



Boehringer  
Ingelheim



# INVITATION

## Taking Action: Combating the Cost of Non-Compliance

Using Telmisartan in  
Combination to  
Overcome Barriers to  
Blood Pressure Control

**TELMISARTAN** 

## Venue:

Orange Hall 3, MIC - Milan Convention Centre,  
via Giovanni Gattamelata 5, 20149 Milan, Italy

## Time:

09.00hrs – 10.00hrs

## Date:

Sunday 14 June 2009

More than one in four hypertensive patients fail to take medication after one year,<sup>1</sup> making treatment compliance a major contributing factor as to why, despite significant medical advances, blood pressure control remains a major challenge for physicians today.

Exclusively for the media, **Professor Giuseppe Mancia (Italy), Professor Ettore Ambrosioni (Italy) and Dr. Sarah Jarvis (UK)** discuss the importance of getting treatment right first time to overcome non-compliance, with a focus on new data presented at the 19th Scientific Meeting of the European Society of Hypertension (ESH):

- the cost of non-compliance
- new learnings in treatment discontinuation
- new data from telmisartan + amlodipine combination therapy

For Non US Healthcare Media Only.

### Webcast available 15 June

Access webcast at <http://micardis.infill.com/2009/milan/webcast/index.html>

Access press pack at <http://boehringer-ingenelheim.com/corporate/news/presspack/index.asp>

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1. Corrao G, Zambon A, Parodi A, et al. *J Hypertens* 2008; 26(4):819-24