



Hypertension Management Programs Gaining Traction in North American Worksites and Managed Care Facilities

Reducing worksite insurance premiums through improving and accelerating employee health outcomes and behavior. This leads to greater awareness when targeting clinical disease state treatments such as, Hypertension.

Rochester, NY ([PRWEB](#)) August 3, 2010 -- PharmaSmart International, Inc., a leading provider of hypertension management programs for retail pharmacy, has announced the successful launch of their "Create a Healthy Heart Program" into worksites and managed care facilities throughout North America.

PharmaSmart, headquartered in Rochester, NY, USA, is a world leader in blood pressure screening technology, providing innovative solutions to meet the needs of pharmacists, medical providers, employers, and employees to test, track, and manage blood pressure. PharmaSmart Blood Pressure equipment currently performs over 65 million blood pressure tests per year. PharmaSmart's patented technology and employee oriented programs are utilized by chain pharmacies, corporate worksites, fitness facilities, and managed care centers as a core disease state management solution. The latest program has been proven to improve employee behavior and health outcomes.

PharmaSmart understands that disease prevention is more cost effective than disease treatment. Studies show 1 in 3 American workers suffer from Cardiovascular Disease, and 65% of hypertensive workers are either untreated or uncontrolled. According to the Center for Disease Control, untreated hypertension results in 33% more sick days, which significantly reduces productivity.

The PharmaSmart blood pressure kiosks and employee management tools are very easy to use. Employees insert their individual "Hypertension Management" Smart Card into the Kiosk and press a single button. Their Blood Pressure results are sent to secure web portal which can be shared with their healthcare provider or integrated into any health risk assessment program currently in place. The program encourages employees to take an active interest in their blood pressure management and assessment, and encourages the positive lifestyle/behavior changes that lead to healthier lives.

Ashton Maaraba, PharmaSmart's, General Manager and Senior Vice President, stated "We are only scratching the surface as more employers realize that a successful disease prevention program should engage employees, and offer a structured intervention platform. Traditional screening programs often go dormant because they fail to engage the employees, or demonstrate a return on investment. PharmaSmart provides great technology, but we also provide comprehensive strategies and ongoing program metrics which ensure a successful launch and sustained execution. This combination of technology and program management results in a cost justified, and sustainable program."

PharmaSmart has rolled out its programs into both large and small business environments. Clients include leading corporate worksites such as General Mills, Genentech, Canadian Tire, and MVP Health Care (Independent not for profit health insurer).

In May, 2009, Erie County (Buffalo, NY) obtained a state grant to launch an integrated, hypertension management initiative with PharmaSmart in nine (9) county facilities. County employees and the public have access to the PharmaSmart program at the nine (9) sites. Erie County Department of Health Coordinator



Cheryll Moore stated that the investment is worth it. "By preventing a single cardiac event, that's savings in the hundreds of thousands of dollars," said Moore.

Fred Sarkis, PharmaSmart President and CEO states, "Our goal with the 'Create a Healthy Heart' program is to drive hypertension discovery, intervention, and positive behavior change. Most employers share this goal, but they don't have the tools to measure success. We have developed a sophisticated data platform that enables us to track detailed program metrics. This feedback allows us to validate success, and customize solutions for each client to maximize employee health, and return on investment. This capability sets us apart, and the response has been very positive."

For more information about advancing your wellness program initiatives, visit the company's website at www.pharma-smart.com or contact Corporate Communications Mary Ann Rutkowski at (800) 781-0323.

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Contact Information

Mary Ann Rutkowski

PharmaSmart International Inc.,

<http://www.pharma-smart.com>

585-240-2732

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