## Cardiovascular Care:

## **Enhancing Patient Engagement and Education**



## How can you empower patients to take control of their cardiovascular health?

1 out 3

patients across Europe have experienced a cardiac event or have been told are at high risk of cardiovascular disease (CVD). More **25%** 

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

38%

of patients
postpone seeking
medical care.

1 out 5

of patients lack familiarity with symptoms of CVD.

## How can improved awareness and education be addressed more effectively?



Enhance patient education

**information** provided by

their HCP.

patients **do not understand** 

Over **50%** 

of patients are **not aware of gender differences** in cardiovascular symptoms.

**58%** 

call for **better communication** and **simplified health information**.



**Build trust between HCPs and patients** 



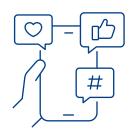
**Every second** patient fears being disregarded by their HCP so are reluctant to share heart health concerns.



To avoid the fear of judgement, **43%** use the internet and **12%** use Al tools to access CVD information.



This fear may arise from insufficient trust, with **one-third** not fully opening up to their HCP – especially pronounced among younger generations.



Digital technologies can safeguard people from CVD by detecting risks sooner and aiding HCPs in making optimal decisions alongside their patients.<sup>1</sup>

**35%** of the general public cite digital tools or apps as a beneficial self-management option for supporting their cardiovascular health.

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.

1. Daiichi Sankyo, Whitepaper Heartbeats and Algorithms. 2025



We care for every heartheat