MEDIA ALERT

At the European Society of Cardiology Congress, OMRON Healthcare revealed data for the new OMRON RS7 Intelli IT, its first automatic wrist blood pressure monitor clinically validated for use in obese patients, which will be launched later this year.

According to the protocol set by the European Society of Hypertension, study results from the at-home OMRON RS7 Intelli IT demonstrated accurate measurements equivalent to those obtained in the doctor's office. This announcement correlates with the updated Guidelines for the Management of Arterial Hypertension being presented at the congress recommending the use of wrist devices to accurately measure the blood pressure of those with obesity.[i]

High blood pressure causes over 10 million deaths each year and is the most significant, single, contributing risk factor to global death.[ii] This is especially worrying in the case of obese people, as obesity is a major cause of hypertension, accounting for 65-75% of the risk for primary hypertension.[iii]

However, obtaining accurate readings for this population with traditional devices is challenging: Larger arm circumference and subcutaneous adiposity thickness are factors affecting the measurement process and thus can lead to incorrect readings.

An OMRON spokesperson will also be available to answer more questions about OMRON, the new OMRON RS7 Intelli IT and the new wrist range.

***ENDS***