

RAISING AWARENESS OF HYPERTENSION

Promoting awareness of the risks and global prevalence of high blood pressure

Medtronic
Further, Together



SPREAD THE WORD ABOUT HYPERTENSION

Physicians and advocacy groups understand the prevalence and serious health risks of hypertension. But the average patient may not.

Building awareness of the issue can help more people with high blood pressure get tested and treated, and hopefully get their hypertension under control.

This guide can help. It includes ready-made digital and environmental resources you can use to promote special events (such as World Hypertension Day or May Measurement Month), engage patients, or collaborate with advocacy groups.

If you have questions about any of the materials in this kit, please contact your local Medtronic representative.

INFOGRAPHIC

This one-sheet quickly explains the facts of hypertension prevalence and its health risks.

↓ DOWNLOAD INFOGRAPHIC

HYPERTENSION IS A GLOBAL HEALTH CRISIS

BILLIONS OF PEOPLE ARE AFFECTED

In 2015, the World Health Organization estimated that hypertension affects 25% of men and 20% of women.¹

- 1 More than **BILLION PEOPLE** worldwide have hypertension.¹
- 1 IN 4 MEN¹
- 1 IN 5 WOMEN¹

HYPERTENSION IS THE NUMBER ONE RISK FACTOR FOR DEATH³

Hypertension is estimated to cause:

12.8% OF ALL DEATHS GLOBALLY⁴

Hypertension dramatically increases the risk of:

- Heart attack⁵
- Stroke⁵
- Heart failure⁵
- Kidney failure⁶

THE HYPERTENSION THRESHOLD

Guidelines from the European Society of Cardiology and European Society of Hypertension define hypertension as a blood pressure reading from 140/90 mmHg. They also acknowledge that 130/80 mmHg should be considered "high normal" blood pressure.⁷

RECOMMENDED POINT OF INTERVENTION

Blood pressure ranges as recognized by the European Society of Cardiology.

THE UNMET NEED IS EXTENSIVE

Around the world, levels of diagnosis, treatment, and control remain relatively low.²

< 20% OF PEOPLE WITH HYPERTENSION HAVE IT UNDER CONTROL¹

WHAT'S THE BOTTOM LINE?

Your patients may be struggling to keep their blood pressure under control. Make sure you know how to help them.

RenalDenervation.com

Medtronic
Further Together

REFERENCES:

- World Health Organization. Hypertension fact sheet. 13 September 2019. <https://www.who.int/news-room/fact-sheets/detail/hypertension>
- Ikeda N et al. Control of hypertension with medication: a comparative analysis of national surveys in 20 countries. Bulletin of the World Health Organization. 2014;92:10-19C.
- Lim SS, Vos T, Flaxman AD, et al. A comparative risk assessment of burden of disease and injury attributable to 67 risk factors and risk factor clusters in 21 regions, 1990-2010: a systematic analysis for the Global Burden of Disease Study 2010. Global Burden of Disease Study 2010 Lancet. 2012.
- World Health Organization. Global Health Observatory data, situations and trends. https://www.who.int/gho/ncd/risk_factors/blood_pressure_prevalence_text/en/
- Whelton P, Carey R, Aronow W, et al. 2017 ACC/AHA/AAPA/ABC/ACPM/AGS/APhA/ASH/ASPC/NMA/PCNA Guideline for the Prevention, Detection, Evaluation, and Management of High Blood Pressure in Adults: A Report of the American College of Cardiology/American Heart Association Task Force on Clinical Practice Guidelines. Originally published 13 Nov 2017 <https://doi.org/10.1161/HYP.000000000000065>. Hypertension 2018;71:e13–e115.
- Mayo Clinic. High blood pressure dangers: Hypertension's effects on your body. <https://www.mayoclinic.org/diseases-conditions/high-blood-pressure/in-depth/high-blood-pressure/art-20045868>
- Williams B, Mancia G, Spiering W, et al. 2018 ESC/ESH Guidelines for the management of arterial hypertension: The Task Force for the management of arterial hypertension of the European Society of Cardiology (ESC) and the European Society of Hypertension (ESH). *European Heart Journal*, Volume 39, Issue 33, 01 September 2018, Pages 3021–3104.

AWARENESS RESOURCES

SOCIAL MEDIA POSTS

Content covers a range of hypertension topics with post copy, graphics, and hashtags. Download file for all available social graphics and post copy.

