Perception Mapping Of Indian Physicians On S-metoprolol + S-amlodipine Usage In Indian Patients With Hypertension

Table of Content

Introduction

Hypertension, commonly referred to as high blood pressure, is a global public health issue, affecting a substantial portion of the population. According to the Global Burden of Disease Study, nearly 1.3 billion people worldwide suffer from hypertension, and this number continues to rise due to lifestyle changes, aging populations, and other risk factors (1). In India, hypertension affects approximately 30% of adults, contributing significantly to cardiovascular morbidity and mortality (2). The coexistence of hypertension and diabetes mellitus, two prevalent chronic conditions, further exacerbates the risk of cardiovascular complications. The International Diabetes Federation estimates that diabetes affects over 537 million adults globally, with projections of a substantial increase by 2045 (3).

The dual burden of hypertension and diabetes in India presents a growing public health challenge, driven by urbanization, sedentary lifestyles, unhealthy diets, and an aging population (4). Studies have shown that this combination leads to a greater likelihood of severe cardiovascular outcomes, such as coronary artery disease (CAD), stroke, heart failure, and chronic kidney disease (5). Effective blood pressure management in patients with diabetes is, therefore, crucial to mitigating these risks and improving overall patient outcomes.

Two widely prescribed antihypertensive medications—metoprolol and amlodipine—play key roles in managing hypertension. Metoprolol, a beta-blocker, reduces blood pressure by slowing heart rate and decreasing cardiac output, making it particularly useful for patients with an elevated heart rate or those at risk of tachycardia. However, metoprolol's use in diabetic patients may be limited due to concerns about worsening metabolic parameters, such as lipid profile and glucose control (6).

On the other hand, amlodipine, a calcium channel blocker, has emerged as an effective antihypertensive agent due to its ability to reduce both systolic and diastolic blood pressure over the long term. Amlodipine's sustained efficacy, along with improved endothelial function and reduced arterial stiffness, makes it a preferred option for many diabetic patients (7). However, a notable drawback of amlodipine is peripheral edema, which may limit its use in certain populations.

In recent years, S-amlodipine, the active enantiomer of racemic amlodipine, has garnered attention for its enhanced efficacy and improved tolerability compared to the racemic form. S-amlodipine not only provides effective blood pressure control but also reduces the incidence of peripheral edema, making it a favorable option for diabetic patients (8). Additionally, studies have suggested that S-amlodipine may offer unique pharmacodynamic benefits, such as improved insulin sensitivity and better glycemic control, which are particularly relevant for diabetic populations (9).

Despite the clinical evidence supporting S-amlodipine's efficacy and safety, its adoption in routine clinical practice remains inconsistent. Factors influencing prescribing behavior include clinician awareness of the drug's advantages, cost considerations, and patient preferences (10). Understanding these prescribing patterns is crucial to ensuring that clinicians can effectively integrate S-amlodipine into treatment regimens, improving blood pressure control and metabolic outcomes in diabetic patients.

This study aims to assess Indian physicians' perceptions, prescribing practices, and real-world usage of S-metoprolol and S-amlodipine in managing hypertension in patients with diabetes. By identifying the barriers and enablers to the adoption of these medications, this research will contribute valuable insights that can help refine treatment strategies and optimize hypertension management in diabetic populations.

Rationale of The Study

The rising burden of hypertension in India, especially among diabetic patients, underscores the importance of effective blood pressure management. S-metoprolol and S-amlodipine are two frequently prescribed drugs in managing hypertension, each with distinct mechanisms, efficacy, and safety profiles. Metoprolol, a beta-blocker, helps lower blood pressure by reducing cardiac output, whereas S-amlodipine, a calcium channel blocker, works by relaxing blood vessels. The rationale for this study is to explore the real-world utilization of these drugs in clinical practice, assess physician perceptions, and identify factors that influence their prescribing decisions. By mapping these practices, the study aims to improve our understanding of which drug—metoprolol or S-amlodipine—is more frequently chosen, and under what circumstances, among Indian physicians managing hypertension in patients with comorbid diabetes.

Study Objective

To assess Indian physicians' perceptions, preferences, and prescribing practices regarding the use of S-metoprolol and S-amlodipine in managing hypertension in Indian patients with diabetes.

Methods

This study employed a cross-sectional, questionnaire-based design targeting a sample of Indian physicians who manage patients with hypertension and diabetes. A 14-question survey was developed to evaluate clinicians' clinical experiences, prescribing preferences, and perceptions regarding the efficacy, safety, and patient outcomes associated with S-metoprolol and S-amlodipine.

Physicians were identified and invited to participate through professional networks, medical associations, and academic forums. Before participation, detailed information about the study was provided to ensure informed consent. The survey was administered electronically to enhance convenience for participants, and responses were securely stored to ensure confidentiality.

Data collection was followed by statistical analyses to summarize the findings and identify key trends in the prescribing behaviors of physicians. The target sample size was set at 92 clinicians to ensure a diverse and representative group, enabling meaningful statistical analysis.

Ethical considerations were prioritized, with approval sought from an Independent Ethics Committee. Participants were assured of their right to withdraw from the study at any time without consequence, and all responses were anonymized to protect participant confidentiality.

Results

A total of 92 HCPs participated in the survey. Below is the summary of the responses.

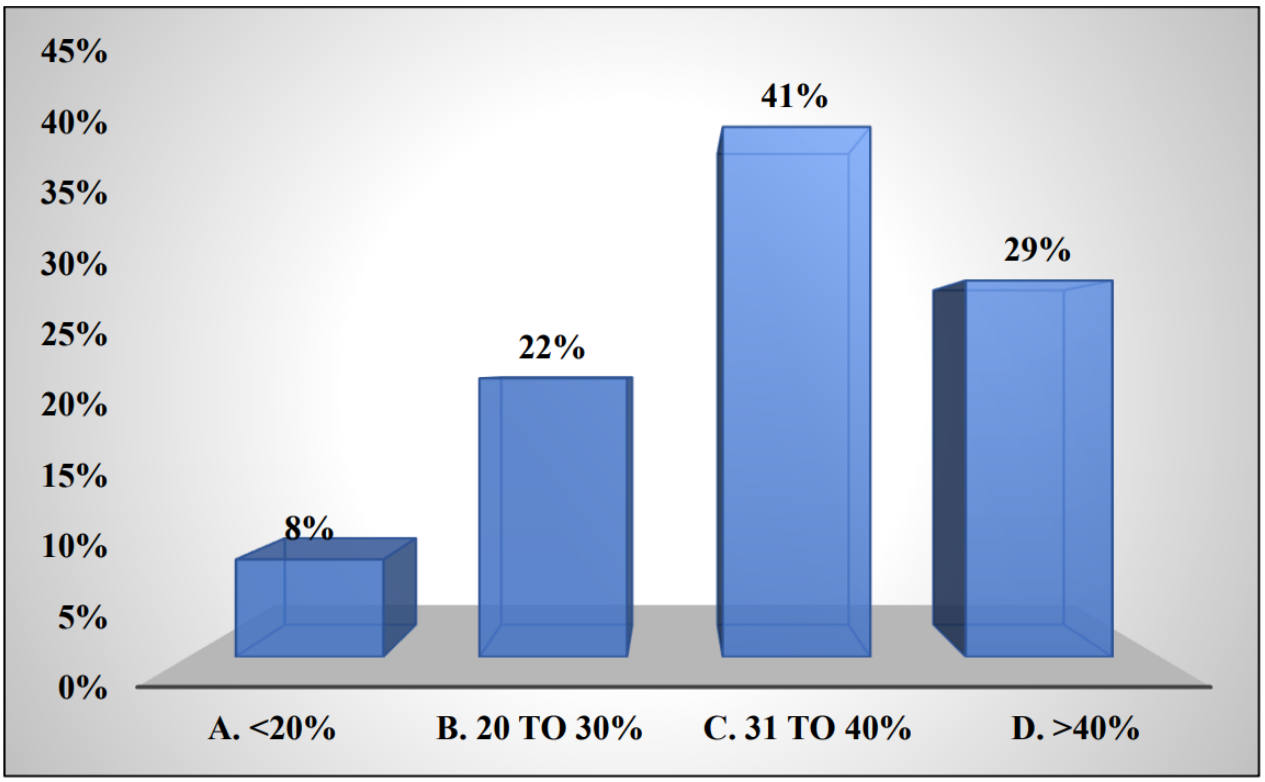
1. What percentage of patients are diagnosed with Hypertension in your clinical practice?

A. <20%

B. 20 to 30%

C. 31 to 40%

D. >40%



- Hypertension is prevalent, with the majority (41%) observing it in 31-40% of their patients.
- A significant proportion (29%) encounter rates exceeding 40%.
- Moderate prevalence (20-30%) is seen by 22%, while a small minority (8%) report rate below 20%.

