

Georgia's Hypertension Management Program: *Experience and Lessons Learned*

Rusudan Agladze, MD, PhD, FESC, FHFA

Baku, 12-14 December 2025

SERVIER 
moved by you

High prevalence of Hypertension in Georgia



Georgia

Hypertension profile



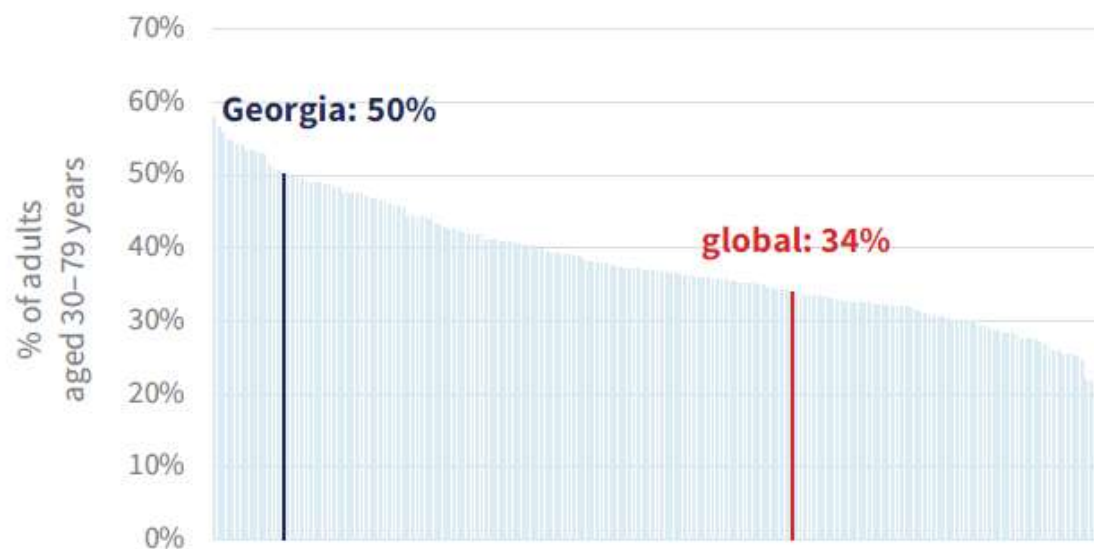
World Health Organization

Total population 2024: 3 808 000

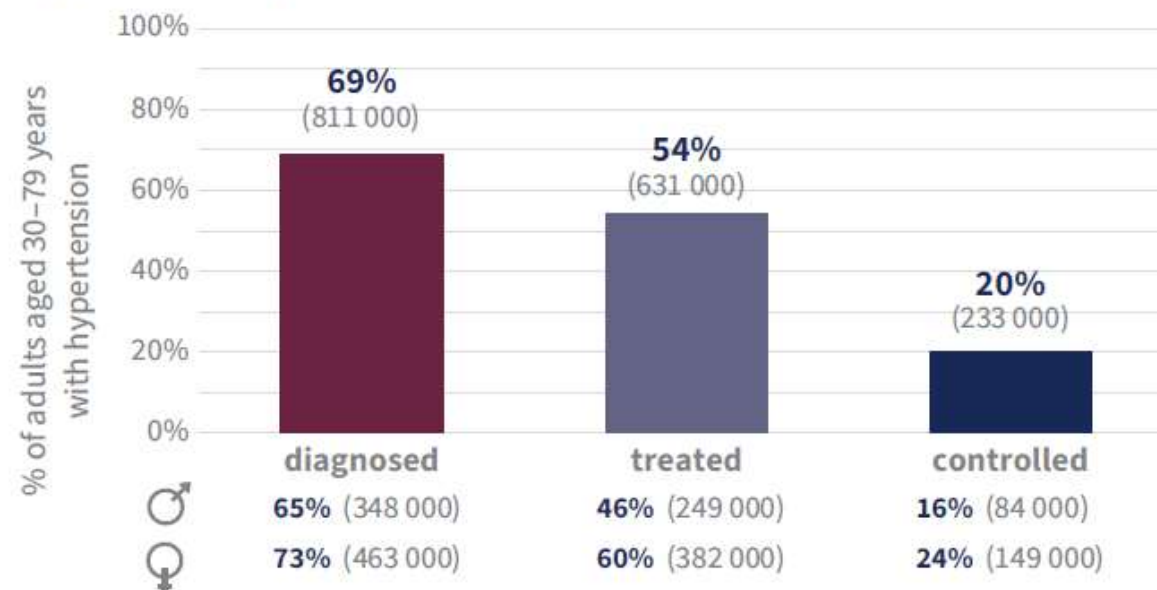
Prevalence of hypertension among adults aged 30–79 years (2024)^a

