Recent changes to guidelines for managing high blood pressure recommend putting patients on 24-hour ambulatory blood pressure monitoring and traditionally this means referring patients to Pathology clinics to be fitted with a cumbersome arm-cuff device.

At RACGP GP17, we came across the availability of a <u>TGA approved</u> device for 24 hour Ambulatory Blood Pressure Monitoring or "ABPM". This watch-wearable device replaces the cumbersome arm-cuff device that patients wear and is now available in Australia. The company supplies devices to the UK National Health System pre-screening patients for hypertension, and this has been very successful.

Benefits of having these devices in-clinic means doing away with the inconvenience of referring patients externally to Pathology clinics, waiting for reports, billing patients for the reports and also for both pre-and-post consultation. Here are some other benefits:

For patients:
- Convenience of on-the-spot testing - no more wearing the arm-cuff
- Non-disruptive to sleep & daily activities (able to take a shower)
- Quick set up of device
- Confidence - doctors will have results quickly

For clinics:
- Latest technology with fast results –2mm Hg accuracy to arm-cuff
- Enhanced service offering for patients
- Competitive service offering
- Additional revenue from this service (otherwise referred to Pathology clinics) – ability to charge between $80-$110
- Target patients: white-coat hypertension, disease management (hypertension, diabetes), aged care, antenatal care (Preeclampsia), men's and women's health, chronic, and general medicine (heart disease and hypertension).

These devices are usually priced at $2,800 but now we have secured a special deal for our network at $1,800 per device. Arm-cuff devices range between $2,200 - $2,600 making these very attractive. Alternatively, these devices are also available for rent and I've cc-ed the principal (marcuschua@healthstats.com) in this email and he will be happy to answer any questions and queries you might have.