2. Which class of antihypertensive drug the is usually preferred by you in patients with Hypertension?

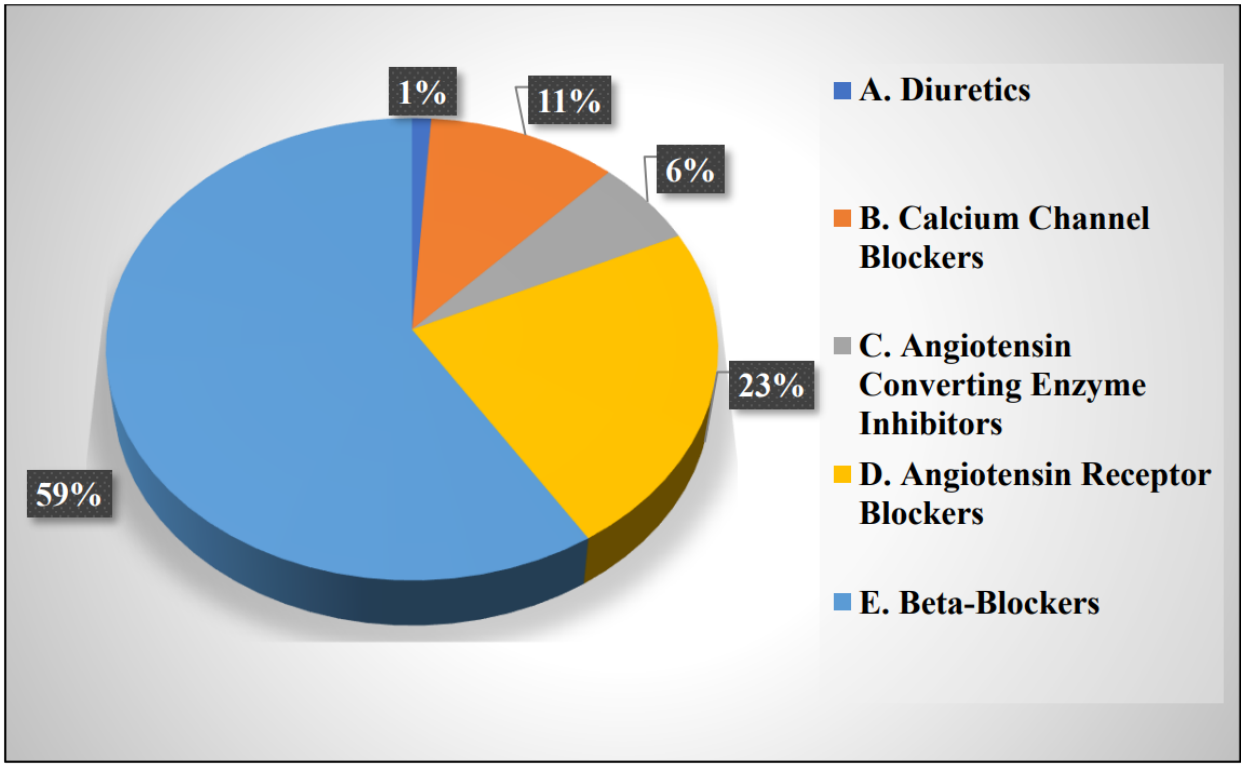
A. Diuretics

B. Calcium Channel Blockers

C. Angiotensin Converting Enzyme Inhibitors

D. Angiotensin Receptor Blockers

E. Beta-Blockers



- Beta-Blockers: Most clinicians (59%) prefer beta-blockers as the antihypertensive drug of choice for patients with hypertension.
- ARBs: Angiotensin Receptor Blockers (ARBs) are the next most favored, with 23% of clinicians selecting them.
- Calcium Channel Blockers (11%) and Angiotensin-Converting Enzyme Inhibitors (6%) are less commonly chosen.
- Diuretics: Only 1% of clinicians prefer diuretics in managing hypertension.

3. Which beta-blocker is usually preferred by you in patients with Hypertension?

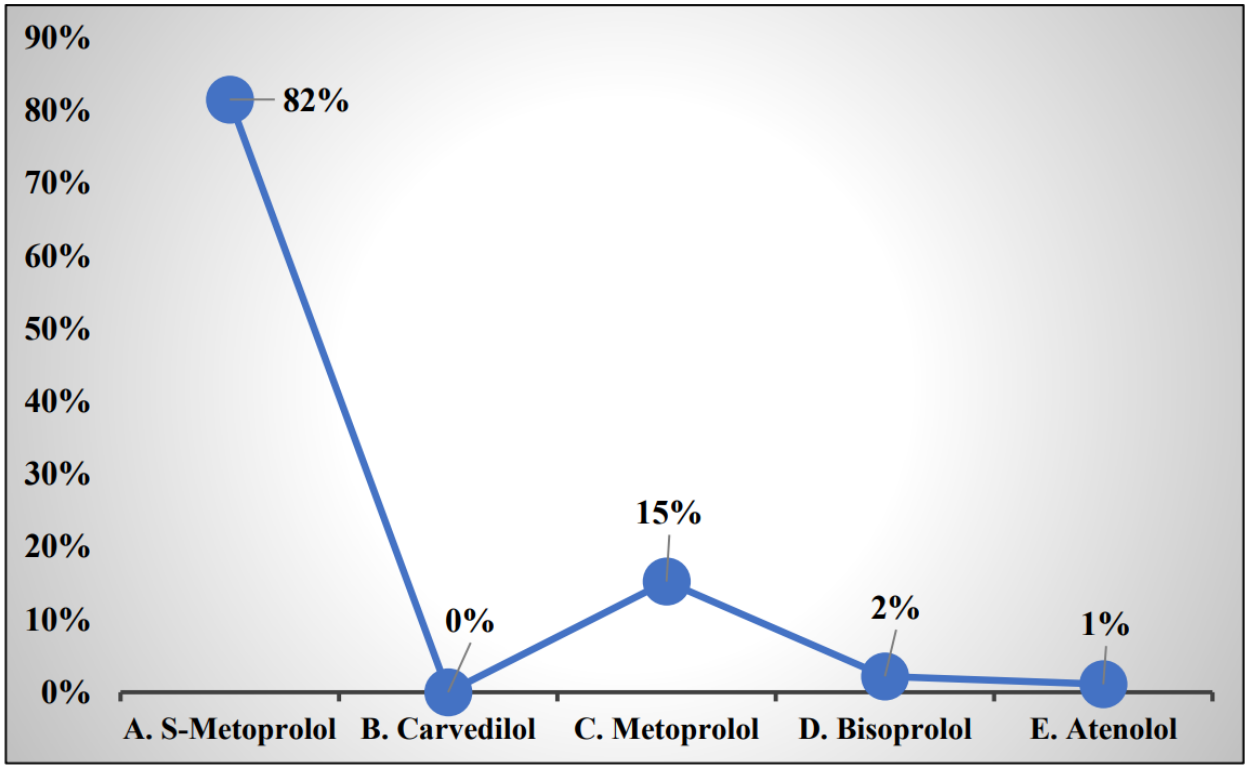
A. S-Metoprolol

B. Carvedilol

C. Metoprolol

D. Bisoprolol

E. Atenolol



- S-Metoprolol Dominates: The vast majority of clinicians (82%) prefer S-Metoprolol as the beta-blocker of choice for patients with hypertension.
- Metoprolol: 15% of clinicians choose Metoprolol, making it the second most commonly used beta-blocker.
- Bisoprolol (2%) and Atenolol (1%) have minimal preference, while Carvedilol is not preferred at all (0%).

