

From: WebMD Professional Clinical Update <Clinical\_Update@mail.webmdprofessional.com>

To: email@email.com

**Subject Line 1** Learn about the benefits of home blood pressure monitoring

**Subject Line 2** Home blood pressure monitors give reliable patient information

**Subject Line 3** Tell your patients about the benefits of home blood pressure monitors

**Subject Line 4** Monitoring blood pressure at home may benefit your patients

**Subject Line 5** Home blood pressure monitors may help your patients

a communication from **WebMD Professional**

Developed under the direction and sponsorship of Omron Healthcare, Inc.

## EMPOWER PATIENTS TO KNOW THEIR BLOOD PRESSURE READINGS ANYWHERE, ANYTIME

*With Omron's Most Precise Blood Pressure Monitors Ever*

About 85 million Americans — one out of every three adults over age 20 — have high blood pressure and nearly one in six don't even know they have it, according to the American Heart Association.<sup>1</sup> Help your patients take the right steps to monitor and manage their heart to decrease their risk of heart disease and increase their life expectancy.

### HOME BLOOD PRESSURE MONITORING HAS BEEN SHOWN TO HELP REDUCE THE POTENTIAL RISK OF HEART ATTACK AND STROKE<sup>2</sup>

The heart is the most important organ which is why it's important to know how well it's doing. By monitoring at home regularly, in conjunction with regular doctor visits, patients will consistently get an accurate picture of their heart's health.

### PATIENTS STAY MORE COMPLIANT ON MEDICATION AND LIFESTYLE CHANGES<sup>1</sup>

Lack of medication adherence is a major issue for hypertensive patients. Patients who use a home blood pressure monitor significantly improve their medication compliance and are more likely to maintain a lifestyle regimen of better eating and exercise.<sup>1</sup>

### MORE ACCURATE DEPICTION OF BLOOD PRESSURE VS. IN-OFFICE READINGS

Blood pressure taken at home is a more reliable representation of a patient's blood pressure over time, according to the American Heart Association<sup>2</sup>. Home monitoring allows for more frequent readings and helps avoid in-office white coat hypertension which can help aid in a Physician's diagnosis and treatment plan.

#### OMRON—CLINICALLY TESTED TO GIVE PRECISE READINGS

It's not enough to just say we're accurate. We have to prove it. That's why we make sure every model of our Omron blood pressure monitors meet the highest standards of precision and reliability.

Each model is tested according to the protocols of three major standards developing organizations: The Association for the Advancement of Medical Instruments (AAMI), the European Society of Hypertension (ESH) and the British Hypertension Society (BHS).

These validations offer piece of mind not just for our customers, but for Physicians and Pharmacists as well, who can rest assured that their patients are monitoring their health with clinically validated FDA cleared home blood pressure monitors.

**#1 Doctor & Pharmacist Recommended Brand of Home Blood Pressure Monitors**

**#1 selling Manufacturer of Blood Pressure Monitors for more than 40 years**



To learn more, please visit [OmronHealthcare.com](http://OmronHealthcare.com).

#### References:

1. Pickering TG, et al. *Hypertension*. 2008;52:10-29.
2. Niiranen TJ, et al. *Hypertension*. 2010;55:1346-1351.

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