♂ 50% ♀ 50%

Prevalence of hypertension (adults aged 30–79 years) – country comparison (both sexes)^a



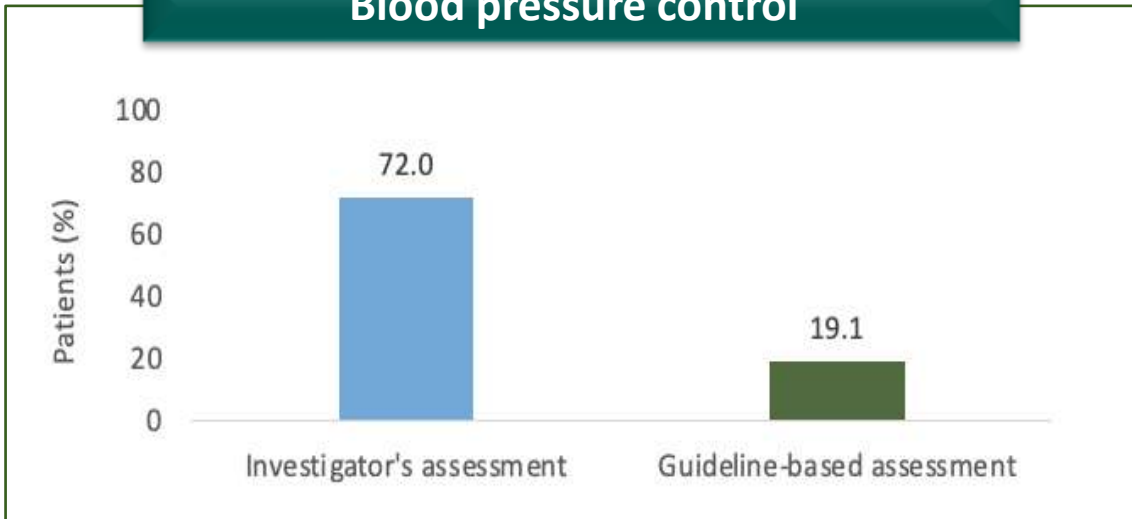
Of the 1.2 million adults aged 30–79 years with hypertension, approximately 938 000 do not have the condition controlled^b



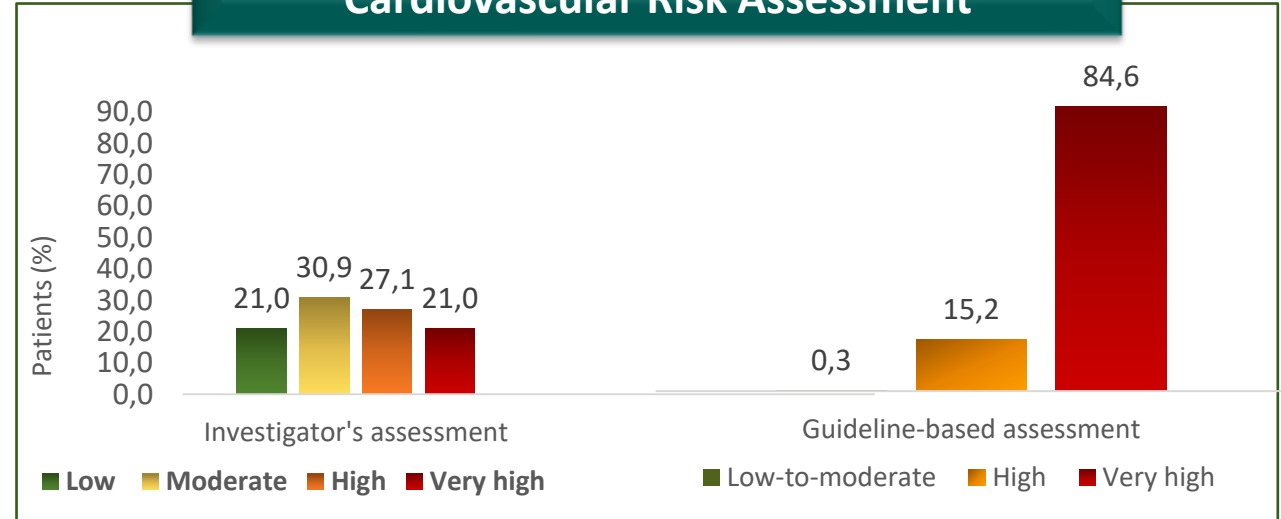
HYPERTENSION MANAGEMENT IN GEORGIA: BRIDGING GAPS IN CARDIOVASCULAR RISK ASSESSMENT AND BLOOD PRESSURE CONTROL (SNAPSHOT STUDY)

