

Henrik, Lin, and Miguel represent three different patients who you may commonly observe in your clinical practice.



HENRIK







LIN



MIGUEL

TRIATHLON COACH

HENRIK, 45

-  OVERWEIGHT (BODY MASS INDEX: 28)
-  HISTORY OF CORONARY ARTERY DISEASE
-  POSSIBLY ASYMPTOMATIC
-  LIKELY NON-ADHERENT

Will you help guide him on a journey to effective hypertensive care?



SELECT
HENRIK

What your patients **want**
is lower blood pressure,
what they **need**
is so much more...



HENRIK'S PERSONALIZED ROBOTIC ASSISTANT

If you had some help in explaining to Henrik the importance of hypertensive care beyond just lowering his blood pressure, what would you like your “helper” to focus on?

TO ACTIVATE, PLEASE CLICK ON THE 3 KEY EFFECTIVE
BLOOD PRESSURE CONTROL PARAMETERS:

1 STRONG 24-HOUR BLOOD PRESSURE REDUCTION

- A study including **1 million people** showed that if you manage to reduce systolic BP by 20 mmHg - you reduce risk of death by 50%⁴
- The early morning BP surge significantly increases the risk for stroke and myocardial infarction^{5,6}

2 TREATMENT ADHERENCE: THE SILENT CARDIOVASCULAR RISK FACTOR

Non-adherence greatly hampers the effectiveness of antihypertensive medication⁷

Patients who are adherent have:

- 45% higher probability of BP control⁸
- 50% reduction in risk of cardiovascular events⁷

3 ORGAN PROTECTION BEYOND BLOOD PRESSURE REDUCTION

- High blood pressure is accompanied by other risk factors in more than 80% of patients²
- Angiotensin II is central to atherosclerotic mechanisms including oxidative stress, inflammation, endothelial dysfunction & tissue remodelling⁹



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HENRIK



LIN



MIGUEL

GARDENING HOBBYIST

LIN, 65

- 💧 SYSTOLIC HYPERTENSION
- 🦶 ANKLE OEDEMA
- 🚫 POSSIBLY ASYMPTOMATIC
- 💊 LIKELY NON-ADHERENT

Will you help guide her on a journey to effective hypertensive care?



SELECT
LIN

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LIN'S PERSONALIZED ROBOTIC ASSISTANT

If you had some help in explaining to Lin the importance of hypertensive care beyond just lowering his blood pressure, what would you like your "helper" to focus on?

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HENRIK







LIN



MIGUEL

CAR ENTHUSIAST

MIGUEL, 58

-  SYSTOLIC HYPERTENSION
-  OTHER CARDIOVASCULAR RISK FACTORS:
OBESITY, METABOLIC SYNDROME, DIABETES
-  POSSIBLY ASYMPTOMATIC
-  LIKELY NON-ADHERENT

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MIGUEL

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MIGUEL'S PERSONALIZED ROBOTIC ASSISTANT

If you had some help in explaining to Miguel the importance of hypertensive care beyond just lowering his blood pressure, what would you like your "helper" to focus on?

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