

Your Heart, Your Health: Navigating Cardiovascular Health



Would you know how to live a healthier life to protect yourself from cardiovascular disease?

1 out of 3

patients across Europe have **experienced a cardiac event** or have been told are at high risk of cardiovascular disease.

More than **25%**

of patients have **never reached out to their health care professional (HCP)** about their heart-related symptoms.

1 out of 5

of patients **lack familiarity with symptoms** of cardiovascular disease.

38%

of patients **delay visiting a doctor** because they believe their symptoms are not urgent.

Despite the critical importance of heart health, individuals face **significant barriers** hindering them from **seeking timely medical care**.



A **quarter** of people are unsure about managing their heart health, with men feeling less confident than women.



This gap may be attributed to the fear among **44%** of patients that their HCPs won't take their concerns seriously.

Lack of trust between patients and HCPs leads to reluctance in discussing heart health issues, with **14% avoiding to seek a diagnosis**.

So, where do those affected by cardiovascular symptoms look for answers?



43%

use the **internet**.



27%

turn to **social media** over their primary physician.



However **9 out of 10**

respondents express concern about **misinformation** in the media about cardiovascular health.

Over half of respondents believe collaboration between pharmaceutical companies and doctors is crucial to **drive disease awareness and prevent misinformation**.

Source: Daiichi Sankyo Europe CVD. A European Heart Health Survey: Public Perceptions on Cardiovascular Care. May 2025. Responses gathered from multiple choice survey across Austria, Belgium, Germany, Italy, Portugal, Spain from 3,674 patients and 4,906 members of the public.