

## Omron forays into telemedicine with PhableCare

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Leading healthcare monitoring brand, OMRON Healthcare India, has partnered with Bengaluru based PhableCare – the artificial intelligence (AI) enabled healthcare management player- to provide a one-stop remote hypertension management services at home.

The platform aims to bring technology and healthcare together, enabling hypertensive patients to avail all kinds of services right from diagnosis to monitoring to treatment under one roof. It's an amalgamation of doctors' expertise, patients' data, health devices and the power of artificial intelligence and machine learning (AI/ML) onto a single platform.

Speaking on this development, Mr. Masanori Matsubara, MD, OMRON Healthcare India said, "With autonomous & AI based healthcare becoming a reality in the new normal, the association will usher in India's first-of-its-kind remote hypertension management service. So far, OMRON has been contributing towards empowering people to keep track of their heart health by providing quality digital blood pressure (BP) home monitoring solutions. However, with the merging of our synergies with PhableCare, we will be able to make millions of patients utilise the monitoring services efficiently under the supervision of doctors from the comfort of their homes. The patients will get access to an accurate monitoring device, proper diagnosis, prescription, real time tracking and monitoring, and even efficient drug delivery & risk analysis under this solution."

The endeavour is a step ahead for OMRON Healthcare in India to realize its vision of "ZERO HEART ATTACKS and ZERO BRAIN STROKES" by making people realise the importance of timely and accurate blood pressure monitoring.

The users would have to download the app PHABLE on their mobile devices and choose the right subscription packages to start the journey. As of now, the app has a subscriber base of 65,000+ patients with 800+ doctors on board. The association will be instrumental in scaling up the reach to 1 Million hypertension patients in the next 12 months.

On this association, Mr. Sumit Sinha, CEO and Co-Founder, PhableCare said, "The last few months have brought a major shift in consumer behavior where a large population is accessing their basic needs through smartphones. Healthcare is a

basic need and PhableCare truly believes that good healthcare access is a fundamental right for every citizen. At PhableCare, we are focused on bringing better healthcare outcomes for chronic disease patients; helping doctors save hundreds of lives and women deliver healthy babies. This partnership brings together the world's leading digital BP monitoring device manufacturer, OMRON, with India's largest hypertension management company PhableCare together. The effort is to bring about a fundamental change in how healthcare is accessed and outcomes are driven for Hypertensive patients."

Hypertension is a primary risk factor for cardiovascular diseases such as stroke and heart attack. Recent studies indicate, about 33% urban and 25% rural Indians are hypertensive. Also, only one-tenth of rural and one-fifth of urban Indian hypertensive population have their BP under control.