4. Which Calcium Channel Blocker is usually preferred by you in patients with Hypertension?

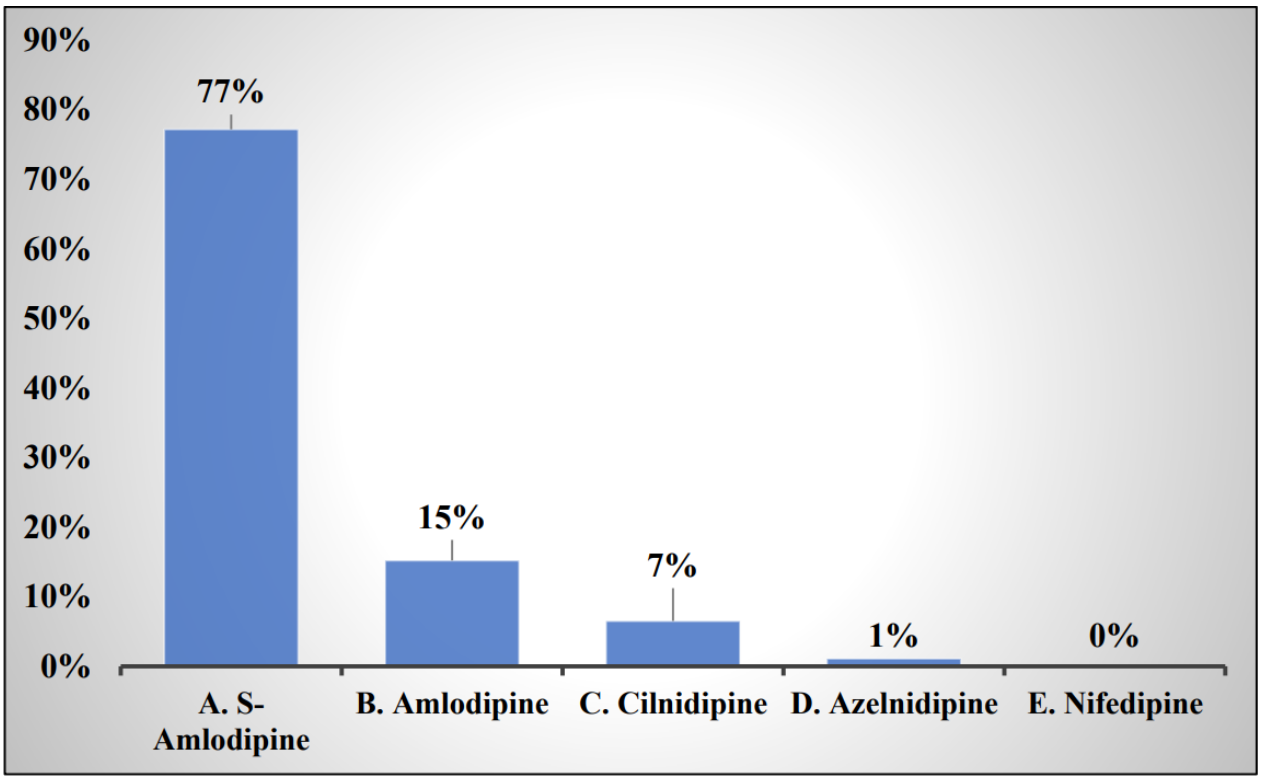
A. S- Amlodipine

B. Amlodipine

C. Cilnidipine

D. Azelnidipine

E. Nifedipine



- S-Amlodipine: The majority of clinicians (77%) prefer S-Amlodipine as the calcium channel blocker of choice for hypertension management.
- Amlodipine: 15% of clinicians favor Amlodipine, making it the next preferred option.
- Cilnidipine is chosen by 7%, while Azelnidipine (1%) and Nifedipine (0%) have negligible or no preference.

5. What percentage of patients with Hypertension remain uncontrolled with the monotherapy in your practice?

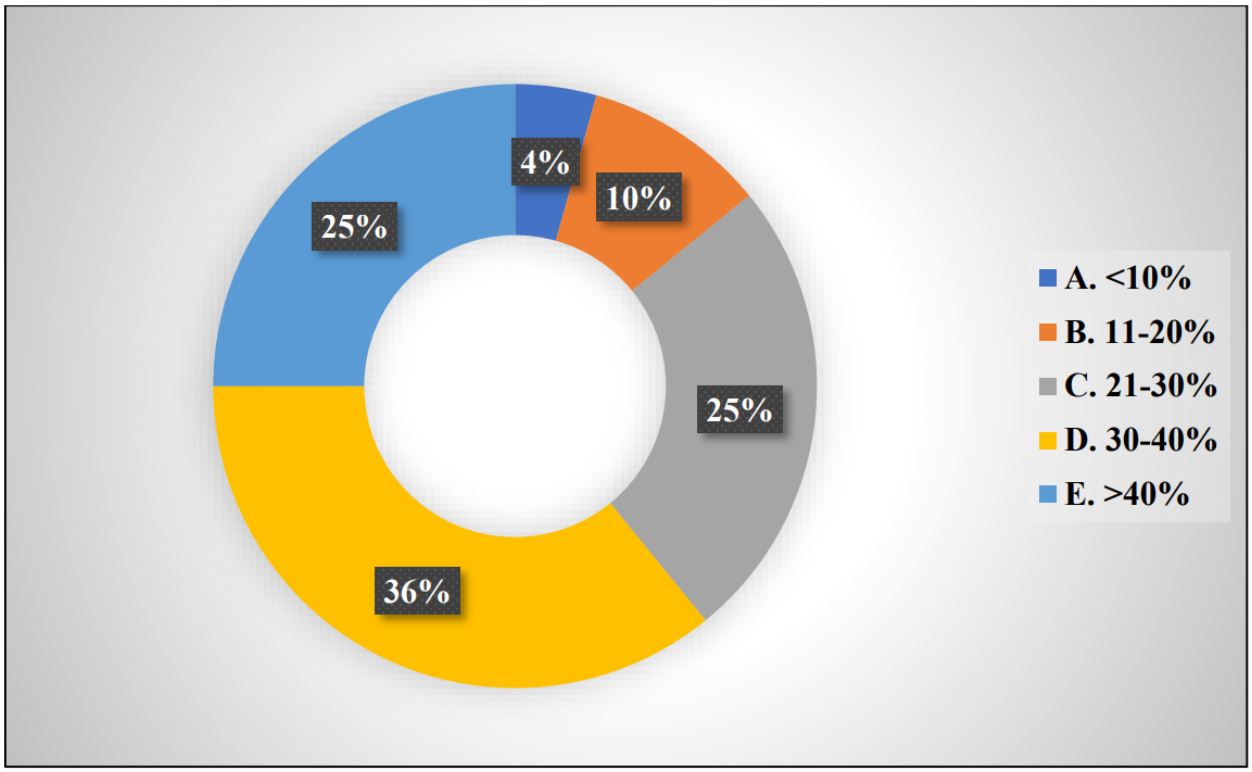
A. <10%

B. 11-20%

C. 21-30%

D. 30-40%

E. >40%



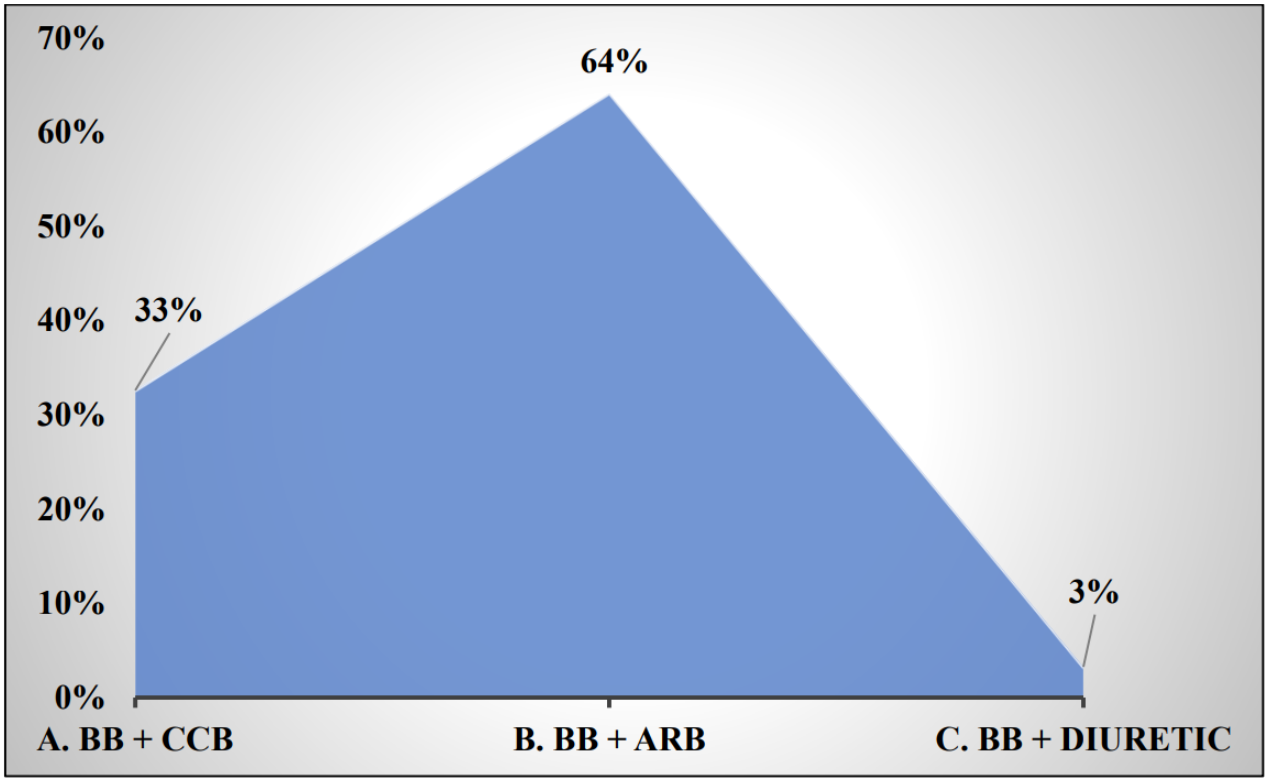
- A notable proportion of clinicians (36%) report that 30-40% of hypertensive patients remain uncontrolled despite monotherapy.
- An additional 25% observe uncontrolled hypertension in more than 40% of patients treated with a single drug.
- About 25% of clinicians report a lower range of uncontrolled cases (11-30%) under monotherapy.
- Only a small fraction (4%) report less than 10% of patients with uncontrolled hypertension when treated with monotherapy.