[↓ DOWNLOAD POSTS](#)

THE UNMET NEED IS EXTENSIVE
Around the world, levels of diagnosis, treatment, and control remain relatively low.

<20%
OF PEOPLE WITH HYPERTENSION HAVE IT UNDER CONTROL¹

¹ World Health Organization. Hypertension Fact Sheet. 13 September 2018. <http://www.who.int/news-room/fact-sheets/detail/hypertension>

Facebook & LinkedIn: 1200 x 628

HIGH BLOOD PRESSURE DRAMATICALLY INCREASES THE RISK OF:^{1,2}

HEART ATTACK **STROKE** **HEART FAILURE** **KIDNEY FAILURE**

¹ Whelton L, Carey R, Berry R, et al. 2017 ACC/AHA/AAPA/ABC/ACCP/AHA/NLA/PCNA Guideline for the Prevention, Detection, Evaluation, and Management of High Blood Pressure in Adults: A Report of the American College of Cardiology/American Heart Association Task Force on Clinical Practice Guidelines. Original published 19 Nov 2017; revised version published 14 Dec 2017. <https://doi.org/10.1161/HYPERTENSION.2017.11.016>
² World Health Organization. A global brief for hypertension: Silent killer, global public health crisis. WHO/2013. <http://apps.who.int/iris/handle/10665/108657/988?st=Download>

Facebook & LinkedIn: 1200 x 628

DO YOU HAVE HIGH BLOOD PRESSURE?

Twitter: 1024 x 512

1 IN 4 MEN¹ AND 1 IN 5 WOMEN¹ HAVE HIGH BLOOD PRESSURE

If you think you might be one of them, get your blood pressure measured today.

¹ World Health Organization. Hypertension Fact Sheet. 13 September 2018. <http://www.who.int/news-room/fact-sheets/detail/hypertension>

Facebook & LinkedIn: 1200 x 628

ADULTS WITH HYPERTENSION SPEND 3.2x MORE ON MEDICAL CARE THAN THOSE WITHOUT HYPERTENSION¹

Category	Spending (All Adults 19-64)
With Hypertension	\$15,000
Without Hypertension	\$4,500

¹ Johnson R, Flegal DM, Borrero C, et al. Under Pressure: Adults with Hypertension are Spending Increasingly More on Health Care. Health Care Cost Institute. Available at: <https://www.healthcostinstitute.org/press-releases/under-pressure-adults-with-hypertension-are-spending-increasingly-more-on-health-care>. Accessed March 13, 2018.

Facebook & LinkedIn: 1200 x 628

10%
of Global Healthcare Spending is Related to Hypertension¹

¹ WHO and IHT. Hypertension Fact Sheet. Available at: <http://ish.who.int/newsroom/10-who-and-iht-hypertension-fact-sheet>. Accessed January 22, 2020.

