

# Protecting the heart

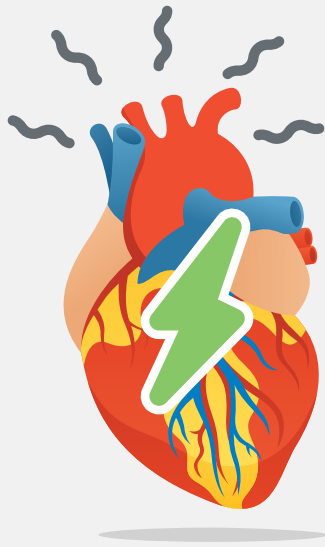


## Preventing cardiovascular disease in Asia

Cardiovascular diseases, particularly ischaemic heart disease (IHD) and stroke, are rising in Asia. Much of this can be attributed to the growing prevalence of key lifestyle-related risk factors: smoking, hypertension, obesity and high cholesterol. Reducing these risks requires policymakers, healthcare providers and individuals to be more committed to heart health. What does ignoring them cost?

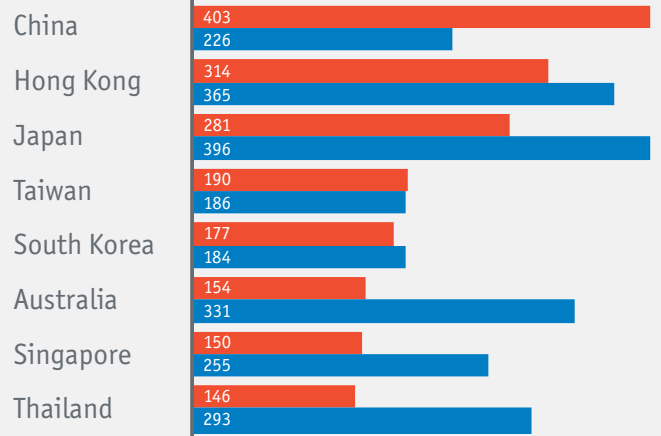
### Straining the heart

The prevalence of stroke and IHD is growing across Asian markets, driven by both a rapidly ageing population and growth in key risk factors.



● Incidence of stroke  
● Incidence of IHD

Prevalence of stroke and IHD across markets  
Rates per 100,000 people



Source: Global Burden of Disease Study, EIU Healthcare

### The cost of poor heart health

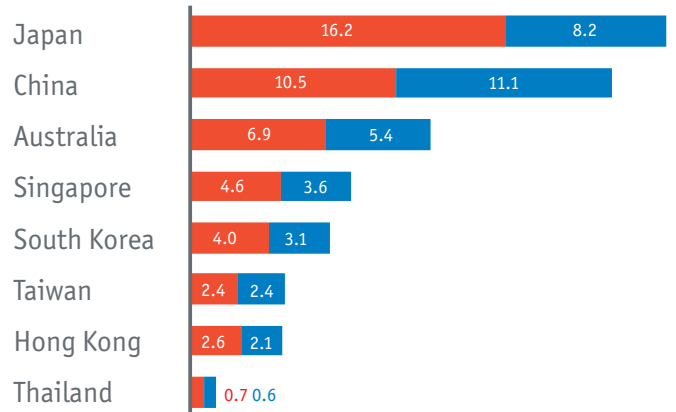
CVDs cost patients both time and money.

Direct costs are accrued in treating the disease, and indirect costs are associated with work absence, retirement due to illness and early mortality.