Cross-sectional observational multicenter epidemiological study involving 31 investigators (with 74.2% cardiologists, 12.9% endocrinologists, 9.7% neurologists, and 3.2% general practitioners) in Georgia and recruited consecutive hypertensive patients

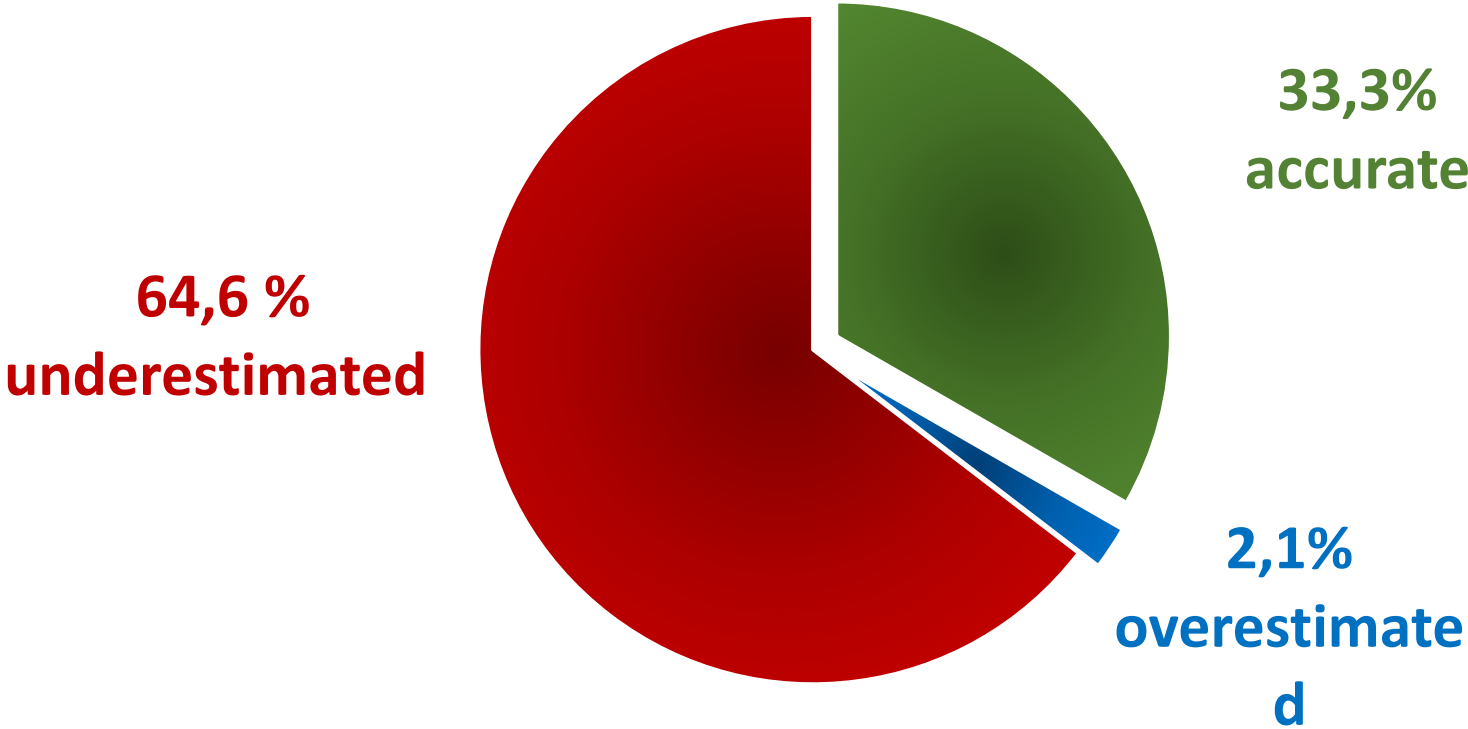
Blood pressure control



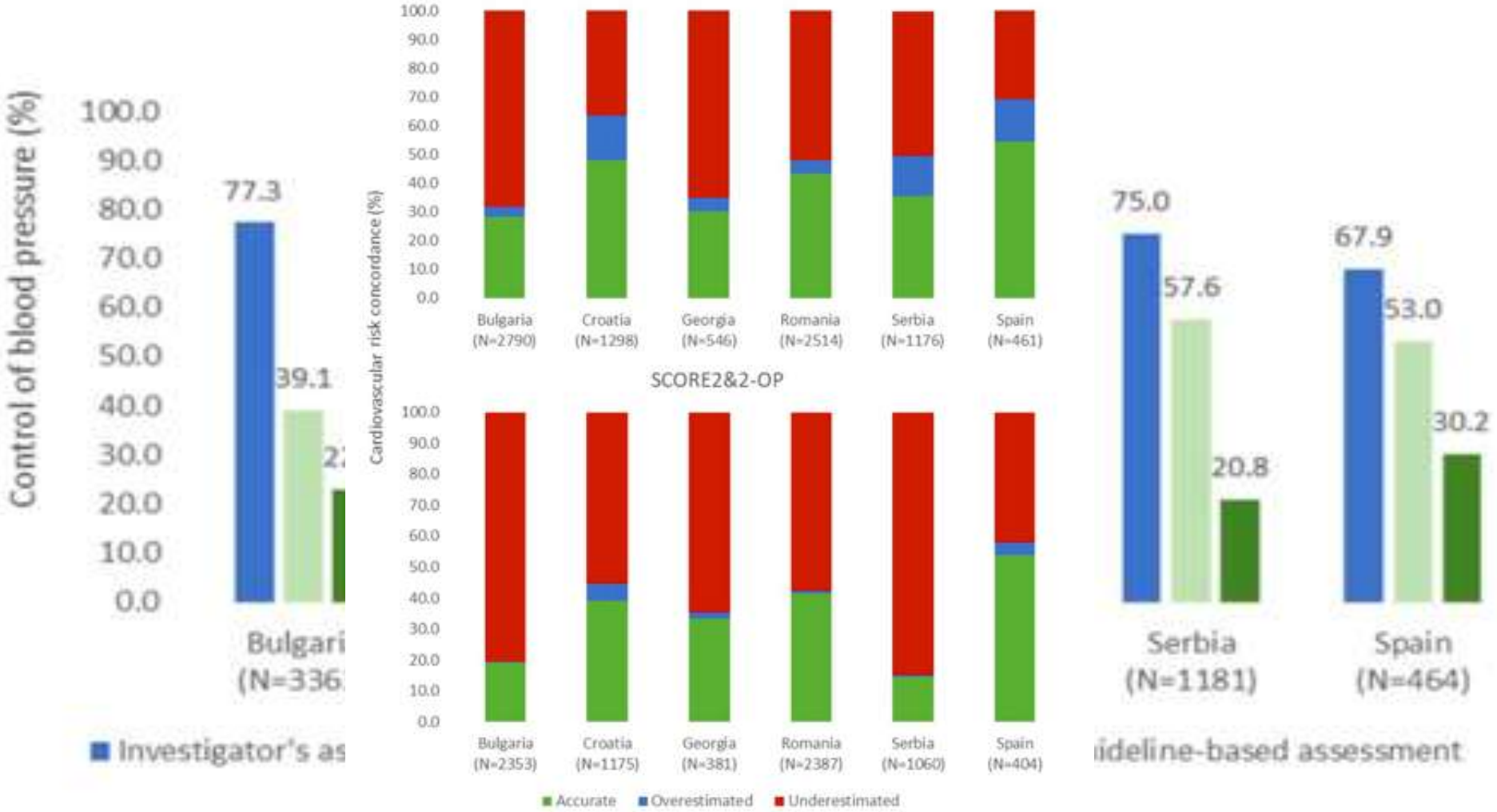
Cardiovascular Risk Assessment



