

Maximise the benefits of M7 Intelli IT AFib

No. 1 RECOMMENDED BRAND BY CARDIOLOGISTS

No. 1 recommended brand by cardiologists⁸
OMRON is No. 1 brand in blood pressure monitors. Trusted and recommended by doctors and pharmacists.



Clinically validated
All of OMRON's home blood pressure monitors have been clinically validated (Stride BP, March 2024) and tested rigorously for accurate measuring results. This makes our entire range part of the mere 10% of BPM products that are clinically validated.



One-touch
With its simple One-touch operation, the OMRON M7 Intelli IT AFib is easy to understand and simple to use for all patients.



Intelli sense AFib

Early detection is key in stroke prevention
With the revolutionary Intellisense AFib technology, routine blood pressure checks automatically screen for Atrial Fibrillation.



5 year warranty⁹
OMRON has extended the warranty terms for all blood pressure monitors to 5 years, giving patients a high-grade product for the long-term.



The easy way to get accurate results
OMRON's unique pre-formed, IntelliWrap Cuff makes it virtually impossible to place the cuff incorrectly around the upper arm.



Connectivity
Connecting the M7 Intelli IT AFib to the OMRON connect app on their smartphone empowers patients to self-monitor their heart health at home. This increases their adherence to treatment, which leads to a reduction of blood pressure.

OMRON



M7 Intelli IT AFib

Reduce stroke risk by 66% with early detection of AFib¹

Thanks to the revolutionary Intellisense AFib technology, now routine blood pressure checks automatically screen for Atrial Fibrillation, a heart rhythm disorder that is often undiagnosed but significantly increases stroke risk in people with hypertension. Discover more with the clinically validated OMRON blood pressure monitors.

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¹ Lei N, et al. Hybrid Decision Support to Monitor Atrial Fibrillation for Stroke Prevention. Int J Environ Res Public Health. 2021 Jan 19;18(2):813

² NHS. Home. Health A to Z. Atrial fibrillation. Available at: <https://www.nhs.uk/conditions/atrial-fibrillation/>. Accessed May 2023.

³ <https://www.escardio.org/The-ESC/Press-Office/Press-releases/Atrial-fibrillation-set-to-affect-more-than-14-million-over-65s-in-the-EU-by-2060>

⁴ Lloyd-Jones DM et al. Lifetime risk for development of atrial fibrillation: the Framingham Heart Study. Circulation. 2004 Aug 31;110(9):1042-6.

⁵ Staerk L, et al. [2017]. Atrial Fibrillation: Epidemiology, Pathophysiology, and Clinical Outcomes. Circulation research, [online] 120(9), pp.1501–1517. doi:<https://doi.org/10.1161/CIRCRESAHA.117.309732>.

⁶ NHS. Home. Health A to Z. Atrial fibrillation. Available at: <https://www.nhs.uk/conditions/atrial-fibrillation/complications/>. Accessed May 2023.

⁷ Diagnostic Accuracy for Detecting Atrial Fibrillation Using a Novel Machine Learning Algorithm in a Blood Pressure Monitor, Heart Rhythm published online 29 April 2024. DOI: <https://doi.org/10.1016/j.hrthm.2024.04.086>

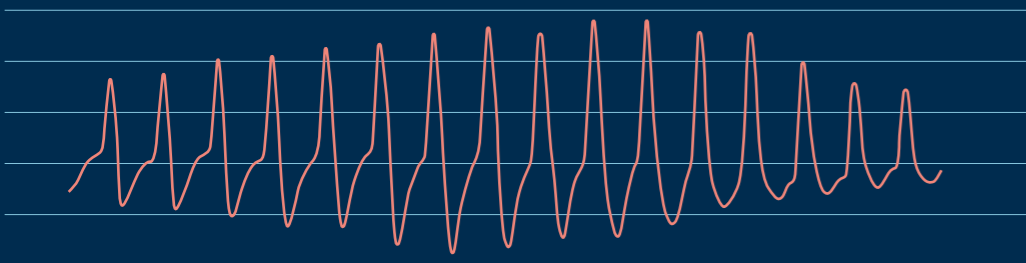
⁸ For home blood pressure monitors in Europe, Cerner Enviza, survey with cardiologists [2023]

⁹ From the date of purchase. Applicable to OMRON blood pressure monitors purchased after June 1, 2023, excluding Nightview, HeartGuide, HEM-907, HBP-1120, HBP-1320, and HEM-9210T. For OMRON blood pressure monitors purchased before June 2023, the warranty period is three years from the date of purchase.

