian Hypertension Association A.K.A Anggota Dewan Pembina Perhimpunan Hipertensi Indonesia (InaSh).

According to [WHO](#), in Southeast Asia, one in every four adults has high blood pressure. Despite this, just one in three people are being treated, and only one in ten have it under control. An internal study conducted by OMRON from November 2021 to October 2022 discovered that doing regular blood pressure checks at home can reduce a person's risk of stroke by 54%.

In order to add more value to preventive care based cardiovascular health management, OMRON Healthcare has developed OMRON Complete. It is an upper-arm blood pressure monitor with built-in ECG technology to measure blood pressure and ECG simultaneously. Having the ability to measure both of these risk factors for stroke in one device allows those living with AFib a simple way to keep track of their condition and know when to seek treatment.

"Regularly monitoring these vital signs such as blood pressure and electrocardiograms is crucial to identifying and managing asymptomatic conditions like hypertension and abnormal heart rhythms and allows prevention and early intervention. Hypertension is often referred to as the 'silent killer' because many people are unaware of it. So, the only way to know is to monitor your blood pressure regularly at home," said **Tomoaki Watanabe, Director of OMRON Healthcare Indonesia**.

## OMRON Writing Competition

World Stroke Day is celebrated every October 29, with the aim of raising awareness of the importance of prevention and treatment of stroke. As part of the campaign to measure stroke risk early, OMRON Healthcare Indonesia held a writing competition for all media in Indonesia.

This writing competition, which aligns with OMRON's vision of Going for Zero, focuses on the topic of Revolutionary Solutions in Healthcare: How OMRON's Stroke Riskometer is Impacting the Health Tech Sector.

The first winner will receive 1 unit of OMRON BCM HBF-222T and USD300, the second winner will receive OMRON BPM HEM-7156T and USD200 cash, while the third winner will receive OMRON BPM HEM-7142T and USD100 cash. The competition begins on October 24, 2023 with submissions due by November 10, 2023.

For more information about OMRON Writing Competition, please check the terms and conditions on OMRON Healthcare Indonesia Instagram ([link](#)).



- END -

## About OMRON Healthcare 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

\* 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)

Website: <https://www.omronhealthcare-ap.com/id>

Social media : [@omronhealthcareind](https://twitter.com/omronhealthcareind)

Japan: <https://www.healthcare.omron.co.jp/>

International: <https://www.healthcare.omron.com/>

### Kontak media:

Corporate Communications Team, OMRON Asia Pacific:  
[ankur.bhat@omron.com](mailto:ankur.bhat@omron.com), [adeline.tan@omron.com](mailto:adeline.tan@omron.com)

Theresia Asteria

**Bening Communication**

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

**OMRON**

+62 811-9992-179