

MEDTECH EUROPE
CARDIOVASCULAR SECTOR GROUP
MANIFESTO

Time to act to change the beat: achieving cardiovascular health for all

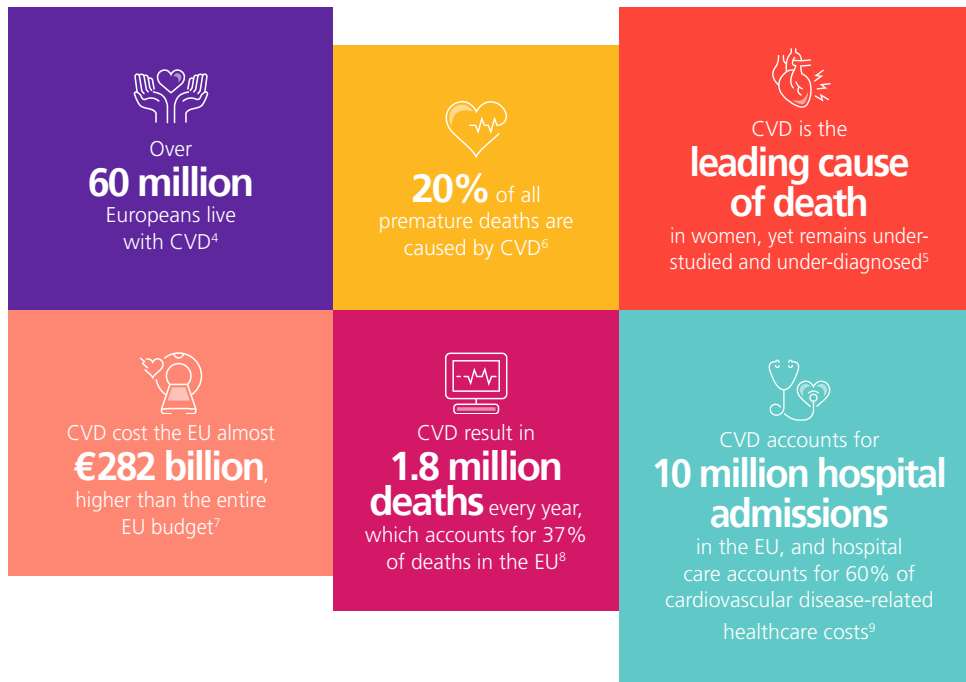
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Cardiovascular disease is Europe's leading cause of death

Cardiovascular disease (CVD) is a group of disorders, all related to the heart and circulatory (vascular) system.¹ CVD can affect everyone of any gender, at any age, in any country, with differing symptoms, management and treatment needs.

Today, CVD still remains the leading cause of death in the European Union (EU), with huge costs to our society and economy. The COVID-19 pandemic and its aftermaths have worsened the impact of CVD on our lives: many countries in the EU continue to experience excess deaths, with CVD being a major contributor.² CVD patients' access to care (from diagnosis to hospital admission and treatment) has been further hampered by broader healthcare challenges, such as shortages of healthcare workers and hospital capacity constraints.³



MedTech Europe Cardiovascular Sector Group Call for Action

The MedTech Europe Cardiovascular Sector Group, a co-founder and partner of the European Alliance for Cardiovascular Health (EACH), strongly believes that health should remain a top priority for the EU and its institutions, and urgently calls for Cardiovascular Health to be a key, prioritised topic during the European Parliament elections and for the new European Commission's mandate.

The MedTech Europe Cardiovascular Sector Group calls for:

- 1** **Development, by 2024, of a dedicated European Cardiovascular Health Plan (EU CVH Plan)** covering the whole spectrum of cardiovascular health. This means: from prevention measures to **targeted heart health checks**, allowing for improved early diagnosis and detection, as well as improved access and patient-centred treatment and quality of life.
- 2** **Investment of EU funds** to allow for the deployment of the EU CVH Plan, including heart health checks, and to foster **Research and Innovation**. This will allow for better understanding of the disease burden, and for the development and equitable uptake of innovative diagnostics and therapies. The role that **innovative CV medical technologies and digital tools** have in alleviating the burden of disease and in ensuring better work conditions for healthcare professionals should be further recognised.
- 3** **Facilitation of a European CVH Knowledge Centre** to address the current fragmentation and the significant gaps in reliable data, as well as to ensure connectivity across the spectrum of CVD and related conditions, and enhance cross border collaboration.

