

- Medical awareness

Why Home Blood Pressure Monitoring Is Vital

Hypertension represents a major burden in Asia, with a high prevalence rate but poor level of awareness and control reported in many countries in the region. Home blood pressure monitoring (HBPM) has been validated as an accurate and reliable measure of blood pressure that can help guide hypertension treatment as well as identify masked and white-coat hypertension. Despite its benefits, there

has been limited research into home blood pressure monitoring in Asia. In observance of World Hypertension Day, the Philippine Heart Association (PHA), the Philippine Society of Hypertension (PSH), and Pfizer, have come together to fortify their commitment in raising awareness and promoting hypertension prevention, detection, and control among Filipinos, including measures that they could take in their own homes.



From L-R: Dr. Alberto Atilano, President, Philippine Society of Hypertension (PSH); Jing Castañeda, News Anchor, ABS-CBN Integrated News and Current Affairs; Dr. Jorge Sison, President, Philippine Heart Association (PHA); Dr. Grace Brizuela, Medical Manager, Pfizer

The value of HBPM

In a nationwide survey conducted in 2013, it was indicated that despite a high treatment rate of 75% among adult patients diagnosed with hypertension, adequate blood pressure control rate was low at 27%.

There is growing acknowledgment for the role of HBPM to evaluate and guide management of hypertension. Aside from being a simple tool for measuring blood pressure, HBPM is also recommended by guidelines to obtain reliable BP recordings because readings are taken in an environment that approximates one's daily activities and exposures. Home systolic BP (SBP) <135 mm Hg and diastolic BP (DBP) <85 mm Hg are typically considered normal.

Sison added, "HBPM is performed in the Philippines, but not routinely, and there are no published data on the use of HBPM in the country. Potential barriers to the use of HBPM include the cost and availability of HBPM devices, with only around 25% of the population with hypertension currently having access to such devices. Another barrier is the lack of trust among patients regarding the accuracy of their digital BP devices."

Included in Dr. Sison's discussion, by gaining a better understanding of a patient's blood pressure pattern, the opportunity to appropriately manage the patient is enhanced, therefore increasing the chance of achieving BP control and reduce occurrence of complications like stroke and heart attack.

Working together

Pfizer is committed to advancing collaborative efforts to reduce the morbidity and mortality associated with a wide range of chronic diseases - not just hypertension - for people to live better, healthier lives.

By collaborating on common objectives to advance public health and supporting programs that create solutions for communities and stakeholders, Pfizer strengthens its commitment to help improve the lives of the patients we serve.

Supporting experts in research and other scientific undertakings to advance the understanding of disease, such as the one shared by Dr. Sison on the HOPE Asia regional initiative, is just one of the many ways by which Pfizer commits to society in improving the lives of patients.

Hypertension control initiatives

Dr. Alberto A. Atilano, PSH President, said, "High blood pressure is a silent killer. It is the number one contributing risk factor for global death, causing many cardiovascular complications." He further states that people often don't know they have high blood pressure because there are no symptoms. In line with PSH participation in the global initiative called May Measurement Month, which is spearheaded by the International Society of Hypertension, Dr. Atilano shared how the local society is reaching out to all Filipinos to encourage screening for hypertension.

