

SETTING THE SCENE:



BIRGIT BEGER

Chief Executive Officer, European Heart
Network

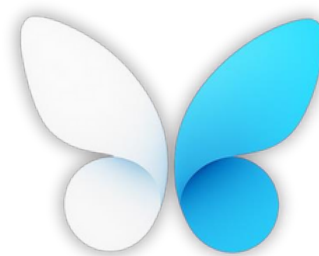


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FOR PERSONALIZED MEDICINE



VISION EUROPE 2030

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



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

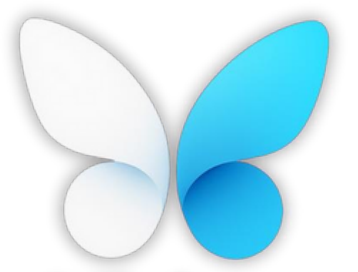


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BIRGIT BEGER
CHIEF EXECUTIVE OFFICER,
EUROPEAN HEART NETWORK
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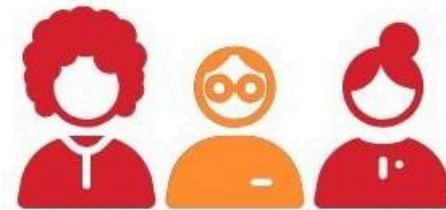


BACKGROUND

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**.



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



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



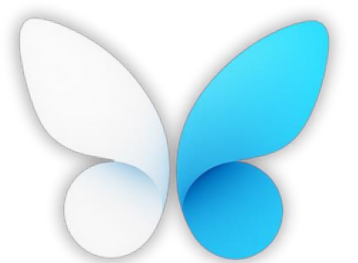
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Economic cost
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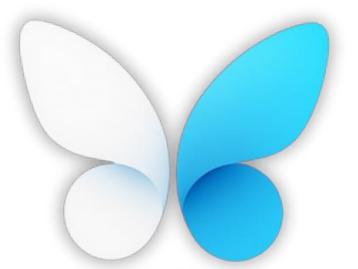
IMPACT

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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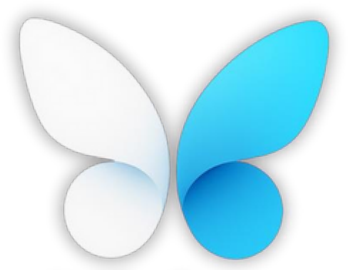
IMPACT

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.



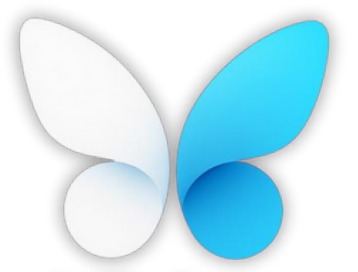
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**EHN calls on EU institutions to adopt a comprehensive
European Cardiovascular Health plan built on three pillars:**



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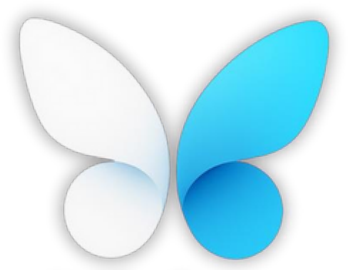
EHN calls on EU institutions to adopt a comprehensive European Cardiovascular Health plan built on three pillars:

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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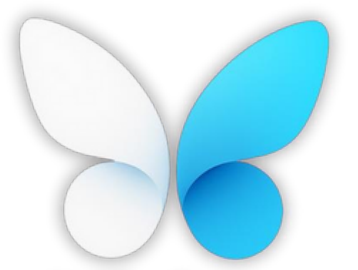
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Empower Patients – Improve Lives, Not Just Outcomes

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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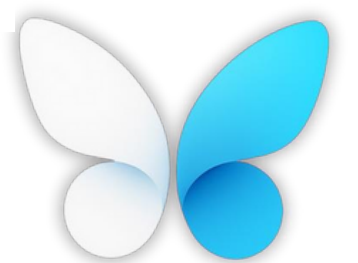
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Strengthen Research & Innovation – Close the Gaps

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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