6. Which of the Antihypertensive dual drug combination is commonly preferred by you in patients with Hypertension associated with CAD or Angina?

A. BB + CCB

B. BB + ARB

C. BB + Diuretic



- BB + ARB: A substantial majority (64%) of clinicians prefer combining a Beta-Blocker (BB) with an Angiotensin Receptor Blocker (ARB) for managing hypertension associated with CAD or angina.
- BB + CCB: About 33% of clinicians opt for a Beta-Blocker (BB) combined with a Calcium Channel Blocker (CCB).
- Minimal Use of BB + Diuretic: Only a small minority (3%) prefer a Beta-Blocker (BB) in combination with a Diuretic.

7. Which patient profiles do you find most suitable for S-Metoprolol + S-Amlodipine therapy?

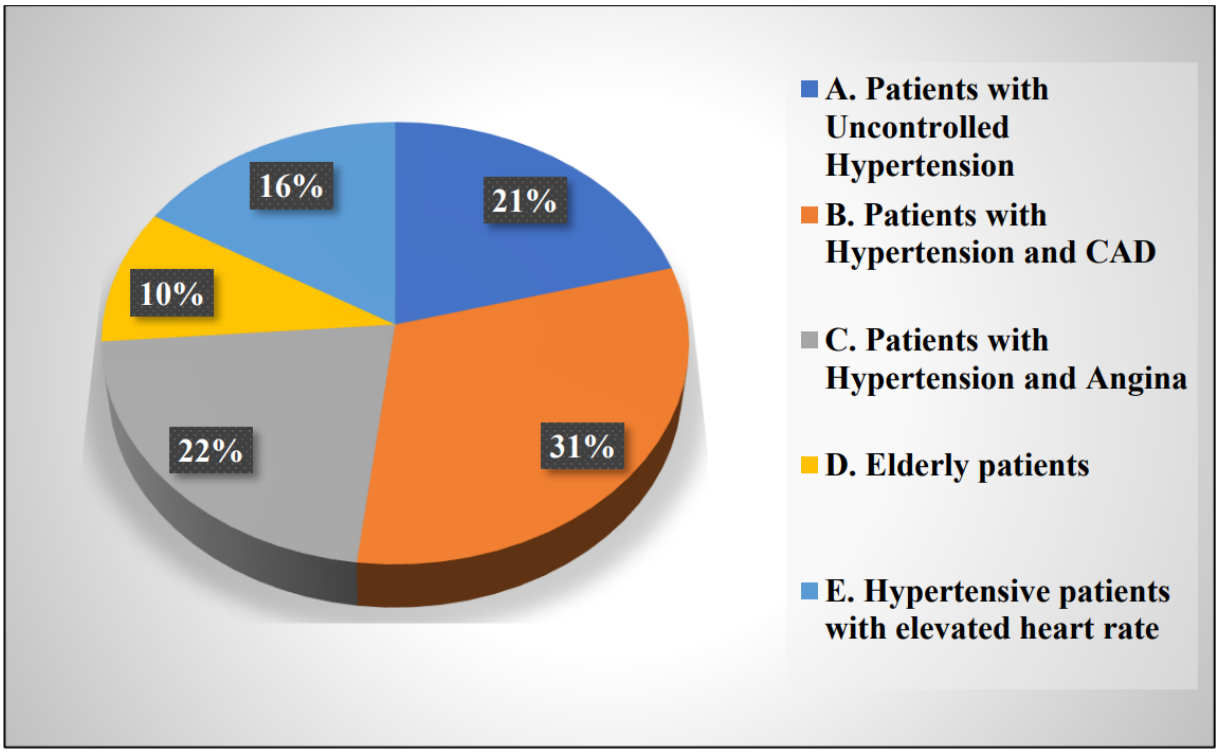
A. Patients with Uncontrolled Hypertension

B. Patients with Hypertension and CAD

C. Patients with Hypertension and Angina

D. Elderly patients

E. Hypertensive patients with elevated heart rate



- The majority of clinicians (31%) find S-Metoprolol + S-Amlodipine therapy most suitable for patients with hypertension and CAD.
- A significant proportion (22%) also prefers this combination for patients with hypertension and angina.
- 21% consider it appropriate for patients with uncontrolled hypertension.
- A smaller group (16%) finds this therapy suitable for hypertensive patients with elevated heart rate.
- Only 10% of clinicians select this combination for elderly patients.

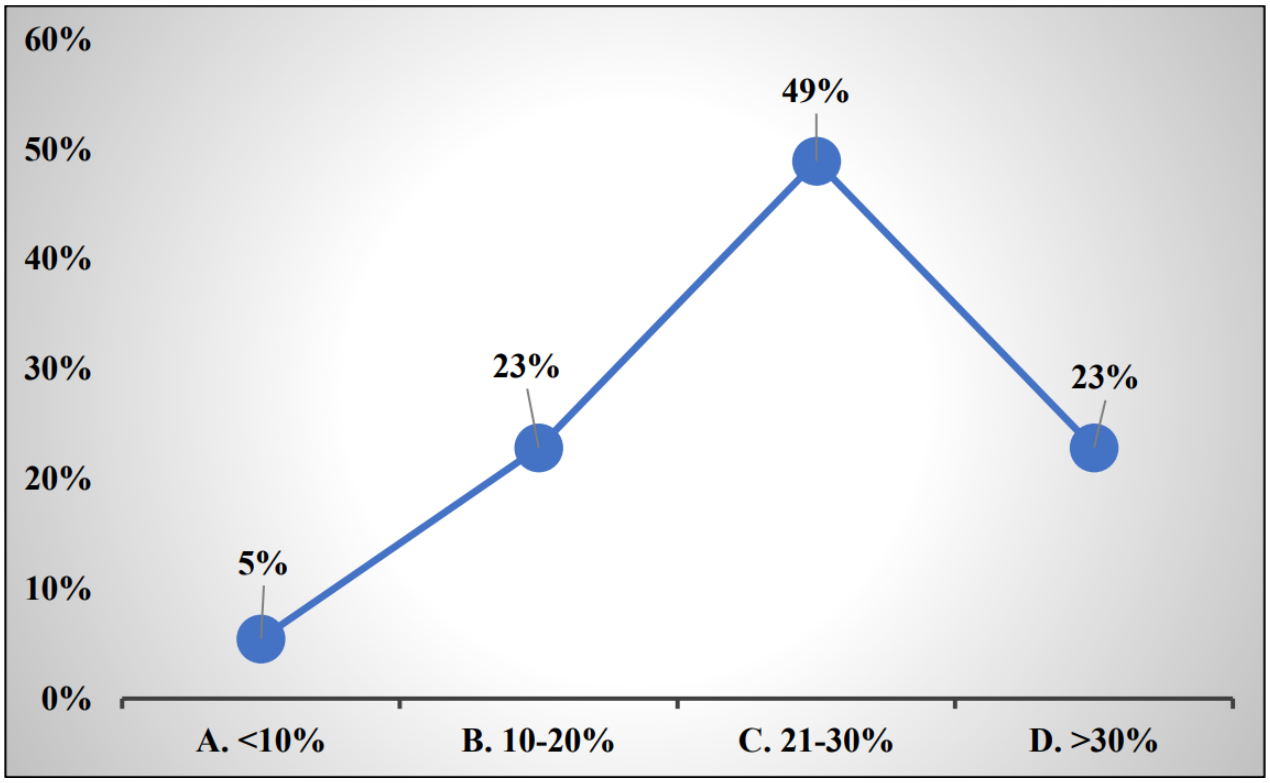
8. What percentage of your hypertensive patients with CAD/Angina are prescribed with S-Metoprolol + S-Amlodipine?