Cardiovascular risk assessment



Investigator's vs ESC guideline based assessment of BP control and CVD risk



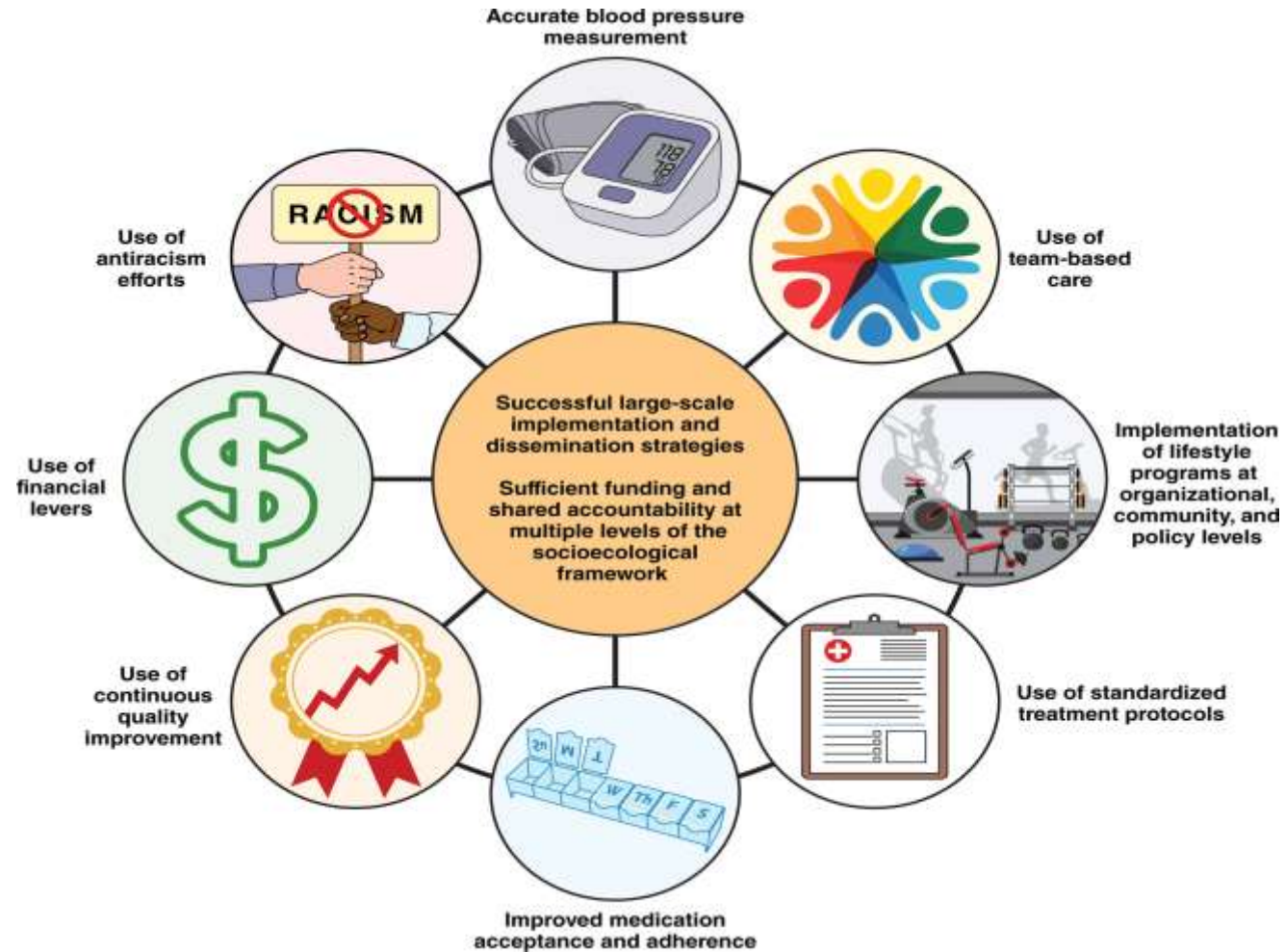
Potential Barriers to the Successful Implementation of BP

