



Enhancing Life
Revolutionising Healthcare

ABPM Pharmacy



dabl® ABPM Pharmacy is a system specifically designed for 24-hour Ambulatory Blood Pressure Measurement in a pharmacy setting. This unique product offers you the opportunity to broaden your onsite services, increase your revenue stream and provide a platform to offer information and education to your customers on the importance of blood pressure control and management.

Hypertension - Major World Health Epidemic

As you are aware, hypertension is one of the most important risk factors for cardiovascular diseases. Poorly controlled hypertension is a major cause of premature death and morbidity around the world, and represents a heavy social and economic burden. Hypertension is a major cause of stroke and heart attack. Most strokes are preventable and though the causes of stroke and heart attack are multifactorial, the leading cause is hypertension. Based on the evidence available it can be safely stated that if patients with hypertension had their blood pressures reduced to optimal levels, stroke could be reduced substantially, and heart attack and other cardiovascular manifestations of hypertension would also be reduced.

Pharmacy - Helping to combat problem of hypertension

The general public requires not only education on the importance of blood pressure control, but also, a facility whereby they can have their blood pressure checked easily and accurately. Due to the growing awareness of the importance of blood pressure, especially 24-hour blood pressure, there is an opportunity to provide this service in pharmacies and at the same time broaden onsite services as well as revenue stream. A pharmacy also provides the perfect platform to offer information and education, in parallel with a 24-hour ABPM service, to help combat this huge health epidemic.

Why is 24-hour ABPM so important?

All the research now indicates that relying solely on the one-off (clinical) blood pressure, a technique from the 1800's which is now grossly outdated and has the potential to misdiagnose up to 45%, is no longer acceptable. This means that people with hypertension that require medication may not be accurately diagnosed or managed. Research also places a high degree of importance on night-time blood pressure which only 24-hour ABPM can evaluate. Night-time blood pressure also identifies people known as non-dippers who are at high risk of a cardiovascular event.

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Benefits of offering a 24-hour ABPM service

- Differentiate yourself from the competition.
- Increase revenue.
- Offer your customers an added-value service to ensure repeat visits and a lasting and loyal relationship.
- Help to improve medication compliance using the easy to understand **dabl[®] ABPM Pharmacy** report.
- Work together with other health services in your community to help combat the huge problem of hypertension by promoting awareness of the importance of hypertension detection, control and management.
- Complement and enhance existing services offered.
- Encourage greater responsibility and autonomy among customers in monitoring blood pressure.
- Help those customers who may otherwise have to wait several weeks for an ABPM.
- Provides a platform to promote other product ranges aimed at improving lifestyle.

Advantages of ABPM:

- ABPM gives more measurements than conventional measurement. The real blood pressure is reflected more accurately by repeated measurements.
- ABPM shows blood pressure behaviour over a 24-hour period rather than giving a snapshot of blood pressure performed with an inaccurate technique under artificial circumstances, so that the efficacy of antihypertensive medication over a 24-hour period becomes apparent.
- ABPM can identify people with abnormal patterns of nocturnal blood pressure which are associated with high risk.
- Evidence is now available that ABPM is a much stronger predictor of cardiovascular morbidity and mortality than conventional measurement.

What are the benefits of a 24-hour ABPM for your customers?

You understand how important health and wellbeing is to your customers. Help them by making it easy for them to control and manage their blood pressure to prevent future cardiovascular problems.

- Enable your customers to see the benefits and their response to present anti-hypertensive medication. This leads to a greater awareness of the importance of blood pressure control in the overall prevention of cardiovascular disease.
- Saves time. In today's hectic world, your customers do not have the time to take off work to go to a hospital/physician to have the monitor put on and then return 24-hours later to have the monitor removed.
- More convenient service. Customer can go to his/her local pharmacy at a suitable time to have the monitor fitted and removed.
- Level of risk can be easily communicated to customer, using the **dabl[®] ABPM** report. As the system is physician-assisted the report will be given to the physician who makes a final treatment decision.

dabl[®] ABPM - The gold standard for 24-hour ABPM systems.

Based on over 26 years of clinical research, this unique, easy to use, software program is now a world leader. It is the only 24-hour ABPM reporting system that produces a standardised plot and a one-page interpreted report irrespective of the validated ABPM monitor used. **dabl[®]** develops Disease Management systems for the Prevention and Management of High Blood Pressure, Stroke, Heart Attack and a range of other Cardiovascular Diseases. The **dabl[®]** systems are designed and developed in close collaboration with major centres of excellence worldwide.

Next Step

Please contact sales@dabl.ie for further information or logon to www.dabl.ie.

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