# Discover more with each blood pressure check from OMRON

### Early detection for better outcomes

Empower patients with regular home monitoring to aid early diagnosis and intervention.

### Dual benefits without extra hassle

Measure blood pressure and screen for AFib with a single device, maximizing the benefits of regular monitoring.

### Improved Efficiency

Streamline patient care by focusing on essential visits, ensuring efficient use of time for those who need it most.

### Patient Empowerment

Provide easy-to-use blood pressure monitors for patient evaluation that goes beyond routine visits.



**M7 Intelli IT AFib**

**+ Intelli Wrap Cuff**



**M6 Comfort AFib**

**+ Intelli Wrap Cuff**

Clinically validated blood pressure monitors with the revolutionary Intellisense AFib technology

5 years

№1 RECOMMENDED BRAND BY CARDIOLOGISTS

300million units sold

**www.omron-healthcare.com**



OMRON ACADEMY

Unlock free expert-led courses on AFib detection and hypertension. Learn through interactive, concise modules endorsed by top medical professionals, covering diverse health topics.

**REGISTER NOW**

**academy.omron-healthcare.com**

OMRON




**Uncover stroke risk early**

# Screen for AFib with every blood pressure check at home

With the revolutionary Intellisense AFib technology , routine bloodpressure checks now automatically screens for Atrial Fibrillation, a heart rhythm disorder that often slips under the radar but significantly increases stroke risk in people with hypertension.

**www.omron-healthcare.com**

# 25% of adults over 40 is at risk of developing AFib[2]

AFib, the most common heart rhythm disorder[1], contibutes to 0.28% to 2.6% of Europe's total healthcare spending and increases stroke risk by fivefold.

It accounts for 20%-30% of all strokes, which are often more severe or fatal. In the EU, 7.6m people over 65 had AFib in 2016, with an expected 89% increase to 14.4m by 2060.[3]

## Risk factors and comorbidities associated with AFib[4]



- Inflammatory diseases
- Valve disease
- Chronic obstructive pulmonary disease
- Obstructive sleep apnoea
- Chronic kidney disease
- Physical inactivity
- Obesity
- Smoking
- Alcohol consumption
- (Borderline) hypertension
- Lipid profile
- (Pre-) diabetes
- Vascular disease
- Coronary artery disease
- Heart failure


[1] Lei N, Ket al. Hybrid Decision Support to Monitor Atrial Fibrillation for Stroke Prevention. Int J Environ Res Public Health. 2021 Jan 19;18(2):813.
[2] Lloyd-Jones DM et al. Lifetime risk for development of atrial fibrillation: the Framingham Heart Study, Circulation. 2004 Aug 31;110(9):1042-6.
[3] European Society of Cardiology. The ESC. ESC Press Office. Press releases. Available at: https://www.escardio.org/The-ESC/Press-Office/Press-releases/Atrial-fibrillation-set-to-affect-more-than-14-million-over-65s-in-the-EU by2060#:~:text=Atrial%20fibrillation%20is%20the%20most,are%20caused%20by%20atrial%20fibrillation. Accessed May 2023.
[4] Staerk, L., et al. (2017). Atrial Fibrillation: Epidemiology, Pathophysiology, and Clinical Outcomes. Circulation research, [online] 120(9), pp.1501–1517.
[5] Howard, Patricia A. "Guidelines for stroke prevention in patients with atrial fibrillation." Drugs 58.6 (1999): 997-1009.
[6] Brandes, Axel et al. "Risk Factor Management in Atrial Fibrillation." Arrhythmia & electrophysiology review vol. 7,2 (2018): 118-127. doi:10.15420/aer.2018.18.2
[7] Dzeshka, Mikhail S., et al. "Atrial fibrillation and hypertension." Hypertension 70.5 (2017): 854-861.
[8] Kim, Daehoon, et al. "Ideal blood pressure in patients with atrial fibrillation." Journal of the American College of Cardiology 72.11 (2018): 1233-1245.


## Effective treatment could reduce the risk of stroke by 66%[5]

Early AFib detection is essential. But as the risk of AFib grows with age, its often subtle or mistaken signs leave numerous individuals undiagnosed. Symptoms include:

Palpitations | Shortness of breath | General weakness | Chest pain | Dizziness

50-87% of patients with AFib are initially asymptomatic.[6]

In many cases, routine checkups can miss AFib, underscoring the need for enhanced detection methods to mitigate the risk of complications.

## AFib-related strokes correlate with higher morbidity and mortality

Comparative research highlights the elevated severity faced by AFib stroke patients:[4]

- Patients with AFib had higher in-hospital death rates (OR, 1.7; 95% CI, 1.2-2.5)
- Longer hospital stays, 50 days for AFib stroke patients vs 40 days for stroke patients without AFib
- Lower home discharge rates for AFib stroke patients (vs care facility, OR, 0.60; 95% CI, 0.44-0.85)

Furthermore, patients with AFib had a lower 1-year survival rate following a stroke with an increased risk of stroke recurrence in comparison to stroke patients who did not have AFib.[4]

## Hypertensive patients are 1.7 times more likely to develop AFib

Accounting for 1 in 6 AFib cases[7]. Additionally, among those with AFib, 60-80% also battle hypertension, amplifying their stroke risk by up to 2-fold[8].



**AFib** INCREASES THE RISK **OF STROKE BY**

**5x**

# With every blood pressure check OMRON's Intellisense AFib technology screens for AFib automatically

**Learn more about our groundbreaking technology**




Building on our expertise, we integrate advanced screening for signs of Atrial Fibrillation with every blood pressure measurement.

During a blood pressure check, the sensors in the cuff detect vibrations in the arteries caused by heartbeats.

These vibrations, known as pulse pressure waves provide a window into the heart's rhythmic patterns - and potential irregularities.

Employing advanced machine learning techniques, our Intellisense AFib technology identifies patterns and signals indicative of Atrial Fibrillation.

This is achieved with a unique algorithm developed through the analysis of thousands of ECG and pulse pressure wave clinical data points, validated in collaboration with medical professionals, ensuring its precision and reliability with a sensitivity of 95% and specificity of 98%.

**www.omron-healthcare.com**