

# SETTING THE SCENE:



**BIRGIT BEGER**  
Chief Executive Officer, European Heart  
Network



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FOR PERSONALIZED MEDICINE



# VISION EUROPE 2030

**DISRUPTIVE TECHNOLOGIES, DEMOCRATIZED TRIALS &  
NEXT-GEN TREATMENT PARADIGMS**



**September 2-3, 2025 | Club University  
Foundation**



# **BIRGIT BEGER**

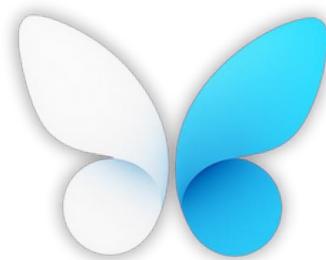
## **CHIEF EXECUTIVE OFFICER,**

## **EUROPEAN HEART NETWORK**

### **SETTING THE SCENE**



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# BACKGROUND

Cardiovascular disease (CVD) remains **Europe's leading cause of death**, claiming the lives of over **10,000 people each day**, affecting more than 60 million citizens, and **burdening** health systems with costs of approximately **€282 billion annually**.

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Leading cause of death  
→ **1 in 3 EU deaths, many premature.**

Disproportionate impact  
on **vulnerable & marginalized groups**.

**60+ million Europeans** live with CVD.

Economic cost  
**€282 billion per year.**



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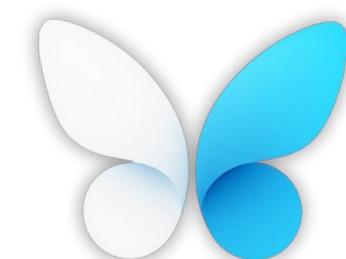
# IMPACT

The forthcoming European Cardiovascular Health Plan (ECHP), expected to be published by the European Commission in December 2025, provides an **historic opportunity to unify efforts across Europe**, align strategies, and deliver equitable improvements in cardiovascular health.

While the organisation and delivery of health care are Member States' competences, **many determinants of cardiovascular health cross borders**.



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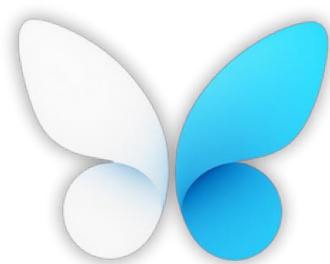
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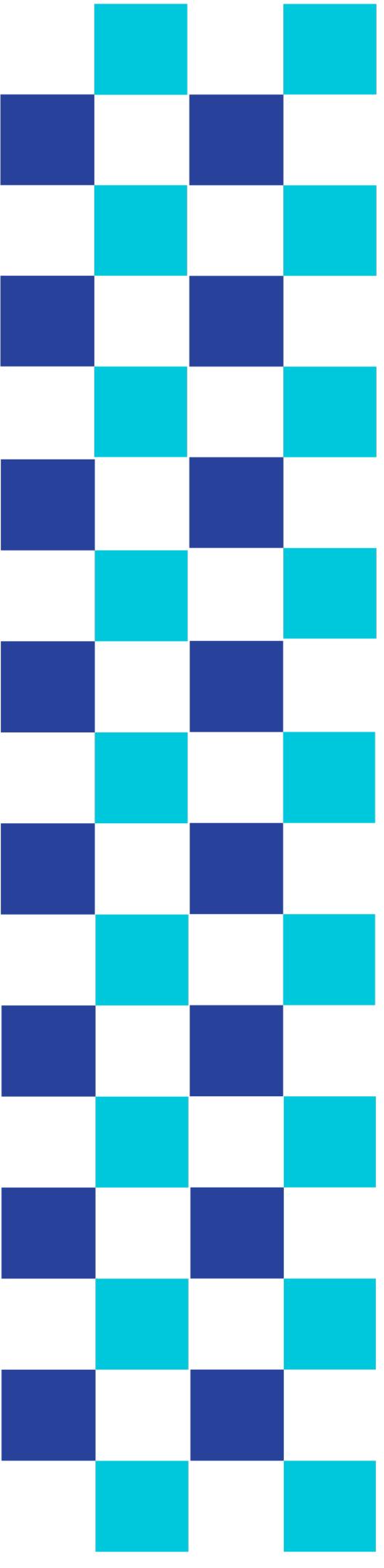
**Food and alcohol marketing, tobacco and nicotine regulation, digital trade, advertising, and environmental standards are shaped at EU level, as are research, procurement and investment policies.**

**Therefore, the EU can play a crucial role in improving cardiovascular health through policy and regulation, as well as supporting research and innovation into CVD prevention and management.**



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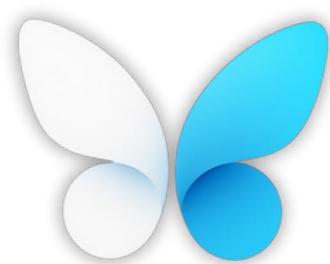




# **EHN calls on EU institutions to adopt a comprehensive European Cardiovascular Health plan built on three pillars:**



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# EHN calls on EU institutions to adopt a comprehensive European Cardiovascular Health plan built on three pillars:

## Prioritise Prevention –

Keep People Healthy

Preventing CVD through public health interventions can save lives and reduce the burden on healthcare. **The EU must act with comprehensive measures to reduce risk factors and strengthen disease prevention.**



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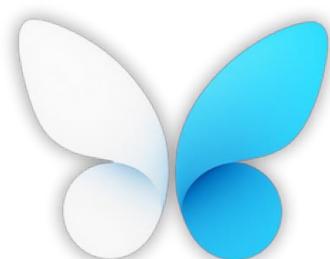
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## Empower Patients – Improve Lives, Not Just Outcomes

CVD patients deserve holistic care, rehabilitation, and protection from discrimination. **The EU should ensure inclusive rehabilitation, patient involvement in policy development, and legal safeguards against bias.**



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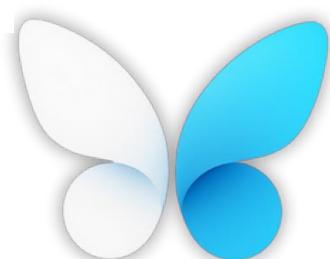
CVD patients deserve holistic care, rehabilitation, and protection from discrimination. **The EU should ensure inclusive rehabilitation, patient involvement in policy development, and legal safeguards against bias.**

## Strengthen Research & Innovation – Close the Gaps

Advancing CVD research is key to better prevention, diagnosis, treatment and care. **The EU must boost funding, address gaps in underrepresented groups, and fast-track innovative therapies.**



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# EU ACTIONS

Modern, well-funded research is essential to fight CVD and tackle inequalities in care.

**The EU should:**

**Increase investment in CVD research** with a focus on prevention, diagnosis, and treatment.

Address persistent gaps by **prioritising underrepresented populations**, particularly women, children, and socioeconomically disadvantaged groups.

Support research into **sex specific symptoms**, hormonal impacts, and paediatric CVD.

Promote **innovation friendly regulations** to accelerate access to lifesaving diagnostics and therapies.



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