

Dear Doctor, Dear Colleague,

The measurement of central blood pressure and arterial stiffness has become an essential diagnostic tool in the modern cardiovascular medicine and this fact has been confirmed by the recent **2013 ESH/ESC Guidelines for the management of arterial hypertension** (Journal of Hypertension 2013, 31:1281–1357). The relevant parts of the Guidelines in this topic can be seen below:

3.1.6 Central blood pressure

“The measurement of central BP in hypertensive patients raises increasing interest because of both its predictive value for CV events and the differential effect of antihypertensive drugs, compared with brachial BP...”

3.7.2.2 Pulse wave velocity

“...Aortic stiffness has independent predictive value for fatal and nonfatal CV events in hypertensive patients [192,193]. The additive value of PWV above and beyond traditional risk factors, including SCORE and Framingham risk score, has been quantified in a number of studies [51,52,194,195]. In addition, a substantial proportion of patients at intermediate risk could be reclassified into a higher or lower CV risk, when arterial stiffness is measured [51,195,196].”

TABLE 12. Predictive value, availability, reproducibility and cost-effectiveness of some markers of organ damage

Marker	Cardiovascular predictive value	Availability	Reproducibility	Cost-effectiveness
Electrocardiography	+++	++++	++++	++++
Echocardiography, plus Doppler	++++	+++	+++	+++
Estimated glomerular filtration rate	+++	++++	++++	++++
Microalbuminuria	+++	++++	++	++++
Carotid intima-media thickness and plaque	+++	+++	+++	+++
Arterial stiffness (pulse wave velocity)	+++	++	+++	+++
Ankle-brachial index	+++	+++	+++	+++
Fundoscopy	+++	++++	++	+++
<i>Additional measurements</i>				
Coronary calcium score	++	+	+++	+
Endothelial dysfunction	++	+	+	+
Cerebral lacunae/white matter lesions	++	+	+++	+
Cardiac magnetic resonance	++	+	+++	++

It is our great pleasure to inform you that our Company, recognizing the modern trends in the cardiovascular medicine, is now ready to offer the best available technology, which is completely appropriate for the daily, routine clinical use.

Please indicate your interest in the central blood pressure and arterial stiffness and fill in the form below in order to provide you more information.

Name:

Address and Institute:

E-mail:

Mobile phone:

Yours truly,