A. <10%

B. 10-20%

C. 21-30%

D. >30%



- The majority (49%) of clinicians prescribe S-Metoprolol + S-Amlodipine for 21-30% of their hypertensive patients with CAD or angina.
- A significant portion (23%) prescribes this combination for 10-20% of such patients.
- 23% of clinicians report prescribing this therapy for more than 30% of their CAD or angina patients with hypertension.
- Only 5% of clinicians use this combination for fewer than 10% of their patients.

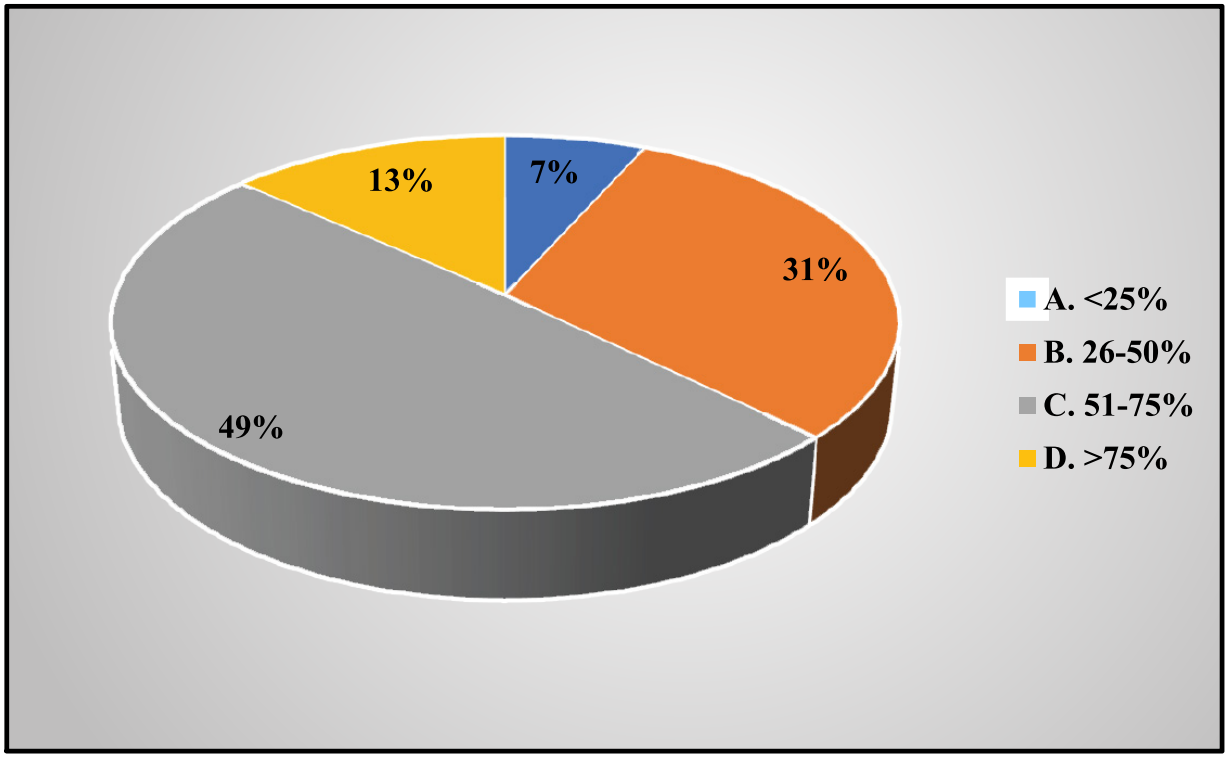
9.What is the usual duration of therapy with S-Metoprolol + S-Amlodipine in Hypertensive patients with CAD/Angina in your practice?

A. <1 year

B. 1 year to 2 years

C. >2 years to 3 years

D. Life-long



- The majority (36%) of clinicians use S-Metoprolol + S-Amlodipine for more than 2 to 3 years in hypertensive patients with CAD/angina.
- A significant portion (42%) prescribes this combination for life-long management.
- 16% of clinicians use the combination for 1 to 2 years.
- Only 6% of clinicians prescribe this therapy for less than a year in such patients.

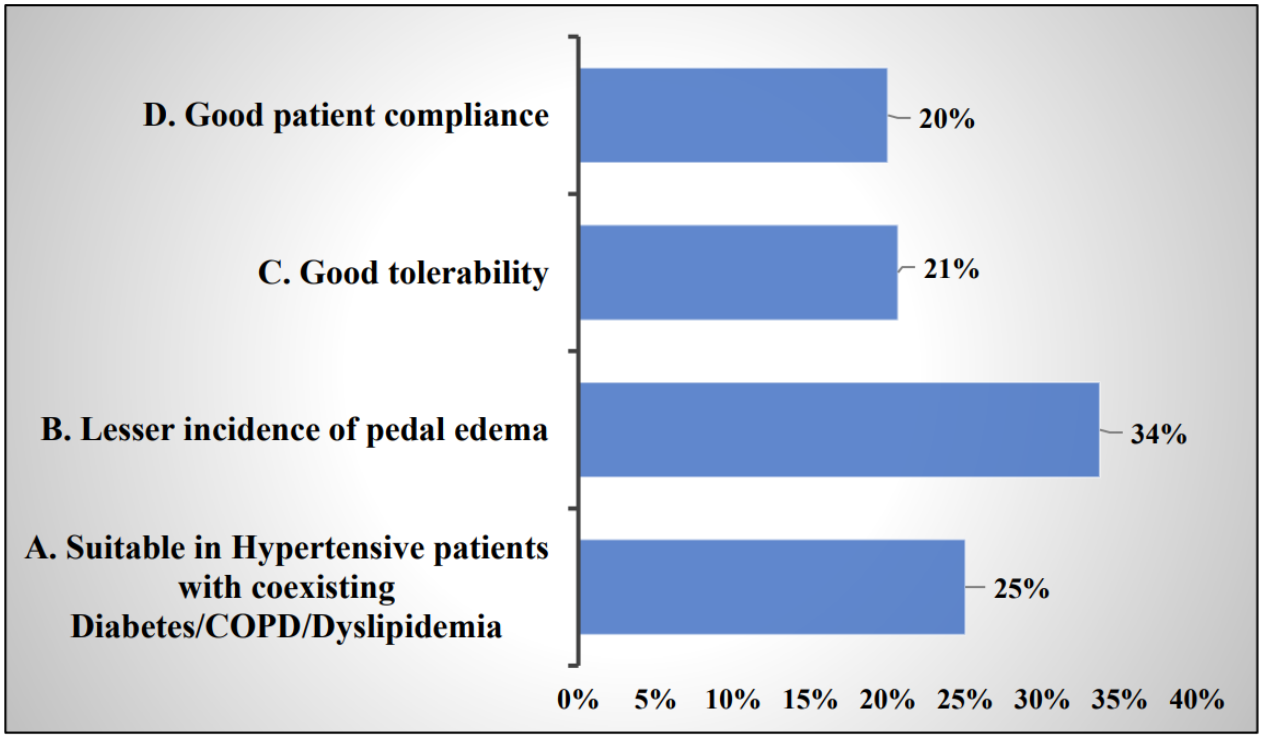
10. What is/are the clinical benefit(s) being observed with the usage of S-Metoprolol + S-Amlodipine in your practice in patients with Hypertension?

