

## MEDIA BACKGROUND

### **About the Unblocked Movement**

The Unblocked Movement is an initiative co-created with partners and supported by Novartis to bring patients, their loved ones, healthcare professionals and healthcare systems together in a shared mission to “unblock” barriers to heart health. Our goal is to drive a movement through building sustainable partnerships across the healthcare ecosystem to raise awareness, and spur action and behavioral change toward achieving better heart health. By working with patients, healthcare professionals (HCPs), healthcare systems, and policymakers, the movement aims to “unblock” the barriers that impede CVD patients from improving their health outcomes, starting with ASCVD. The Unblocked Movement is driven by a collective voice, co-created and activated in individual countries with external stakeholders in the healthcare ecosystem to transform heart health across the local population.

The three pillars of the Unblocked Movement include:

### **#LifeUnblocked**

**Unblocking a patient’s life potential with a healthier heart**

Too often, patients normalize cholesterol and delay seeking medical help or postpone committing to dietary changes, exercise, and treatment. The Unblocked Movement aims to create awareness and mobilize patients to prioritize their heart health through collaboration with patient organizations advocating for heart patients or loved ones living with CVD. The Movement will work to overcome barriers of indifference, lack of urgency or information to transform heart health in communities throughout Asia Pacific, Middle East and Africa. Find out more at: [Life Unblocked](#)

### **#CareUnblocked**

**Unblocking timely medical care and treatment for heart health.**

We are supporting cardiologists and other physicians in their efforts to treat CVD patients more effectively. Through the Unblocked Movement we aim to identify and address non-clinical barriers, supporting HCPs to increase their capacity to adopt clinical guidelines and ultimately, improve the quality of care to their CVD patients. Find out more at: [Care Unblocked](#)

### **#NationUnblocked**

**Unblocking barriers to reduce the burden of CVD on the health of a nation**

The Unblocked Movement aims to unblock heart health for a healthier society. By partnering with healthcare systems to make ASCVD a healthcare priority, we can reduce CVD related deaths, and deliver better health outcomes for patients through effective ASCVD management and treatment. Find out more at: [Nation Unblocked](#)

## About Cardiovascular Disease

Cardiovascular disease (CVD) is the number one killer in the world, accounting for more than 18 million deaths annually<sup>1</sup> – In fact, CVD claims more lives than all cancers combined. This also means it imposes a massive economic burden globally. By 2030 the total global cost of cardiovascular diseases is set to rise from approximately \$863 billion in 2010 to more than \$1 trillion by 2035<sup>2</sup>.

Atherosclerotic cardiovascular disease (ASCVD) is the underlying cause of 85% of heart attack and stroke related deaths, claiming 15 million lives every year<sup>3</sup>. Almost 40% of the adult population is at risk of ASCVD and are too often undiagnosed until a cardiovascular event, such as a heart attack or stroke, occurs<sup>4</sup>. What most people do not know is that 80% of premature heart attacks and strokes are actually preventable<sup>5</sup>.

In Asia Pacific, Middle East and Africa (APMA), every minute, more than five people die from CVD<sup>6</sup>. Each of them is a parent, child, sibling, friend or colleague. The emotional impact of each lives claimed is significant.

At Novartis, we are working towards a generational decline in death due to CVD in the decades to come. We envision a world where ASCVD is eliminated so patients can live longer and healthier lives. To turn our vision into a reality, we are making a lasting commitment to pioneering groundbreaking treatments, forging productive partnerships with healthcare systems, and finding innovative approaches to tackle major ASCVD risk factors for the larger population.

## Novartis as a Partner in CVD

Novartis is committed to improving and extending people's lives in each of the countries we are present in. With 30 years of leading science in CVD, our global footprint, and our commitment to the future, Novartis is well positioned as a partner of choice to tackle the preventable burden of ASCVD. The time is now, to work together, to transform the standard of care for twice as many patients, twice as fast, and lead a generational decline in CVD death.

For more information on the Unblocked Movement, visit: [www.unblockedmovement.com](http://www.unblockedmovement.com)

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<sup>1</sup> World Health Organization. Cardiovascular diseases. Available at: [https://www.who.int/health-topics/cardiovascular-diseases#tab=tab\\_1](https://www.who.int/health-topics/cardiovascular-diseases#tab=tab_1) [Last accessed August 24, 2023]

<sup>2</sup> Bloom DE, Cafiero ET, Jané-Llopis E, et al. The Global Economic Burden of Noncommunicable Diseases. Geneva: World Economic Forum. 2011 available at: [https://cdn1.sph.harvard.edu/wp-content/uploads/sites/1288/2013/10/PGDA\\_WP\\_87.pdf](https://cdn1.sph.harvard.edu/wp-content/uploads/sites/1288/2013/10/PGDA_WP_87.pdf). [Last accessed January 16, 2023]

<sup>3</sup> World Health Organization. Cardiovascular diseases (CVDs). Available at [https://www.who.int/news-room/fact-sheets/detail/cardiovascular-diseases-\(cvds\)](https://www.who.int/news-room/fact-sheets/detail/cardiovascular-diseases-(cvds)) [Last accessed: February 6, 2023].

<sup>4</sup> World Health Organization WHO. Global Atlas on cardiovascular disease prevention and control. 2011. Available at: <https://www.who.int/publications/i/item/9789241564373>. [Last accessed February 6, 2023].

<sup>5</sup> Cardiovascular diseases: Avoiding heart attacks and strokes. Available at: <https://www.who.int/news-room/questions-and-answers/item/cardiovascular-diseases-avoiding-heart-attacks-and-strokes> 2015. [Last accessed Jan 16, 2023].

<sup>6</sup> Global health estimates: Leading causes of death. Available at: <https://www.who.int/data/gho/data/themes/mortality-and-global-health-estimates/ghe-leading-causes-of-death> [Last accessed: February 6, 2023]