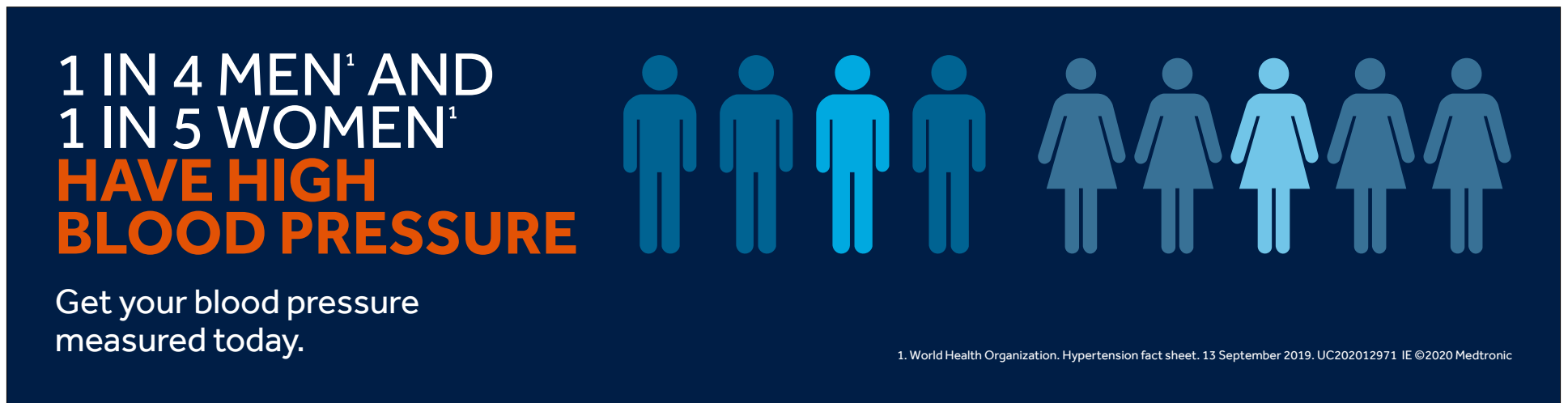
Twitter: 1024 x 512

AWARENESS RESOURCES

WEB BANNER

Add the awareness banner to any website to encourage patients to get their blood pressure checked.

[↓ DOWNLOAD BANNER](#)



**1 IN 4 MEN¹ AND
1 IN 5 WOMEN¹
HAVE HIGH
BLOOD PRESSURE**

Get your blood pressure
measured today.

1. World Health Organization. Hypertension fact sheet. 13 September 2019. UC202012971 IE ©2020 Medtronic

The banner features a dark blue background. On the left, the text is in white and orange. In the center, there are four male icons (three dark blue, one light blue) and five female icons (four dark blue, one light blue). The light blue icons represent the 1 in 4 men and 1 in 5 women with high blood pressure.

970 x 250

AWARENESS RESOURCES

POSTER

Hang the poster in an office or waiting room as a conversation starter.

[↓ DOWNLOAD BANNER](#)


HIGH BLOOD PRESSURE: KNOW YOUR RISKS



BILLIONS OF PEOPLE ARE AFFECTED

1 MORE THAN
BILLION PEOPLE
WORLDWIDE HAVE HYPERTENSION.¹

1 IN 4 MEN¹



1 IN 5 WOMEN¹



HIGH BLOOD PRESSURE POSES SERIOUS HEALTH RISKS²

High blood pressure dramatically increases the risk of:



HEART ATTACK³



STROKE³



HEART FAILURE³



KIDNEY FAILURE⁴

BLOOD PRESSURE LEVELS

How high does your blood pressure have to be before considered "high"? It depends on the person. Your need for treatment depends on overall health, family history, and the impact of high blood pressure on your quality of life. Following a healthy lifestyle and treatments prescribed by your doctor can help you achieve target blood pressure levels.³

OPTIMAL	NORMAL	HIGH NORMAL	GRADE 1	GRADE 2	GRADE 3
< 120	120 - 129	130 - 139	140 - 159	160 - 179	≥ 180
AND	AND	AND	AND/OR	AND/OR	AND/OR
< 80	80 - 84	85 - 89	90 - 99	100 - 109	≥ 120

DO YOU HAVE HIGH BLOOD PRESSURE?

Talk to your doctor to learn how you can manage your high blood pressure and minimize your risks. Visit BloodPressureProcedure.com to learn more about renal denervation, a treatment proven to reduce blood pressure levels.

REFERENCES: ¹World Health Organization. Hypertension fact sheet. 13 September 2019. <https://www.who.int/news-room/fact-sheets/detail/hypertension> ²Lim SS, Vos T, Flaxman AD, et al. A comparative risk assessment of burden of disease and injury attributable to 67 risk factors and risk factor clusters in 21 regions, 1990-2010: a systematic analysis for the Global Burden of Disease Study 2010. *Lancet*. 2012; ³Whelton PK, Carey RW, Kronm RA, et al. 2017 ACC/AHA/AAPA/ABC/ACCP/ACOS/AHA/ASPC/NLA/PCNA Guideline for the Prevention, Detection, Evaluation, and Management of High Blood Pressure in Adults: A Report of the American College of Cardiology/American Heart Association Task Force on Clinical Practice Guidelines. Originally published 13 Nov 2017. <https://doi.org/10.1161/HYP.0000000000000565> ⁴Hypertension 2018;71:e13-e115.

