

PHARMA DEUTSCHLAND

RESPONSE TO THE EUROPEAN COMMISSION CALL FOR EVIDENCE

EU CARDIOVASCULAR HEALTH PLAN

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About us

Pharma Deutschland e.V. represents the interests of the pharmaceutical and medical device industry at both federal and state levels to politics, authorities, and institutions in the healthcare sector. With around 400 member companies, it is the pharmaceutical industry association with the largest number of members in Germany. The political advocacy and member support extend to the area of prescription and non-prescription medicines as well as medical devices, including medical apps and digital health applications.

General Assessment

Pharma Deutschland strongly welcomes the initiative of the European Commission to establish an EU-wide Cardiovascular Health Plan. Such a strategic framework for prevention, early detection, treatment, and rehabilitation is both timely and necessary. Given that cardiovascular diseases (CVDs) account for more than 1.7 million deaths annually across the EU and represent a considerable socioeconomic burden, coordinated action with clear European added value is indispensable. The pharmaceutical and healthcare industries are committed to playing an active role in this effort. Through innovative medicines, medical technologies, digital health solutions, and data-driven approaches, industry partners are well placed to contribute to reducing the burden of cardiovascular diseases in Europe.

Multifactorial Prevention and Integrated Care

Cardiovascular diseases are complex in nature and require a holistic, cross-sectoral response. The EU Plan should therefore:

- Strengthen all levels of prevention (primary, secondary, and tertiary).

- Expand access to low-threshold diagnostics, awareness-raising, and therapeutic interventions.
- Ensure structured follow-up care, e.g. after stroke or coronary heart disease.

The Plan should support Member States in implementing integrated and structured care models and encourage mutual learning through the exchange of best practices.

Structured Treatment Programmes (Disease Management Programmes)

Experience from national initiatives, such as Disease Management Programmes (DMPs) in Germany, demonstrate that structured approaches with clear clinical guidelines:

- Improve quality and continuity of care.
- Address comorbidities (e.g. hypertension, diabetes, obesity) in a systematic manner.
- Reduce bureaucratic hurdles and enhance efficiency.

A European framework could add value by fostering harmonisation and continuous improvement through common guidelines, digital components, and dissemination of best practice models.

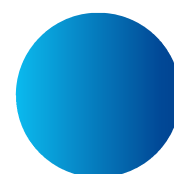
Driving Digitalisation and Innovation

Digital solutions, including digital health applications, telemedicine, AI-supported tools, and personalised medicine, are key to transforming cardiovascular care.

The EU Plan should:

- Facilitate the integration of digital solutions into prevention and care pathways.
- Prioritise the European Health Data Space (EHDS) as the platform for interoperable CVD data.
- Lower access barriers for innovation, for example through accelerated procedures and harmonised regulation.
- Provide timely access to routine healthcare data for clinical trial sponsors to accelerate research and avoid current delays caused by intermediary structures.

An innovation-friendly framework is essential to ensure that technological advances reach patients without delay.



Improving Access to Therapies and Medicines

Timely and equitable access to therapies is central to effective cardiovascular care.

The EU Plan should therefore:

- Facilitate access to modern therapies (e.g. lipid-lowering drugs, obesity treatments, digital therapeutics).
- Address obstacles related to regulatory approval

Role of Healthcare Providers and Low-Threshold Access

Successful implementation requires the active involvement of all healthcare stakeholders, including physicians, pharmacists, hospitals, industry, and research institutions. Community-based actors, such as pharmacies and other local facilities, can play a particularly important role in prevention, education, and patient engagement.