A. Suitable in Hypertensive patients with coexisting Diabetes/COPD/Dyslipidemia

B. Lesser incidence of pedal edema

C. Good tolerability

D. Good patient compliance

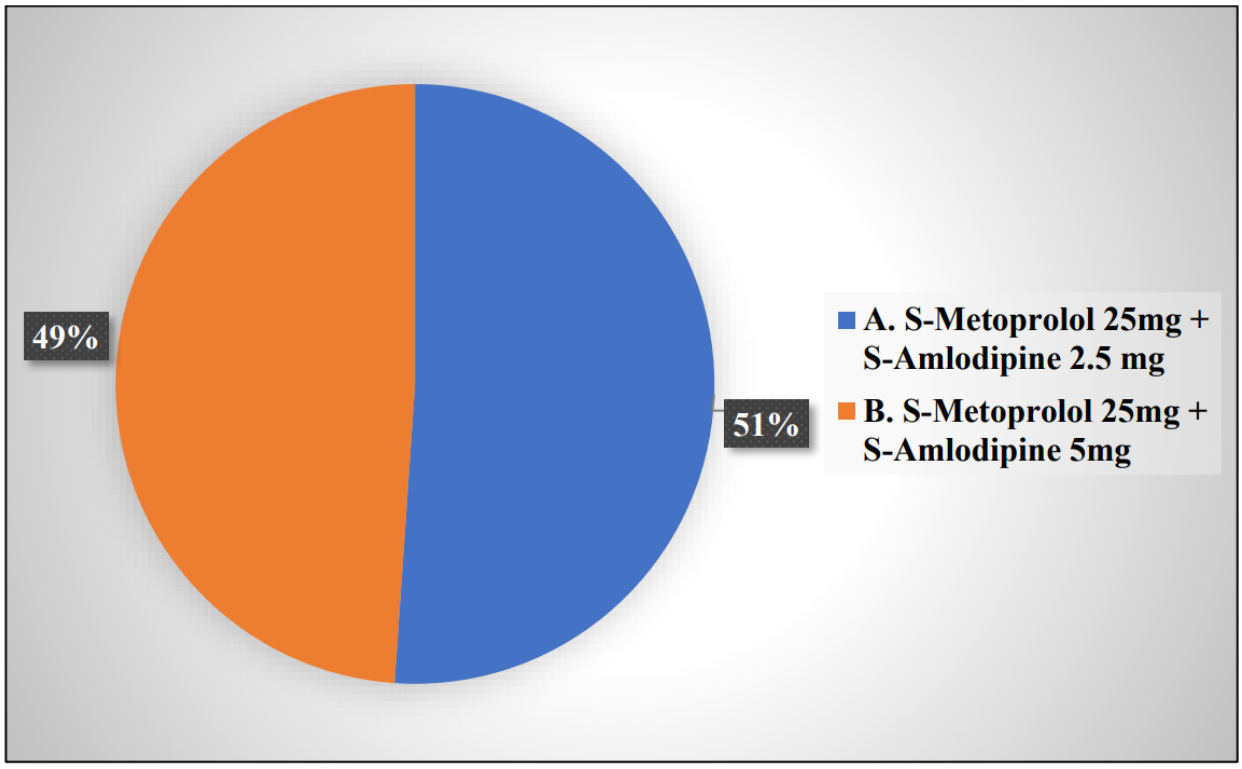


- Suitable in Hypertensive patients with coexisting Diabetes/COPD/Dyslipidemia (25%): Works well in patients with additional conditions.
- Lesser incidence of pedal edema (34%): Fewer occurrences of pedal edema compared to other therapies.
- Good tolerability (21%) & Good patient compliance (20%): Patients show good adherence to and generally tolerate this therapy well.

11. Which Strength of S-Metoprolol + S-Amlodipine Tablet is commonly prescribed by you?

A. S-Metoprolol 25mg + S-Amlodipine 2.5 mg

B. S-Metoprolol 25mg + S-Amlodipine 5mg



- S-Metoprolol 25mg + S-Amlodipine 2.5 mg (51%): The majority of clinicians prefer the lower dose combination, likely due to initial titration or lower therapeutic needs.

- S-Metoprolol 25mg + S-Amlodipine 5mg (49%): A slightly smaller but significant proportion opts for the higher dose combination, likely for patients with greater therapeutic requirements.

12. Which is most preferred Guideline for the management of Uncontrolled Hypertensive patients in your practice?

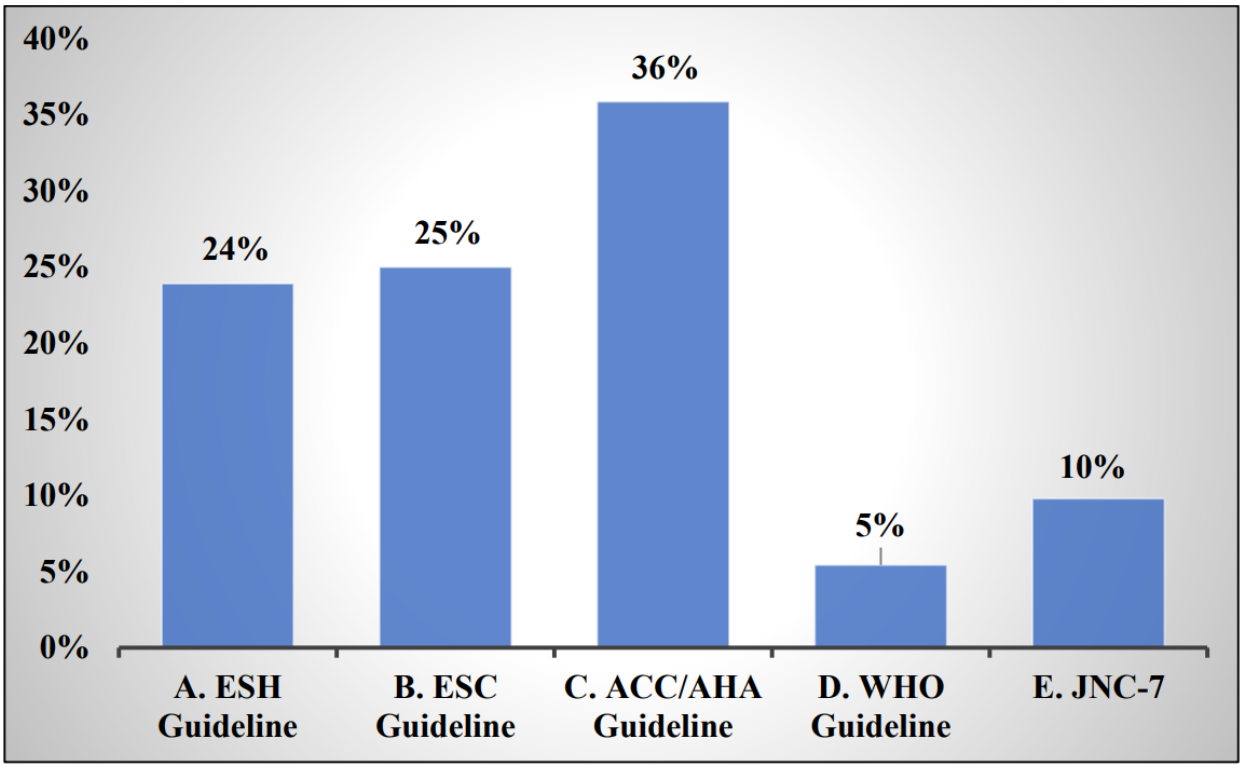
A. ESH Guideline

B. ESC Guideline

C. ACC/AHA Guideline

D. WHO Guideline

E. JNC-7



- ACC/AHA Guideline (36%): Preferred for evidence-based hypertension management.
- ESC Guideline (25%): Popular due to European Society of Cardiology recommendations.
- ESH Guideline (24%): Aligns with European Society of Hypertension protocols.
- JNC-7 (10%) & WHO Guideline (5%): Still used by practitioners adhering to older guidelines.