Cardiovascular disease initiatives in the EU



Health is becoming more and more a priority in our lives, our societies, our economies, and the EU has been increasingly active on health policy. Since the onset of the COVID-19 pandemic, the Union has taken on a coordinating role and adopted new EU-level funding instruments, legislations and initiatives to strengthen how we address public health threats and to increase the resilience of our healthcare systems. The recent, increased focus on healthcare should remain a priority. **Health and care should stay at the top of the EU's and its Member States' agenda.**



When it comes to Cardiovascular Health, EU healthcare policy has started to recognise **the importance of addressing the burden of cardiovascular diseases**, namely through the European Commission's Non-Communicable Disease Initiative 'Healthier Together', and the EU Joint Action on Cardiovascular Diseases and Diabetes, expected by end 2023. Still, attention has mostly been put on primary prevention, **which only tackles part of the CVD challenge.**



EU policy falls severely short of the complex challenges posed by CVD. European citizens of all ages urgently need **better access to prevention, detection, and treatment of their condition.** Only a comprehensive EU Cardiovascular Health Plan, covering **the whole spectrum of care needs of CVD patients**, will help the EU achieve its priority objectives: **prevent needless suffering from preventable disease, reduce inequalities, and alleviate the burden on health systems.**

Endnotes

- 1) European Alliance for Cardiovascular Health (EACH). 2022. A European Cardiovascular Health Plan: The need and the ambition. https://www.cardiovascular-alliance.eu/wp-content/uploads/2022/05/EACH-Plan-Final_130522.pdf
- 2) BMJ. 2023. Cardiovascular disease should be a priority for health systems globally. <http://dx.doi.org/10.1136/bmj-2023-076576>
- 3) WHO Europe. 2022. Health and Care workforce in Europe: Time to Act. <https://www.who.int/europe/publications/i/item/9789289058339>
- 4) EACH. 2022. A European Cardiovascular Health Plan: The need and the ambition. https://www.cardiovascular-alliance.eu/wp-content/uploads/2022/05/EACH-Plan-Final_130522.pdf
- 5) The Lancet. 2021. The Lancet women and cardiovascular disease Commission: reducing the global burden by 2030. <https://www.thelancet.com/commissions/women-cardiovascular-disease>
- 6) Ibid
- 7) European Society of Cardiology. 2023. Price tag on cardiovascular disease in Europe higher than entire EU budget. <https://www.escardio.org/The-ESC/Press-Office/Press-releases/Price-tag-on-cardiovascular-disease-in-Europe-higher-than-entire-EU-budget>
- 8) European Society of Cardiology. 2019. Fact sheets. <https://www.escardio.org/The-ESC/Press-Office/Fact-sheets>
- 9) Ramon Luengo-Fernandez et al. 2023. Economic burden of cardiovascular diseases in the European Union: a population-based cost study. European Heart Journal. <https://academic.oup.com/eurheartj/advance-article/doi/10.1093/eurheartj/ehad583/7251239>

About MedTech Europe and the Cardiovascular Sector Group

MedTech Europe is the European trade association for the medical technology industry including diagnostics, medical devices and digital health. Our members are national, European and multinational companies as well as a network of national medical technology associations who research, develop, manufacture, distribute and supply health-related technologies, services and solutions.

The MedTech Europe Cardiovascular Sector Group represents the Cardiovascular Medical Technology Industry, which provides solutions to the burden of CVD on individuals, families and the wider society and economy. Medical technologies play a central role in the fight against CVD. These innovations, which span the full spectrum of patient care from diagnosis to cure, save lives and add tremendous value to European society. High-quality medical technologies are central to Europe's quest for better cardiovascular health and can be found throughout the patient journey, for instance: the blood tests that identify patients with high cholesterol, high risk of heart attack and heart failure; the modern imaging devices that detect narrowing of the arteries; the small cardiac implants such as pacemakers, defibrillators and trans-catheter technologies; the implantable cardiac monitors and associated home monitoring solutions; the minimally invasive heart valve and stent procedures that improve clinical, procedural and patient outcomes, while reducing associated costs and recurrence.

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