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Glenmark Pharma and Omron Healthcare to combat hypertension ignorance in young adults

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Collaboration to create awareness on the right age (18 years) to monitor blood pressure at home

Mumbai-based Glenmark Pharmaceuticals has joined hands with Omron Healthcare India, the Indian arm of the Japanese global leader in home blood pressure monitoring and solutions for cardiovascular disease management, to raise awareness on measuring blood pressure at home from the age of 18.

The lack of specific guidelines on the right age to begin blood pressure screening has led to neglect in initiating checks, leaving many individuals vulnerable to hypertension and its complications.

Glenmark and Omron Healthcare India's collaboration, named as "Take Charge @18" initiative, comprises of generating effective communication to enhance awareness around the cause via incorporating an inlay card into every Omron Blood Pressure monitor sold in India.

The impact of this awareness campaign will be extended further by reaching out to around 92,000 healthcare professionals (HCPs). This broader approach aims to further foster early screening of blood pressure and create a wider impact on hypertension awareness.

According to a recent cross-sectional study conducted by the Indian Council of Medical Research (ICMR) in 2023, the prevalence of hypertension has witnessed a concerning rise, reaching 35.5% for people in the age group of 20+ compared to 29.8% in 2014. In urban areas, this prevalence is even higher, soaring to 40.7%. Shockingly, half of the Indian population remains unaware that they are affected by hypertension, and the younger demographic is less aware compared to the older population. India has established a goal of achieving 25% relative reduction in the prevalence of high blood pressure (BP) among individuals aged 18 years and older by 2025, as part of its efforts to tackle this issue effectively.