13. Which common side effects is/are observed with the FDC of Telmisartan + Metoprolol, in your practice?

A. Hypotension

B. Headache

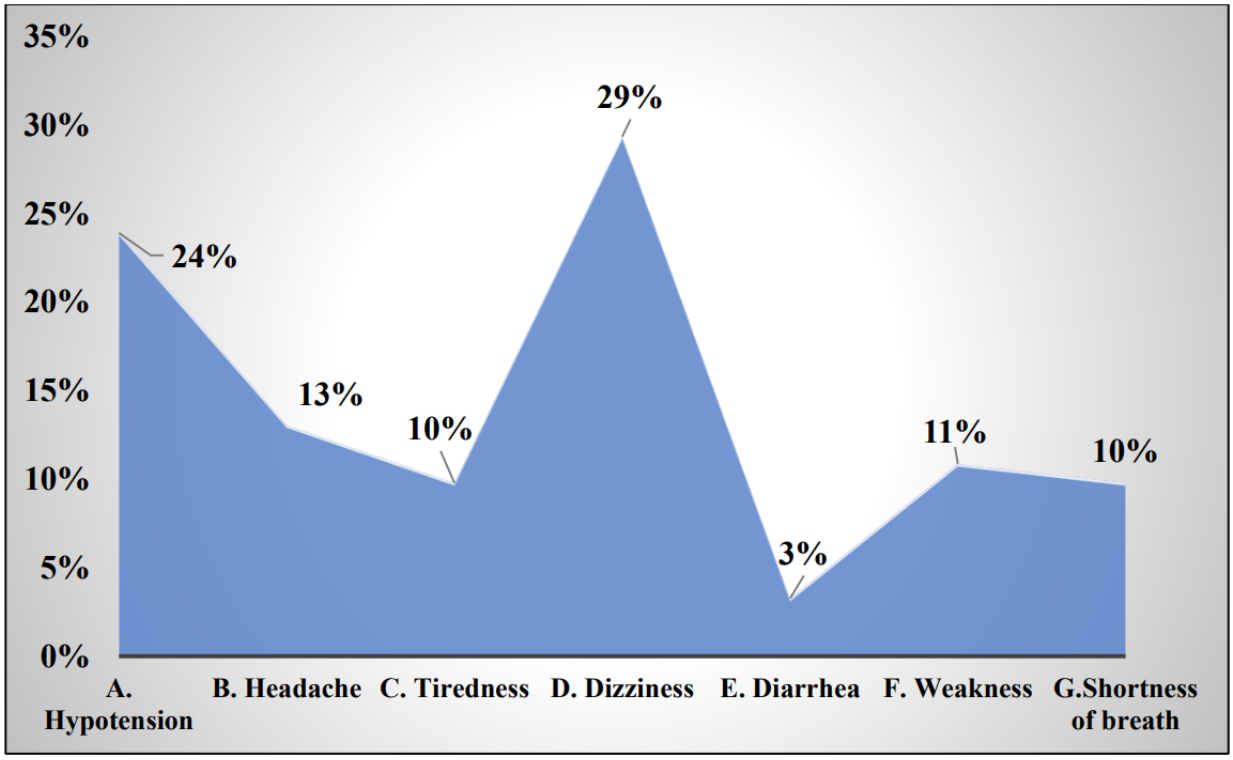
C. Tiredness

D. Dizziness

E. Diarrhea

F. Weakness

G. Shortness of breath



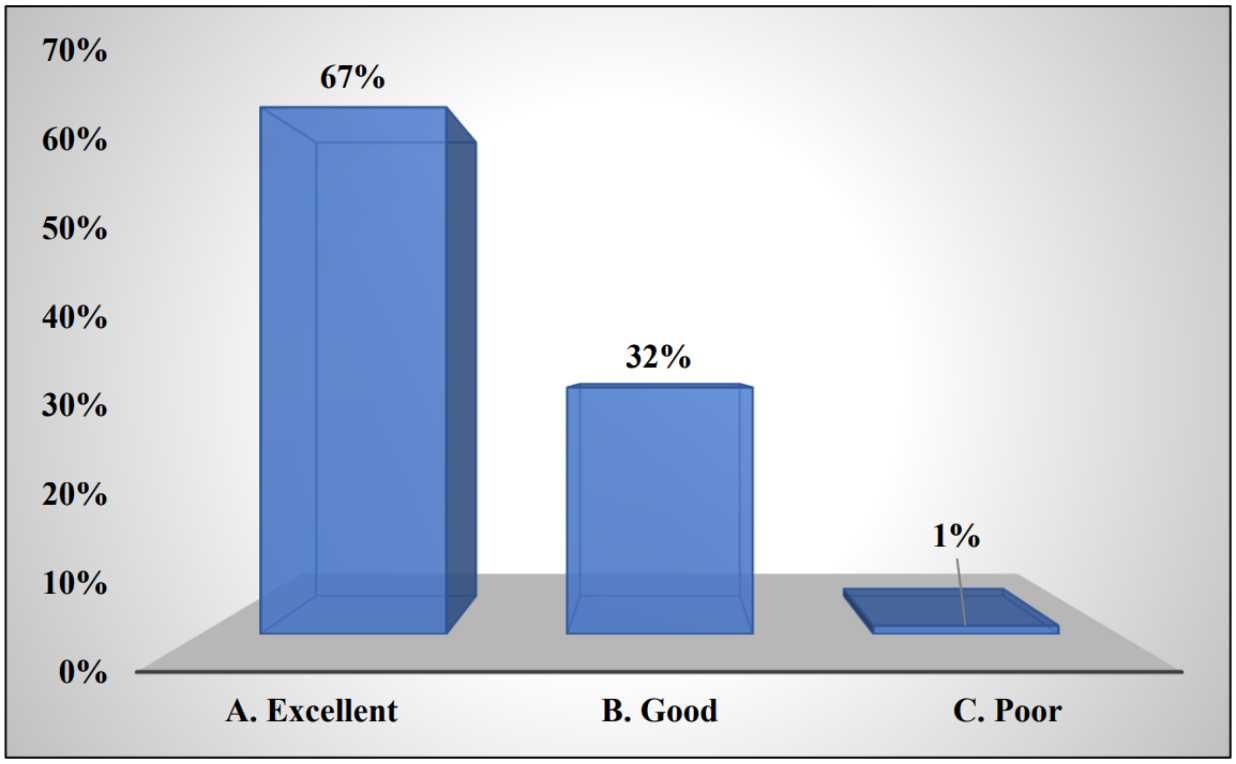
- Dizziness (29%): The most common side effect, impacting blood pressure regulation.
- Hypotension (24%): Frequent, reflecting the combination's blood pressure-lowering effect.
- Headache (13%): Notable but less frequent.
- Weakness (11%): Linked to antihypertensive medications.
- Shortness of breath (10%): Significant but less common.
- Tiredness (10%): Affects daily activities.
- Diarrhea (3%): The least observed side effect.

14. In your opinion, how is the long-term safety profile of S-Metoprolol + Samlodipine therapy?

A. Excellent

B. Good

C. Poor



- Excellent (67%): Majority of clinicians find the long-term safety profile of S-Metoprolol + Amlodipine to be excellent, indicating high confidence in its long-term use.
- Good (32%): A significant proportion also considers it good, showing broad acceptance in clinical practice.
- Poor (1%): A minimal minority perceives concerns regarding long-term safety, reflecting a low rate of adverse effects in general.

Summary

The summary provides an overview of clinicians' approaches to managing hypertension in Indian patients, highlighting the prevalence of the condition and the preferred antihypertensive treatments. A significant proportion of clinicians report hypertension in over 30% of their patients, with Beta-Blockers (59%) and ARBs (23%) being the most commonly prescribed drug classes. Among beta-blockers, S-Metoprolol is the clear first choice, while S-Amlodipine leads as the preferred calcium channel blocker. Combination therapy using S-Metoprolol with S-Amlodipine is highly favored, especially in patients with CAD or angina. The majority of clinicians prescribe this therapy for more than two years, with many opting for lifelong management.

The study also reveals that S-Metoprolol combined with S-Amlodipine works well in patients with coexisting conditions like diabetes or COPD. Clinicians value this combination due to its lower incidence of pedal edema, good tolerability, and high patient compliance. The survey findings show that most clinicians prefer S-Metoprolol at 25 mg combined with S-Amlodipine at 2.5 mg, though some opt for the higher dose combination (25 mg + 5 mg). Clinicians are divided in their preference for treatment guidelines, with ACC/AHA and ESC being the most followed. The side effects reported include dizziness, hypotension, and headaches, though the long-term safety profile of S-Metoprolol combined with S-Amlodipine is largely considered excellent or good by most clinicians. The findings reflect a strong inclination towards combination therapy, particularly S-Metoprolol and S-Amlodipine, due to its effectiveness, safety, and patient-centered benefits.

Discussion

Based on the survey data, The findings from this study offer important insights into the management of hypertension in diabetic patients in India, revealing critical trends in medication preferences, treatment efficacy, and patient outcomes. The prevalence of hypertension remains alarmingly high, with a notable portion of diabetic patients suffering from uncontrolled blood pressure despite being on treatment. This underscores the pressing need for effective antihypertensive strategies that address the complexity of hypertension in diabetic patients. The survey reveals that Beta-Blockers remain the most favored drug class among clinicians, with 59% of respondents choosing this option, followed closely by ARBs, which are preferred by 23% due to their effectiveness in controlling blood pressure and reducing the risk of complications like diabetic nephropathy.

Among the Beta-Blockers, S-Metoprolol stands out as the clear first choice, preferred by 82% of clinicians because of its proven efficacy in lowering blood pressure and its well-established safety profile. Similarly, S-Amlodipine is the leading choice among calcium channel blockers, with 77% of clinicians opting for it due to its ability to manage blood pressure and alleviate symptoms such as pedal edema—a common complication in diabetic patients. The combination therapy of S-Metoprolol + S-Amlodipine emerges as the most preferred regimen, favored by 31% of clinicians for managing hypertension in patients with concurrent cardiovascular diseases like CAD or angina. This combination therapy is particularly effective in providing comprehensive blood pressure control while also minimizing side effects, such as lower incidence of pedal edema compared to other calcium channel blockers.

The survey results reveal that 30-40% of hypertensive patients remain uncontrolled even with monotherapy, indicating the limitations of single-drug treatment. About 25% of clinicians observe uncontrolled hypertension in over 40% of their patients on a single antihypertensive agent, highlighting the need for combination therapies. The preference for S-Metoprolol + S-Amlodipine reflects clinicians' recognition of the synergistic effects of these two drugs in controlling blood pressure and managing cardiovascular symptoms efficiently. This combination therapy is also well-supported by international hypertension management guidelines such as ACC/AHA, ESC, and ESH, making it an evidence-based approach that clinicians in India are adopting in their practice.

Clinicians tend to prescribe S-Metoprolol + S-Amlodipine for extended durations, with 36% using it for more than 2 to 3 years, and 42% opting for lifelong therapy. This long-term use reflects the treatment's efficacy, safety, and good patient compliance. The combination therapy addresses both short-term and long-term blood pressure control while also being well tolerated by patients. Despite this, side effects such as dizziness, hypotension, headache, and fatigue need careful management, though these are relatively mild and generally transient.

