Scaling up access to quality cardiovascular care in the Americas
- **Vision and priorities**
- **The medtech industry as a partner in an “Americas Partnership for CV Health”**

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NCDs (esp. CVDs) pose a massive global burden

<table>
<thead>
<tr>
<th>Condition</th>
<th>Prevalence</th>
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<tbody>
<tr>
<td>Hypertension</td>
<td>1,000,000,000</td>
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<tr>
<td>Diabetes</td>
<td>285,000,000</td>
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<tr>
<td>Structural Heart Disease</td>
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<tr>
<td>Coronary Artery Disease</td>
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<tr>
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<tr>
<td>Atrial Fibrillation</td>
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<tr>
<td>Bradycardia</td>
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<tr>
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<tr>
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<td>5,000,000</td>
</tr>
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<td>Aortic Aneurysm</td>
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UN HLM on NCDs (Sept. 2011) – next steps

- Broaden understanding of NCDs’ major impact on health and economic development, in developed & developing countries
- Move from “Political Declaration” to collaborative action
- Follow-up with country-level NCD action plans
- Execute multi-stakeholder partnerships to bring innovative solutions to the NCD challenge
Why partnerships?

- NCDs are a “whole of society problem” requiring a “whole of society solution” – no single actor can fix it alone!
- Private sector adds value to collaborative action
  - As employer
  - As provider of innovative products and services
  - As contributor of core business skills & global networks
- Last 12 months: healthy exchange of views about “partnerships” and potential “conflicts of interest”
- Partnerships: vehicle for collaborative action that will make a difference on the ground
New partnerships are emerging
Governments, NGOs, academics and companies
What does the medtech sector bring?

Medical technology industry

• Large # (>10,000) companies worldwide (but 80% SME’s)
• Large # (>50,000) diversity of products, high clinical benefit
• High service levels -- technical support, training, education, etc. to ensure safe & effective use
• High level of competition driving continuous innovation
• Deep hospital knowledge and focus
• Close working relationships with physicians as inventors, developers, trainers and hands-on users
• Relationships with medical professional societies
Innovative medtech is part of the solution for CVDs

- **Improve Standard of Care**
  - Advisa MRI™
  - CoreValve®
  - Symplicity® System

- **Improve Workflow**
  - Arctic Front®
  - Carelink® Remote

- **Optimize Value**
  - Cardia™
  - Sensia®
  - Resolute™ Integrity®
But is technology enough to enable scaling up?

How can a woman in a rural village obtain access to quality CVD care...

• 45-year old widow and mother
• 3-month history of daily blackouts & heart palpitations – no one knows why
• Son is family’s sole breadwinner, earning ~$50/month
• Where to go for proper diagnosis? Treatment?
• Unable to afford cost of entry-level pacemaker at full price – not even cheap local device
Scaling up access requires overcoming # barriers

Barriers span the continuum of care

PATIENT HEALTH & HEALTH CARE CYCLE

Normal state of health

Barrier #1: Lack of Awareness

Knows something is wrong

Barrier #2: Obtaining Proper Diagnosis

Barrier #3: Navigating the Care Pathway

Barrier #4: Affording the Cost of Treatment

Receives necessary treatment

Gets appropriate referral and care

Receives proper diagnosis & treatment options
Innovation in health/care delivery – new models

Front-end Services

1. **Create Patient Awareness**
   - PR events
   - Text message marketing
   - Social media/online
   - HHFA Helpline/website

2. **Ensure Proper Diagnosis**
   - Physician Awareness & Training Programs
     - 1:1 meetings
     - Physician gatherings
     - Training sessions
   - Tele-medicine ECG-based screening

3. **Manage the Care Pathway**
   - Patient referrals
     - Use hospital-embedded Cardiac Patient Counselors to support patients

4. **Ensure Affordability**
   - Financing:
     - a) full-device,
     - b) upgrade bridge, and
     - c) insurance bridge
   - Tiered Offering:
     - Low cost dr.-recommended device paired w/ discounted hospital price

Requires solid collaboration with GPs, cardiologists, hospital administrators, etc.
How do we build an Americas Partnership for CV Health?
Let’s start with awareness & proper diagnosis

Example: Oct.’11—Apr.’12 campaign to raise profile of CVD in Brazilian women

Guia para um coração saudável

Como andar o coração das brasileiras?

- Entre os brasileiros, 1 em cada 5 mulheres adultas está em risco de desenvolver doenças cardíacas.
- Os sintomas das doenças cardíacas nas mulheres podem ser diferentes dos sintomas nos homens.
- No Brasil, as doenças cardíacas são a principal causa de morte entre as mulheres.
- Apesar do alto risco, poucas mulheres visitam o cardiologista regularmente.

 exemplos:
- Oct.‘11—Apr.‘12 campanha para aumentar a conscientização da CVD nas mulheres.

