

INVESTMENT IN RESEARCH SAVES LIVES AND MONEY

# Cardiovascular Disease

Cardiovascular disease (CVD) refers to all diseases that affect the heart or blood vessels. In common usage CVD and heart disease are sometimes treated as interchangeable terms, but CVD is actually a broader term that encompasses coronary and other forms of heart disease, and other health threats like stroke, congenital heart defects, and peripheral artery disease.<sup>1</sup>

## TODAY

In the United States, approximately

**1 in 3**

deaths are caused by cardiovascular disease, which kills more than **840,000** people each year.<sup>2</sup>

CVD has been the **leading cause of death** in America since **1920**.<sup>2</sup>

**Nearly half** (48 percent, 121.5 million in 2016) of all adults in the United States have some type of cardiovascular disease.<sup>2</sup>

**Every 40 seconds,** someone in America has a heart attack; about **805,000** occur each year.<sup>2</sup>

## COST

**\$351 billion:**

Total direct and indirect costs of CVD, including healthcare costs and lost productivity.<sup>2</sup>

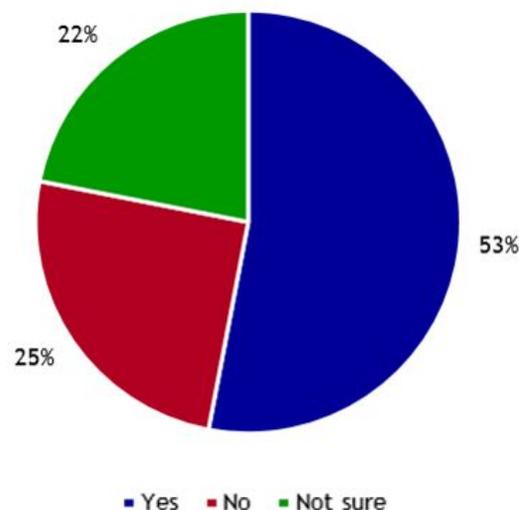
The cost of treating cardiovascular disease is expected to exceed

**\$1 trillion**

by the year 2035.<sup>3</sup>

## Half of Americans Willing to Pay Additional Taxes to Support Medical Research

Would you be willing to pay \$1 per week more in taxes if you were certain that all of the money would be spent on additional medical research?



## Research Delivers Solutions

Research has played a profoundly important role in reducing the death rate for coronary heart disease and stroke by nearly **70%** over the past century.<sup>3</sup> Today, thanks to research-driven advances in awareness and treatment, the **majority** of heart attacks are survivable.<sup>5</sup>

Research has found that for every **\$1 spent** on community-based health education interventions that include weight loss, medication adherence, and medical screening—the primary prevention strategies for CVD—**\$5.60** in healthcare costs and lost productivity is recouped within five years.<sup>5</sup>

Advances in **3-D printing** technologies have allowed heart surgeons to practice procedures on models created from **individual patients**. These research-fueled developments have led to **significantly improved cardiac surgical skills**.<sup>6</sup>

Source: A Research!America poll of U.S. adults conducted in partnership with Zogby Analytics in January 2019

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## Then. Now. Imagine.

### THEN

In 1950, there were 589 deaths in the U.S. (per 100,000) from CVD.<sup>7</sup>

### NOW

Thanks to advances in research, prevention, early detection, and treatment, the age-adjusted death rate attributable to CVD fell to less than 219.4 deaths per 100,000 in 2016.<sup>2</sup>

### IMAGINE

A cure.