Level	Barriers
Individual	<p>Patient</p> <ul style="list-style-type: none">Behavioral<ul style="list-style-type: none">Inability to modify lifestyle behaviors as recommendedNot taking antihypertensive medications as prescribedCognitive/affective<ul style="list-style-type: none">Lack of knowledge about hypertension and BP controlLack of knowledge about SMBP monitoringSociodemographic<ul style="list-style-type: none">Lower socioeconomic status (eg, disinvestment in education, concentrated poverty, inadequate employment opportunities) <p>Health care professional</p> <ul style="list-style-type: none">Treatment inertiaLack of confidence in measured BP readingsLack of knowledge about hypertension and BP controlUncertainty about treatment goals and guideline recommendationsLack of knowledge about office and out-of-office BP measurementAbsence of feedback/QIInadequate timeReduced communication skills/trust building

Potential Barriers to the Successful Implementation of BP

Organization	<p>System</p> <ul style="list-style-type: none">Lack of standardization of BP measurementLower-quality careLack of protocol-driven careLack of decision supportAbsence of feedback/QIAbsence of team-based care/coordination of careLack of educational resources (dietary, lifestyle, medication)
Community	<p>Absence of healthy foods</p>
Policy	<ul style="list-style-type: none">Limited health insurance coverage/health care reformLack of regulation on salt content in restaurants, processed foodsLimited primary care/FQHC funding/reimbursementLimited cost/coverage of antihypertensive medication and SMBP monitoring devicesAbsence of public education on the importance of BP control

Key strategies to improve blood pressure control



M. Abdala et al Hypertension, vol 80, Issue 10, October 2023; e143-e157

Servier in collaboration with Local Associations significant contributor to enhance Disease awareness in Public

#BecauseI Say So



- Social-Media activity
- Screening week

“Fight for the Future 50-27”

Step forward to improve HT control in 3 years perspective



- Servier Georgia in Collaboration with Georgian Society of Cardiology unified around 3 years mission “Fight for the future”;
- To consolidate all major cardiology associations and industry experts in the battle against hypertension;
- To improve Hypertension Control rate in Georgia from 19% to 50% for 2027;
- As part of this initiative, a three-year memorandum has been signed involving different stakeholders of the field;
- The main Asset is to overcome treatment inertia and adherence on GPs level and Patients level.

“Fight for the Future 50-27”

The main Steps





“Fight for the Future 50-27” The launching Symposia

26th of April 2024



- Large scale Conference with over 250 Doctors Attended
- Led with the Top experts, supported with Ministry of Health, Parliament and French Embassy
- 4 Communication channels involved (Social, TV, Online, Direct)
- 75 outputs - Reach 1 017 301



- 3 years memorandum signed within Servier and Medical sociates aiming to improve BP control in Georgia up to 50%

<https://www.facebook.com/share/v/bi2DeBPD9pSMsZVU/?mibextid=WC7FNe>

“Fight for the Future 50-27”

The launching Symposia

26th of April 2024

“Fight for the Future 50/27”

3 Y mission to improve HT control up to 50%



The initiative, supported by the Georgian Society of Cardiology and experts in the field.

Goal: 50% of patients with controlled HT by 2027.

The project includes educational master classes for GPs , implementation of national guidelines, TEAs videos for HCPs , omnichannel activities (TV /Social media , My Servier, Webinars).

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“Fight for the Future 50-27”

Intensive Social Media Campaign of Lunching Event

TV Announcement



- TV announcement were announced on high-rated tv
- Direct streaming the 26th April Event in News

Social media posts



Online Media Support



- The announcement of the April 26 event was distributed in the 4 rated online media
- Further coverage of the event was carried out by 6 rated online news agencies

Local Associations in collaboration with Servier significant contributing to Disease awareness/adherence/control

“ESH Follow up Meeting”
Holistic approach/Inertia/Adherence

სიახლეები ევროპის ჰიპერტენზიის საზოგადოების 33-ე კონგრესიდან

14 ივლისი

National Conference dedicated to ESH Follow up Meeting

- **Topic:** Importance of Holistic approach, Inertia/Adherence
- Announcement the first Snap-shot results based on Abstract
- **Format:** speakers TOP 10 experts Panel discussion;
- 150 Card attended the meeting

“Multimorbidity and Holistic Approach – Patient AS ONE”

WORLD ADHERENCE DAY 27 MARCH

National Conference dedicated to World-Adherence day in Georgia

- **Topic:** Importance of Adherence in Holistic approach and multimorbidity – Patient "AS ONE"
- **Format:** speakers TOP experts from different fields;
- Live Discussion based on one patient case
- 400 HCPs attended the meeting