Existem muitas razões para ouvir de perto o coração das brasileiras.

- Em geral, a Medtronic promove campanhas junto com as sociedades médicas para sensibilizar as mulheres sobre a importância de manter os exames cardíacos sempre em dia.
- Esta iniciativa faz parte do esforço da Medtronic com o objetivo de desenvolver estratégias para reduzir o impacto das doenças cardíacas na saúde das mulheres.
- Apesar do alto risco, poucas mulheres visitam o cardiologista regularmente.

Para isso, a Medtronic é o melhor parceiro para ser procurado. Ajude a divulgar esta campanha.
Key Messages

• CVD is the #1 killer of Brazilian women!
• In Brazil, 1 of 5 women over 30 is at risk of developing CVD
• Symptoms of heart disease present differently in women -- need proper dialogue and diagnosis
• Only small # of women visit a cardiologist periodically

Tactics

• Endorsement of medical (Card. & CV Surgery) societies
• Traditional media, social media, medical journals
• Referral physician event with int’l speaker (March 2012)
Results to date (6 months) – traditional media

~19 million people reached
Newspapers, radio, TV, online
Results to date (6 months) – social media

~325 Facebook forwards
~235 Twitter messages
~190,000 hits on campaign site
Opportunity knocks: World Heart Day 2012-13!

Women as patients, mothers, caregivers & health decision makers

Got involved

Celebrate World Heart Day on 29 September 2012. Activities will be organized by members and partners of the World Heart Federation across the world and may include public talks and screenings, walks and runs, concerts, sporting events and much more.

We hope that this leaflet provides some ideas to kick-start your heart-healthy activity! For further inspiration visit: www.worldheartday.org

1. Get active

Physical inactivity causes six per cent of deaths globally. Risk factors, such as obesity, diabetes and lack of physical activity, present in childhood can greatly increase the likelihood a child will develop heart disease as an adult.

Even 30 minutes of moderate-intensity activity five times per week reduces the risk of heart disease and stroke.

- Physical activity does not have to be excessive. Other activities such as doing household chores count – spend the day gardening or ask the children to help with the cleaning!
- Set realistic goals – building up levels of activity gradually will seem less overwhelming than trying to run a marathon on the first go.
- Investigate physical activity schemes in your area – some clubs have cycle or run to work schemes which might help you fit exercise into your busy schedule.

2. Eat a heart-healthy diet

More and more people are turning to processed foods that are often high in sugar, salt, saturated and trans fats. Unhealthy diets are linked to four of the world’s top 10 leading risk factors causing death.

A heart-healthy diet which is rich in fruit and vegetables helps prevent heart disease and stroke.

- It can seem hard to stop eating the foods you love. Instead of avoiding sweet foods completely, swap chocolate or other sweets for alternative treats such as mango or other fruits.
- Make healthy food exciting for children – choose colourful foods and involve them in the cooking.
- Limit salt intake to less than five grams per day (about one teaspoon).
- Consider portion sizes; use smaller plates, and ensure larger portions of fruit and vegetables than meat or carbohydrates.

3. Say "no" to tobacco

One in every two smokers will die of tobacco-related diseases. Unfortunately, more and more children and teenagers are taking up smoking. Secondhand smoke kills more than 600,000 non-smokers every year including children. In infants, secondhand smoke can cause sudden death.

Quitting smoking and avoiding secondhand smoke reduces risk of heart disease and stroke.

- It is crucial to ban smoking in your home to protect your family’s future.
- Educate children on the dangers of tobacco use, to help them to choose not to smoke themselves.
- If you’re finding it hard to stop smoking, visit your healthcare professional for advice or ask your employer for support as your workplace may provide smoking-cessation services.

4. Know your numbers

By taking the steps above, you and your family can reduce the burden of heart disease and stroke wherever you are in the world, but it is important to keep a regular check on your heart health.

- Visit a healthcare professional who can measure your blood pressure, cholesterol and glucose levels, weight, and body mass index (BMI).
- Once you know your overall CVD risk, you can develop a specific plan of action to improve your heart health. Make this action plan clearly visible in your home as a reminder. Your healthcare professional can also advise on appropriate treatment options where necessary.

Heart disease and stroke are avoidable and often triggered by risk factors such as high blood pressure, high cholesterol, obesity and smoking. Tobacco use, or the presence of diabetes, can be a large extent be prevented and controlled through the consumption of a healthy diet, regular exercise and avoiding tobacco.
CVDs and partnerships -- key take-aways

• Partnerships are critical for preventing & controlling CVD
• Address the “continuum of care” starting w/ awareness & diagnosis
• Opportunity to build “Americas Partnership for CV Health” leveraging World Heart Day 2012-13

Thank you!
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