WORLD HYPERTENSION LEAGUE & USV
To Reduce Hypertension Burden in India
Hypertension: A Cause of Concern

A blood pressure value of 130/80 mmHg is considered high.

3 in 10 adult in India have hypertension.

Around 60% of those are unaware that they have it.

Hypertension contributes to 10.8% of all deaths in India.

57% of deaths are linked to hypertension.

24% are due to coronary heart disease.

# As per 2017 ACC/AHA Hypertension Guidelines
Uncontrolled Hypertension can Lead to Many Complications

- Stroke
- Vision Loss
- Heart Failure
- Heart Attack
- Kidney Disease/Failure
- Sexual Dysfunction
Recommended BP Goal

<130/80 mmHg*

# As per 2017 ACC/AHA Hypertension Guidelines
Hypertension Survey: World Hypertension League and USV Private Limited Initiative

Conducted a campaign

TARGET – Target to reduce the burden of hypertension in India to **understand the risk and burden of hypertension in Indian scenario**

The nationwide survey included **2732** healthcare Physicians (Cardiologists, physicians, Nephrologists etc).

Survey Findings are detailed in following slides
70% of the healthcare physicians agreed that top 3 modifiable risk factors in India

- Obesity
- Smoking
- Salt intake
Hypertension Misconception

It affects only elderly

30% of the hypertensive patients are of the age group 30 to 45 years
Most Indian fails to Achieve Target Blood Pressure

A target blood pressure is less than 130/80 mmHg.

26% of the healthcare physicians believe that up to 50% of the patients don’t achieve their recommended blood pressure goal.
Adherence to Antihypertensive Medication: A Big Problem

55% of the healthcare physicians believe that

Up to 20% of the patients don’t adhere to their medication

Which leads to lack of good blood pressure control
 Majority of the healthcare physicians advocate that BP measurement should be done regularly at home to avoid complications.
Combating Hypertension

- Ideal body weight
- Reduce salt intake
- Healthy lifestyle
- Balance diet
- Regular monitoring of blood pressure

Prevention

World Hypertension League
TARGET

Target to Reduce the Burden of Hypertension in India
Combating Hypertension

Sign of High Blood Pressure

Check your Blood Pressure Regularly

- Headache
- Dizziness
- Heart Problem
- Nose Bleed
- Vision Problems
- Fatigue
- Numb Hand & Feet

TARGET
Target to Rescue the Plague of Hypertension in India

WHTC
World Hypertension Trust

USV
Thank You

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