The lower-dose combination of S-Metoprolol 25 mg + S-Amlodipine 2.5 mg (preferred by 51% of clinicians) reflects an initial titration approach, ensuring patients can start with lower doses and gradually increase if needed. Meanwhile, the higher-dose combination (S-Metoprolol 25 mg + S-Amlodipine 5 mg) is chosen by 49% of clinicians for patients with greater therapeutic needs. This dose differentiation caters to varying patient requirements, making it a flexible option in clinical practice.

The discussion further highlights the suitability of this combination therapy in patients with comorbid conditions such as diabetes, COPD, or dyslipidemia, with 25% of clinicians finding it particularly effective in such cases.

Moreover, patient adherence to this therapy is good, with 21% of clinicians reporting excellent patient compliance. The dual action of S-Metoprolol + S-Amlodipine in controlling blood pressure while providing relief from edema, particularly in diabetic patients, makes it an ideal choice for long-term management.

In conclusion, this combination therapy—S-Metoprolol + S-Amlodipine—is emerging as the gold standard in the management of hypertension in diabetic patients in India. It not only provides effective blood pressure control but also aligns with global hypertension management guidelines, making it a preferred option for clinicians. The results emphasize the importance of evidence-based, long-term antihypertensive treatment in diabetic patients, addressing both immediate and chronic cardiovascular risks while improving overall patient outcomes.

Clinical Recommendations

The management of hypertension in diabetic patients in India requires careful and personalized selection of antihypertensive medications to address both blood pressure control and the specific complications associated with diabetes. Angiotensin Receptor Blockers (ARBs) are a popular choice among clinicians, with 47% opting for them due to their well-established renal protective effects, which is critical in preventing kidney damage—a common complication in diabetic patients. ARBs are particularly favoured because they not only lower blood pressure but also help preserve renal function, making them a valuable option in individuals at risk for diabetic nephropathy.

In addition to ARBs, Calcium Channel Blockers (CCBs) like S-Amlodipine are increasingly preferred by 25% of clinicians. S-Amlodipine is particularly beneficial for patients with pedal edema, a frequent side effect in diabetic hypertensive patients. This drug provides effective blood pressure control while simultaneously addressing fluid retention, which is a major concern in diabetic patients. The study findings show that 77% of clinicians prefer S-Amlodipine over other CCBs, making it one of the top choices due to its balance between efficacy, safety, and tolerability. The combination therapy of S-Metoprolol + S-Amlodipine is emerging as an optimal choice for diabetic hypertensive patients with coexisting cardiovascular diseases such as CAD or angina. This combination therapy is preferred by 31% of clinicians because it offers comprehensive management of blood pressure and symptoms associated with heart disease. It also helps prevent complications by addressing both hypertension and heart-related conditions. With 36% of clinicians prescribing this combination for more than 2-3 years and 42% opting for lifelong therapy, it shows that S-Metoprolol + S-Amlodipine is widely accepted for long-term management due to its efficacy and excellent safety profile.

In clinical practice, patient education plays a crucial role in achieving successful outcomes. Since side effects like pedal edema, dizziness, hypotension, headache, and fatigue are common, clinicians need to prepare patients for these possibilities. S-Metoprolol + S-Amlodipine has fewer incidences of pedal edema compared to traditional Amlodipine, which is a major reason why 34% of clinicians prefer it over other antihypertensive combinations. Good patient compliance is also observed, with 21% of clinicians reporting excellent adherence.

Additionally, clinicians should focus on regular monitoring of blood pressure and any potential side effects, ensuring that therapy adjustments are made as needed. S-Metoprolol at doses like 25 mg combined with S-Amlodipine 2.5 mg (preferred by 51%) is often used as an initial step in therapy, ensuring gradual titration to avoid adverse effects. For patients with greater therapeutic needs, the combination of S-Metoprolol 25 mg + S-Amlodipine 5 mg (preferred by 49%) provides a higher dose to achieve optimal blood pressure control.

In conclusion, clinicians in India are increasingly relying on ARBs, S-Amlodipine, and S-Metoprolol + S-Amlodipine as preferred options due to their evidence-based benefits, safety, and effectiveness in managing hypertension in diabetic patients. The careful selection of these medications, combined with patient education and regular follow-up, will help ensure optimal blood pressure control and reduce the risk of complications.

Consultant Opinion

The consultant opinion underscores the importance of enhancing clinician education to better manage hypertension in diabetic patients. Clinicians should be trained on the timely initiation of therapy, the selection of appropriate medications, and the importance of monitoring both blood pressure and side effects. S-Amlodipine is particularly highlighted for its favorable side-effect profile compared to racemic Amlodipine, making it a preferred choice for hypertensive diabetic patients. Additionally, adopting a holistic care approach, which includes collaboration with specialists, ensures that patients receive comprehensive treatment tailored to their individual needs. Effective patient communication is also crucial, as it helps patients understand their treatment plan, manage potential side effects, and stay compliant with their therapy. This multi-faceted strategy, combining medication management with education and patient support, will lead to improved clinical outcomes and better long-term control of hypertension in diabetic patients.

Market Opportunities

- **Growing Demand:** There is an increasing need for effective, safe, and convenient treatments for hypertension in diabetic patients.
- **Prevalence of Hypertension:** Many patients with diabetes in India struggle with uncontrolled hypertension, creating a significant market for targeted therapies.
- **Preferred Combination Therapy:** S-Metoprolol + S-Amlodipine is widely preferred among clinicians, creating an opportunity for promoting these specific medications.
- **Educational Gap:** A substantial number of clinicians lack adequate education regarding the management of hypertension in diabetic patients, indicating a need for better training and resources.
- **Targeted Training:** Pharmaceutical companies can fill this gap by offering educational programs focused on combination therapy, particularly S-Metoprolol + S-Amlodipine.
- **Convenience and Adherence:** Combination therapies simplify treatment regimens, improving patient adherence and compliance.
- **Efficacy and Safety:** These combination therapies offer a proven safety profile and effective blood pressure control, making them attractive to both patients and clinicians.
- **Marketing Opportunities:** Creating targeted marketing campaigns can effectively highlight the benefits of S-Metoprolol + S-Amlodipine, focusing on safety, efficacy, and long-term use.
- **Patient Compliance:** Enhanced compliance can lead to better therapeutic outcomes, driving market growth.
- **Clinical Outcomes:** The potential for improved patient outcomes through better blood pressure control creates a lucrative opportunity for pharmaceutical companies.

Market Positioning

- **Positioning S-Amlodipine as the Gold Standard:** Highlighting S-Amlodipine as the first-line treatment for hypertensive diabetic patients, especially those prone to peripheral edema, helps establish it as a preferred choice.

- **Targeted Marketing Campaigns:** Crafting targeted marketing strategies that emphasize the safety, efficacy, and long-term use of S-Amlodipine can effectively attract clinicians and patients.

- **Engagement with Key Opinion Leaders (KOLs):** Collaborating with KOLs in the field of hypertension and diabetes ensures credibility and broadens the reach of promotional efforts through clinical presentations, publications, and webinars.

- **Public Education and Awareness:** Conducting public education campaigns—using digital content, pamphlets, and community outreach—will help educate both healthcare providers and patients about the importance of early hypertension management and the advantages of S-Amlodipine.

- **Differentiation with Lower Edema Incidence:** S-Amlodipine's advantage of lower peripheral edema incidence compared to racemic Amlodipine serves as a key differentiator in marketing and prescribing practices.

- **Comprehensive Communication:** Emphasizing patient safety and adherence through clear communication will encourage better compliance and trust in long-term therapy.

- **Holistic Approach:** Positioning S-Amlodipine as part of a comprehensive care strategy for patients with hypertension, including those with coexisting conditions like diabetes, COPD, or dyslipidemia.

- **Proven Clinical Efficacy:** The effectiveness of S-Amlodipine in improving blood pressure control aligns with clinical guidelines (ACC/AHA, ESC, ESH), strengthening its credibility among healthcare professionals.

- **Long-Term Use:** Most clinicians opting for long-term therapy with S-Amlodipine highlights its durability and reliability in chronic hypertension management.

- **Patient-Centric Approach:** Emphasizing patient-centric care, ensuring that treatments like S-Amlodipine address both blood pressure management and potential side effects such as edema, will increase its acceptance and adherence.

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Weston Medical Education Foundation of India

Office No: 99, 9th Floor, Kalpataru Avenue, Opp. ESIC Hospital,
Kandivali (East), Mumbai - 400101. M:9322615653. W:www.wmefi.co.in