

DAILY MAIL AND BUPA RECOMMENDS HOMECARE BLOOD PRESSURE MONITOR

Submitted by: Norton Cowan Communications

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Today's Daily Mail has given 10/10 to Homecare's Omron MIT Elite Plus Digital Automatic blood pressure monitor

(http://www.homecare-products.co.uk/Personal_Care/Health_Aids/OMRON_MIT_Elite_Plus_Blood_Pressure_Monitor.aspx)

a glowing review in a comparative feature where different monitors were road tested against a traditional mercury monitor by BUPA's assistant medical director, Layla McCay. The Homecare monitor gave the most accurate performance of all.

According to the news piece Homecare's monitor "gave the most accurate reading and has a compact design. It is very easy to use – just press one button – and has a big display. There's also a memory for 90 readings and a symbol that flashes if your blood pressure is high. It's slick-looking and comes in a handy case. It also has a cable that allows you to connect to your PC and download your results. 10/10."

The Daily Mail article is a result of the interest created by new guidance published in late February by the National Institute for Health and Clinical Excellence (Nice) who have recommended that doctors do not rely only on blood pressure readings taken in their surgeries to diagnose patients' high blood pressure. This is because up to one in four people can experience "a surging pulse rate on entering a GP's room" and may end up on drugs with serious side effects that they don't need.

Nice says that after an initial consultation, patients should be asked to wear a blood pressure monitoring device, as they go about their everyday lives. It is known that more than 8.5 million people are registered as having high blood pressure.

Practising GP and health columnist Dr Ellie Cannon said "Treatment of high blood pressure is an essential part of heart disease and stroke prevention, and we know getting it right can be life saving. GPs have long been aware of the doctors' "white coat" effect on blood pressure so monitoring blood pressure accurately at home, away from the stress of a clinic, can be crucial to diagnosis. With an accurate home blood pressure monitor, we can also be sure treatment is effective.

"There's a bewildering array of monitoring devices available on the market so it is best to purchase one that suits your requirements and from a trustworthy source."

Homecare from The Consortium, with years of experience in supplying the UK's professional care sector, has sourced some of the best blood pressure monitors

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and offers a wide range of different models. These range from the simple to the sophisticated. All will do the job of taking your blood pressure accurately but cover a range of different features, for example, talking functions, or extra large display screens if your eyesight is a problem; ones that can connect to your computer; a single button operation monitor; ones with memory recall, or a monitor that you can wear on your wrist. Prices vary from £13.25 to £102.10.

"Our choice of monitors is comprehensive and, because we only choose models which we know are reliable,

it's good to see that our top of the range monitor has been commended by the Daily Mail and BUPA," said Simon Leggett from Homecare.

Homecare from The Consortium, is a comprehensive collection of care products to make everyday tasks easier at home. Products are available by mail order brochure (Tel: 0843 224 1200) and on-line at www.homecare-products.co.uk. The service includes many new aids and lifestyle products that have not previously been available in the UK at great value prices. UK delivery is free on all purchases over £50 or costs £4.95 for an order under £50. All orders have a no quibble money back guarantee. Homecare from The Consortium is a member of BHTA.

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