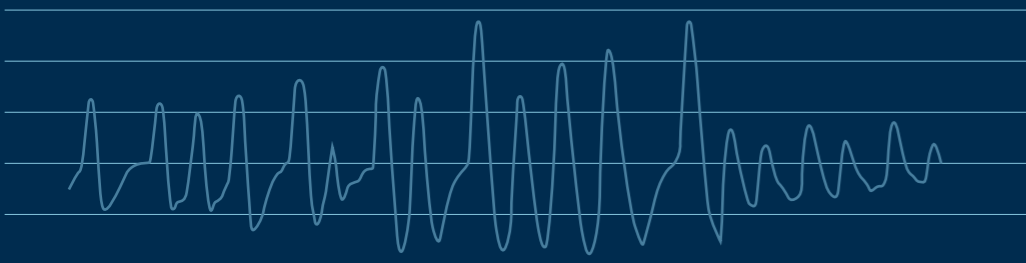
AFib is a heart rhythm disorder characterized by rapid and irregular heartbeats

A normal resting heart rate is 60-100 beats per minute.² In contrast, those with AFib experience irregular and rapid heartbeats of more than 400 times per minute.³ This elevates stroke risk by five times, accounting for 20%-30% of all strokes.³

Normal heartbeats



With Atrial Fibrillation



1 in 4 adults over 40 will develop AFib in their lifetime⁴

Symptoms to watch for include:



Palpitations



Shortness of breath



General weakness



Chest pain



Dizziness

But AFib also often strikes with no symptoms and can slip under the radar during routine check-ups – that's why regular home screening is vital.

Stroke outcomes tend to be more severe in individuals with AFib than those without

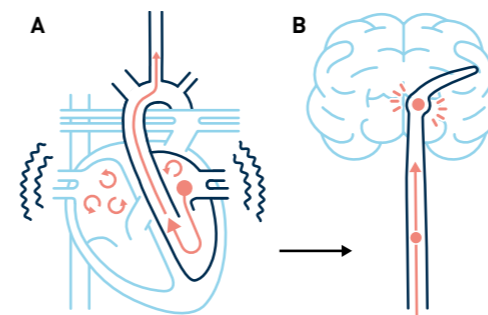
Medical studies show that doctors compared stroke patients with and without AFib, and they found the following:⁵

- AFib-related stroke patients stayed in hospitals for 50 days, compared to 40 days for others⁵
- Hospital discharge rates to go home, were lower for AFib stroke patients⁵
- There was a higher in-hospital mortality rate for stroke patients with AFib, than those without⁵

The same study also found that patients with AFib were more likely to have a stroke again, in comparison to stroke patients who did not have AFib.⁵

What's more, AFib raises the stroke risk by 5 times

This stems from the heart's upper chambers not effectively pumping blood, potentially leading to blood pooling and clot formation (fig. A).⁶ If a clot forms, it might travel through the heart, circulate elsewhere, and potentially block a brain artery, causing a stroke (fig. B).⁶



How AFib can lead to stroke

Early detection is key in stroke prevention

Clinically validated for accuracy, our revolutionary Intellisense AFib technology turns your routine blood pressure checks at home into a powerful defense against stroke.

Based on the multicenter study which has been conducted at 5 sites in the United States with **559 total subjects**, the **OMRON BPMs with IntelliSense AFib technology had the sensitivity of 95.1%, specificity of 98.6% and accuracy of 97%.⁷**

With every blood pressure check OMRON's Intellisense AFib technology screens for AFib automatically



Learn more about our groundbreaking technology