● Indirect  
● Direct

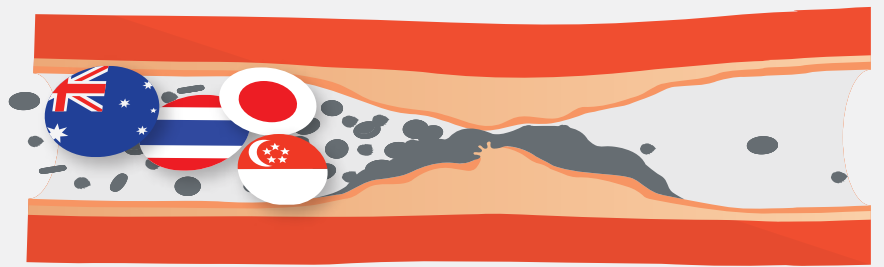
Total cost of CVDs  
USD bn



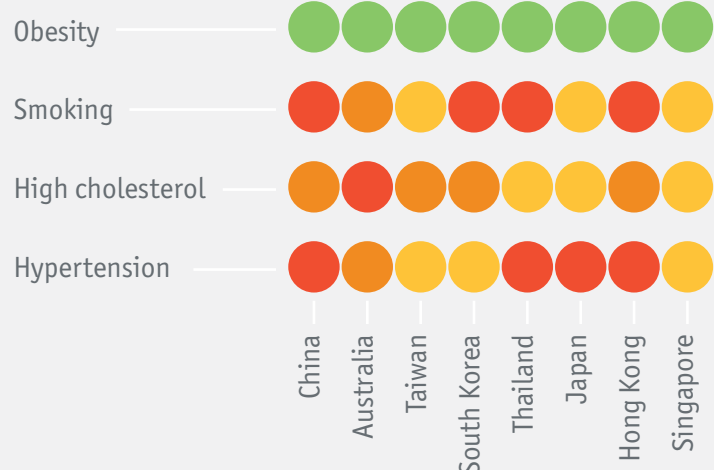
Source: EIU Healthcare

### Being at risk

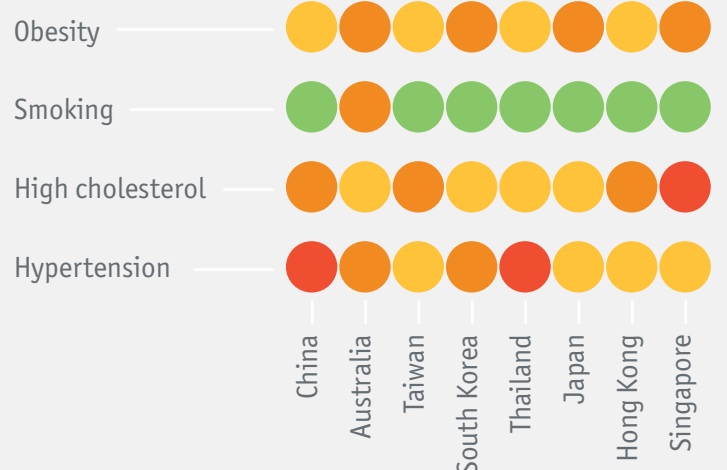
Four key risk factors raise the possibility of an individual developing a CVD. Population attributable fractions (PAFs) capture the proportional reduction in a population disease that would occur if these risk factors were reduced to zero.



♂ PAFs for CVD risk factors (men)



♀ PAFs for CVD risk factors (women)



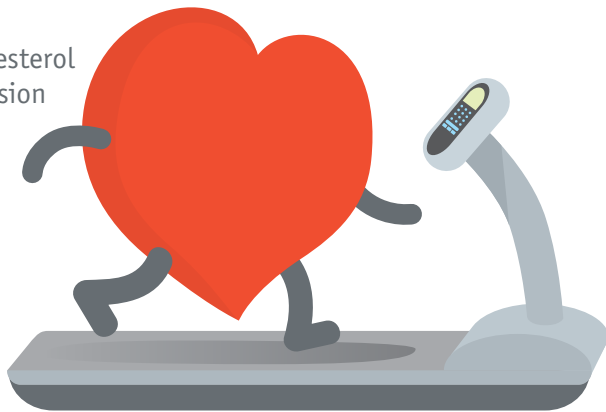
Prevalence of risk factors in selected economies  
 ● <4% ● >4 <8% ● >8% <12% ● >12%

Source: EIU Healthcare, WHO prevalence rates for adults over 25

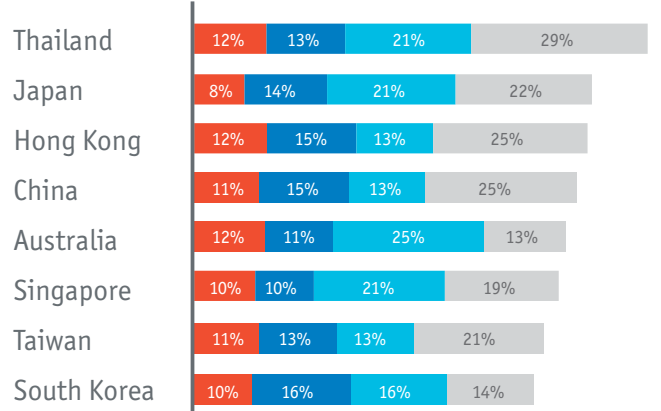
### Reducing risks

Together, these four risk factors account for an average of 62% of the total direct and indirect costs of CVDs.

● Obesity  
● Smoking  
● High cholesterol  
● Hypertension



Percentage of total costs attributed to key CVD risk factors



Source: EIU Healthcare

### Promoting heart health

Lifestyle habits that support a healthy heart:



No smoking



Blood pressure of less than 130/80 mm Hg



Serum LDL-C levels of less than 5.0 mmol/l



A minimum of 30 minutes a day of moderate exercise



Body mass index of less than 25 kg/m<sup>2</sup>

Source: World Health Organisation, prevention of cardiovascular disease guidelines