Mayo Clinic. High blood pressure dangers: Hypertension's effects on your body. <https://www.mayoclinic.org/diseases-conditions/high-blood-pressure/diagnosis/treatment/drugs/20055886>

UC000122080 ME ©2020 Medtronic. All rights reserved. Medtronic, Medtronic logo, and Further, Together are trademarks of Medtronic. Not for distribution in USA, Japan, and France. 02/2020

Medtronic

Further. Together

AWARENESS RESOURCES

VIDEO CONTENT

Share videos on social media or embed them in your website.

[↓ DOWNLOAD VIDEOS](#)

**HYPERTENSION IS A
GLOBAL HEALTH CRISIS**

Hypertension Prevalence Animation/Video

**HYPERTENSION IS A
MAJOR HEALTH BURDEN**

Hypertension Risks Animation/Video

**HYPERTENSION IS
EXPENSIVE TO TREAT**

Hypertension Costs Animation/Video

AWARENESS RESOURCES

EMAIL

Send this awareness-themed HTML email to generate engagement.

[↓ DOWNLOAD EMAIL](#)

HIGH BLOOD PRESSURE: KNOW YOUR RISKS



ONE BILLION PEOPLE ARE AFFECTED

More than one billion people have high blood pressure.¹ Around the world, it affects 1 in 4 men and 1 in 5 women.¹ Get your blood pressure measured today.



HIGH BLOOD PRESSURE POSES SERIOUS HEALTH RISKS²

Why is it important to know if you have high blood pressure? Because it can dramatically increase your risk of heart attack³, stroke³, heart failure³, and kidney failure.⁴

HOW HIGH IS TOO HIGH?

How high does your blood pressure have to be before considered "high"? Your need for treatment depends on overall health, family history, and other risk factors. Following a healthy lifestyle and treatments prescribed by your doctor can help you achieve target blood pressure levels.⁵



GRADE 2

90 - 99
160 - 179
AND/OR
100 - 109

GRADE 3

≥ 180
AND/OR
≥ 120

Adapted from ESC/ESH guidelines for the management of arterial hypertension, found at: https://journals.lww.com/jhypertension/Fulltext/2018/10000/2018_ESC_ESH_Guidelines_for_the_management_of.2.aspx

GET MEASURED TODAY

Talk to your doctor about measuring your blood pressure. If yours is too high, your doctor can help you manage it and find ways to minimize your risks.

REFERENCES

1. World Health Organization. Hypertension fact sheet. 13 September 2019. <https://www.who.int/news-room/fact-sheets/detail/hypertension>
2. Lim SS, Vos T, Flaxman AD, et al. A comparative risk assessment of burden of disease and injury attributable to 67 risk factors and risk factor clusters in 21 regions, 1990-2010: a systematic analysis for the Global Burden of Disease Study 2010. *Global Burden of Disease Study 2010 Lancet*. 2012.
3. Whelton P, Carey R, Aronow W, et al. 2017 ACC/AHA/AAPA/ABC/ACPM/AGS/APhA/ASH/ASPC/NMA/PCNA Guideline for the Prevention, Detection, Evaluation, and Management of High Blood Pressure in Adults: A Report of the American College of Cardiology/American Heart Association Task Force on Clinical Practice Guidelines. Originally published 13 Nov 2017 <https://doi.org/10.1161/HYP.000000000000065>. *Hypertension* 2018;71:e13–e115.
4. Mayo Clinic. High blood pressure dangers: Hypertension's effects on your body. <https://www.mayoclinic.org/diseases-conditions/highblood-pressure/in-depth/high-blood-pressure/art-20045868>
5. Williams B, Mancia G, Spiering W, et al. 2018 ESC/ESH Guidelines for the management of arterial hypertension: The Task Force for the management of arterial hypertension of the European Society of Cardiology (ESC) and the European Society of Hypertension (ESH). *European Heart Journal*, Volume 39, Issue 33, 01 September 2018, Pages 3021–3104.

© 2020 Medtronic

UC202012974 ML ©2020 Medtronic. All rights reserved. Medtronic, Medtronic logo, and Further, Together are trademarks of Medtronic. All other brands are trademarks of a Medtronic company. Not for distribution in the USA, Japan or France. 04/2020

medtronic.com

UC202012082 ML ©2020 Medtronic. All rights reserved. Medtronic, Medtronic logo, and Further, Together are trademarks of Medtronic. Third party brands are trademarks of their respective owners. All other brands are trademarks of a Medtronic company. Not for distribution in the USA, Japan or France. 05/2020

RenalDenervation.com

