

THE HEART OF THE ISSUE:

The impact of cardiovascular diseases in the UK

Key Facts

In the UK, CVD affects around **7.4 million people** and is responsible for more than a quarter of all deaths, equating to **one death every three minutes**.¹



In addition to the impact on patients, CVD costs the UK economy almost **£19 billion each year**.¹



The prevention of CVD events requires early **detection and management** of risk factors and may include lifestyle modification and treatment initiation as appropriate.²



Stroke is the fourth biggest killer in the UK with **36,000 people** dying from strokes each year.¹



A stroke occurs when the blood supply to part of the brain is cut off, causing **brain cells to become damaged**.³



Annual stroke incidence in the UK³

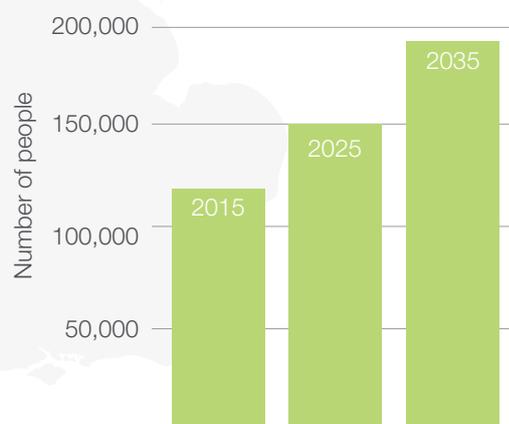


Figure adapted from Stroke Association, 2018.³

At **Daiichi Sankyo UK**, it is our organisational mission to support the NHS achieve its Long Term Plan objectives of reducing 150,000 cardiovascular events over the next decade.⁴

We believe that everyone's heart health is important.

We rigorously align our programmes with NHS objectives to ensure we're meeting the population health needs and improving patient outcomes. **We care for every heartbeat.**

To find out more about our existing partnerships and programmes to improve cardiovascular disease in the UK, please visit our website: www.daiichi-sankyo.co.uk



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Know your A-B-Cs to tackle cardiovascular disease



ATRIAL FIBRILLATION

What is it?

AF is a heart condition that causes an **irregular** and often **abnormally fast heart rate**.³

What's the burden?

1.4 million people have been diagnosed with AF in the UK, with another **200,000** living with undetected AF.¹

Patients with AF are **five times more likely to have a stroke** and people who suffer an AF-related stroke are more likely to die or suffer severe disability compared to any other type of stroke.^{1,5}

Despite the risks that AF presents, diagnosis and appropriate treatment for people across the UK can be variable.⁶

How can it be treated?

Anticoagulants can be given to people with AF to reduce the risk of blood clots forming. Anticoagulants are currently under-prescribed, although this is improving year on year.³



HIGH BLOOD PRESSURE

What is it?

High blood pressure, sometimes referred to as hypertension, affects an estimated **28% of adults**. Blood pressure is the measure of how strongly blood presses against the walls of the arteries when it is pumped around the body.^{1,3}

What's the burden?

Around **15 million people in the UK have high blood pressure** but an estimated 6–8 million are undiagnosed or living with uncontrolled high blood pressure.¹

High blood pressure is the leading risk factor for CVD in the UK and is associated with around 50% of strokes and heart attacks.¹

How can it be treated?

Treatment for high blood pressure and lifestyle changes, such as weight loss, reduced salt intake and increased physical activity, reduce the risk of heart attacks, stroke and heart failure.^{3,7}



HIGH CHOLESTEROL

What is it?

Cholesterol is a fatty substance in the blood. High cholesterol is sometimes referred to as hypercholesterolaemia. High levels of LDL-C have been shown to cause CVD events. It has been estimated that up to **80% of patients do not achieve their LDL-C treatment target goals** with current treatment options.^{4,8}

What's the burden?

High cholesterol can lead to stroke.³

Almost **half of the UK population have raised cholesterol** which can lead to heart disease or stroke.¹

High cholesterol doesn't show any symptoms – it's a hidden risk factor.⁹

How can it be treated?

European clinical guidelines recommend treatment initiation and lifestyle modifications to lower LDL-C levels to reduce the risk of a CV event, including stroke or heart attack.¹⁰

AF, atrial fibrillation; CV, cardiovascular; CVD, cardiovascular disease; LDL-C, low-density lipoprotein cholesterol.

References:

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