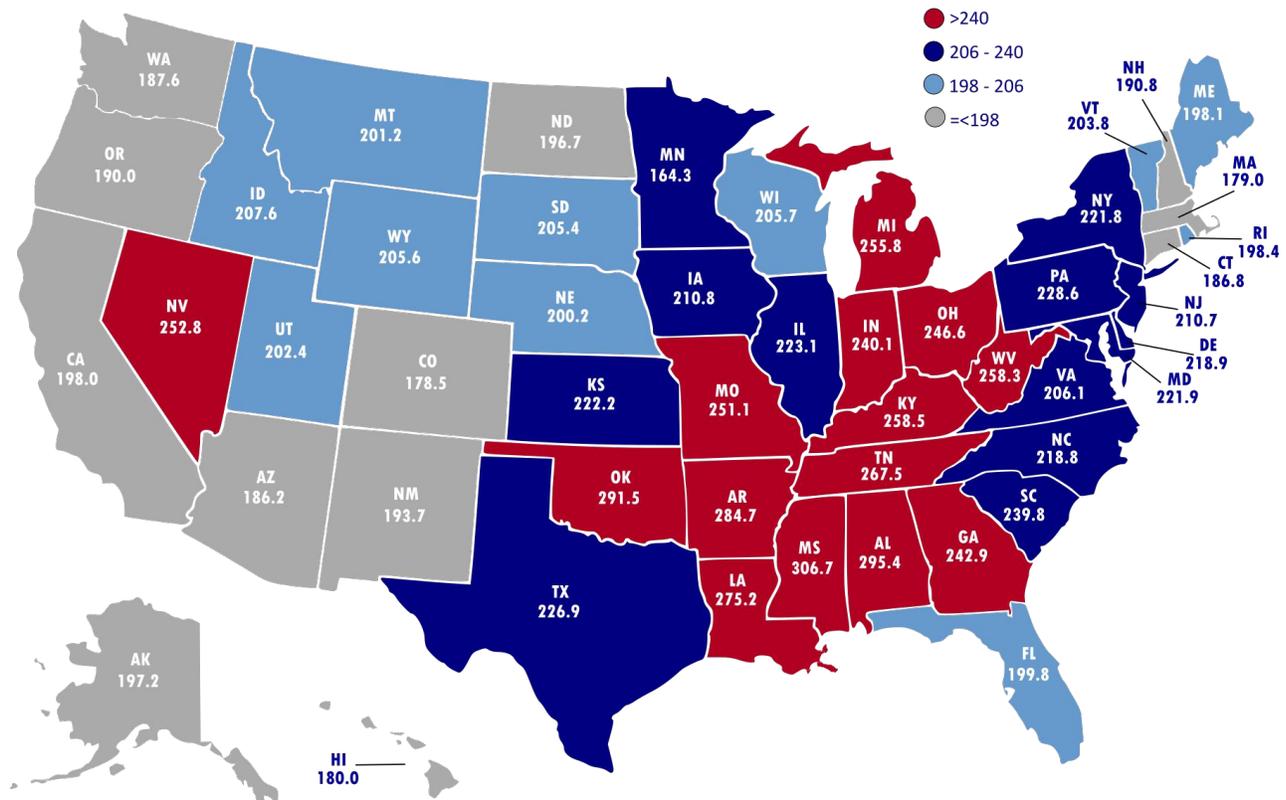
## RESEARCH TAKES CENTS

In 2019, Americans were predicted to spend over

**\$20 billion**

on Valentine's Day—which could fund the National Heart, Lung, and Blood Institute for 6 years.<sup>8,9</sup>

## Cardiovascular Disease Death Rates, 2014 - 2016 (per 100,000 total population - age adjusted)<sup>2</sup>



1. "Know the Difference." National Institutes of Health.

2. "Heart Disease and Stroke Statistics—2019 Update: A Report From the American Heart Association." AHA, 2019

3. "Cardiovascular Disease." AHA, 2017.

4. "How heart attacks became less deadly." Harvard Health Publishing.

5. Weintraub, WS, et al., "Prevention for Cardiovascular Disease." 2011.

6. Feins, RH, et al., "Simulation-Based Training in Cardiac Surgery." 2017.

7. "U.S. Trends in Heart Disease, Cancer, and Stroke." PRB, 2002.

8. "Valentine's Day." National Retail Federation, 2019.

9. "Appropriations." NHLBI, 2019.

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