“Improving patient adherence to treatment in hypertension management”
Accredited workshop for GPs/FD/Card – 6 credit

პაციენტის მკურნალობაზე დამყოფობის გაუმჯობესება ჰიპერტენზიის მართვაში

The initiative, supported by the GACPAR

- **Goal:** To reduced therapeutic and diagnostic inertia, improve adherence to the treatment and control of HT.
- **Topic:** How to improve patients' adherence to treatment?
- **Format:** The project includes educational topics about HT, adherence and inertia as well as practical workshops / role – plays for attending HCPs
- **Speakers:** Moderation by Cardiologist and Psychotherapist

“Fight for the Future 50-27”

Screening and Patients education



- June 29-30 held a 2-day screening event
- 22 leading clinics and cardiologists in One space
- Over 2000 People were screened in frame of the project
- For the first time Patients education corner was arranged



FB Performance (May-Jul): Reach +81%/ Views +270%/ Engagement +320%

May Measurement Month - global blood pressure screening awareness campaign



May Measurement Month screening was carried out at almost 400 sites in Georgia in 2025, and more than 500 volunteers, including physicians and medical students carried out in the screening. The Georgian Society of Hypertension and National Centre for Disease Control and Public Health (NCDC) co-ordinated the campaign in the country.



Over the past 5 years, The proportion of untreated cases has decreased significantly, from 28.5% to 11.5%. Awareness of hypertension rose from 77.1% to 89.6%. The percentage of individuals who had never had their blood pressure measured decreased from 24.9% (STEPS 2016) to 4.0% .



“Fight for the Future 50-27”

Production for the social media activates

Teaser Video

Rising the Disease prevalence



<https://www.facebook.com/share/v/cwZ6NDctEdQfpfoR/?mibextid=WC7FNe>

FB Performance (May-Jul):

Reach +81%

Views +270%

Engagement +320%

Explainer Videos

Importance to control BP

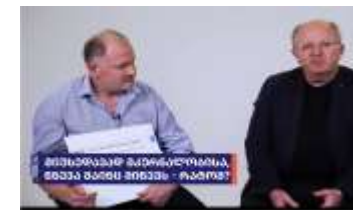


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<https://www.facebook.com/share/v/HjzBa3xmD8hYAHkk/?mibextid=WC7FNe>

Q & A Videos

Top specialists Answering the most frequently asked questions around HT



<https://www.facebook.com/share/r/wnvV1P7QfTUsFDnN/?mibextid=iexibG>



<https://www.facebook.com/share/r/zffAW8iCL2B3XaFS/?mibextid=iexibG>

<https://www.facebook.com/share/r/vHBaH4qgP8TgpfEo/?mibextid=iexibG>

“Fight for the Future 50-27”

ESH Follow up meeting with Specialist



- Led by 10 KOLs and attended 150 Cardiologists
- “Fight for the future “ Campaign Update and Vision further projects
- Sharing news from ESH Congress Berlin
- Announcement the first Snap-shot results based on Abstract



“Fight for the Future 50/27”

Ongoing actions

Educational videos of Master class Courses for General Practitioners and Cardiologists



[Trailer of the Video](#)



Course N1 : Resistant Hypertension with Prof. Rusudan AGLADZE

GSC in collaboration with Servier Georgia Dedication to Disease Awareness, Educational Projects for patients & HCPs

Most frequently asked questions by the patients about HT

“Adherence Key Facts” – Master class videos for HCPs, interview with local TEAs on different topics



3 Q&A Videos with Leading Card. For patients about HT



“Resistance Hypertension”
Definition, risk factors, how to diagnose, complication and treatment – discussion based on clinical case



“How to Manage HT and Risk Factors”



“Nocturnal Hypertension”
Definition, risk factors, how to diagnose, complication and treatment



“Atrial Fibrillation”
Definition, risk factors, how to diagnose, complication and treatment



“Fight for the Future 50-27”

Ongoing actions

“Adherence Project” accredited meetings For GPs
topic: Doctor – patient alliance for improvement
treatment adherence



Leaded by Cardiologists and
Psychologist
Meetings based on Role plays and
theoretical learnings
Accredited By MOF

Adaptation Local Guidelines
with Collaboration Georgian Cardiology society



Collaboration With Society, based on board
Launching on Clinics level in frame of group meetings

Thank You