

OMRON Healthcare revamps telehealth offerings

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Introduces Health Gift and BP Diary for app users



OMRON Healthcare India will strengthen its presence in the telehealth and remote patient monitoring domain via provision of advanced digital experience to users based on unique upgrades in its mobile app.

The company has introduced a suite of innovative features in its existing app OMRON Connect using OMRON Digital BP Monitors and Body Composition Monitors. The enhancements include introduction of a unique Health Gift programme and an online BP-diary to reward the ones who are doing monitoring with useful goodies and further inculcate the habit of BP monitoring at home. It also includes an upgrade in the data management capacity of the application plus capabilities to make interface with other companies' healthcare applications possible.

Health Gift aims to make the monitoring more engaging and valuable. The feature encourages regular tracking of health stats using OMRON blood pressure monitors and body composition monitors with rewards like health coins and tickets (with each measurement) that can be exchanged for useful and varied gifts and vouchers. The BP Diary, allows users to record the blood pressure following their lifestyle helping to recognise trends for more customised and effective BP management.