

# SETTING THE SCENE:



**BIRGIT BEGER**  
Chief Executive Officer, European Heart  
Network



EUROPEAN ALLIANCE  
FOR PERSONALIZED MEDICINE



# VISION EUROPE 2030

**DISRUPTIVE TECHNOLOGIES, DEMOCRATIZED TRIALS &  
NEXT-GEN TREATMENT PARADIGMS**



**September 2-3, 2025 | Club University  
Foundation**



Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HaDEA). Neither the European Union nor the granting authority can be held responsible for them.



# **BIRGIT BEGER**

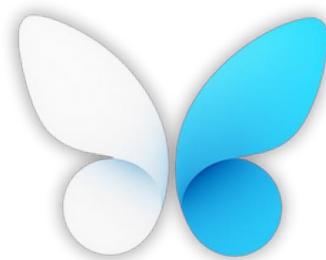
## **CHIEF EXECUTIVE OFFICER,**

## **EUROPEAN HEART NETWORK**

### **SETTING THE SCENE**



EUROPEAN ALLIANCE  
FOR PERSONALIZED MEDICINE



# BACKGROUND

Cardiovascular disease (CVD) remains **Europe's leading cause of death**, claiming the lives of over **10,000 people each day**, affecting more than 60 million citizens, and **burdening** health systems with costs of approximately **€282 billion annually**.

1/3



Leading cause of death  
→ **1 in 3 EU deaths, many premature.**

Disproportionate impact  
on **vulnerable & marginalized groups**.

**60+ million Europeans** live with CVD.

Economic cost  
**€282 billion per year.**



EUROPEAN ALLIANCE  
FOR PERSONALIZED MEDICINE



# IMPACT

The forthcoming European Cardiovascular Health Plan (ECHP), expected to be published by the European Commission in December 2025, provides an historic opportunity to unify efforts across Europe, align strategies, and deliver equitable improvements in cardiovascular health.

While the organisation and delivery of health care are Member States' competences, many determinants of cardiovascular health cross borders.



EUROPEAN ALLIANCE  
FOR PERSONALIZED MEDICINE



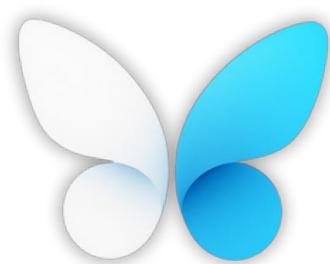
# IMPACT

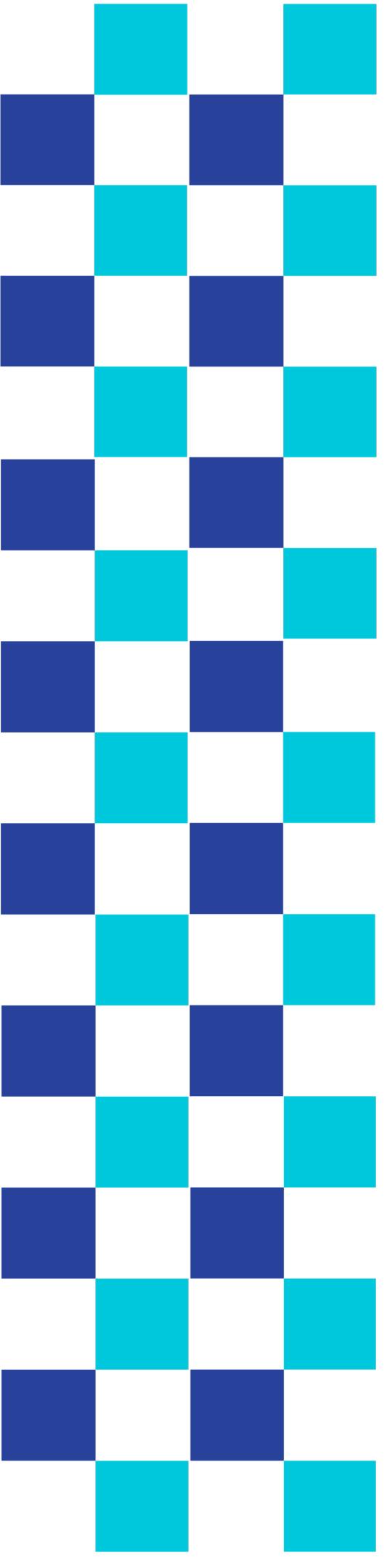
**Food and alcohol marketing, tobacco and nicotine regulation, digital trade, advertising, and environmental standards are shaped at EU level, as are research, procurement and investment policies.**

**Therefore, the EU can play a crucial role in improving cardiovascular health through policy and regulation, as well as supporting research and innovation into CVD prevention and management.**



EUROPEAN ALLIANCE  
FOR PERSONALIZED MEDICINE

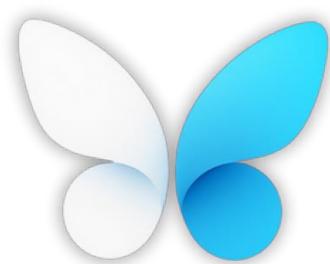




# **EHN calls on EU institutions to adopt a comprehensive European Cardiovascular Health plan built on three pillars:**



EUROPEAN ALLIANCE  
FOR PERSONALIZED MEDICINE



# EHN calls on EU institutions to adopt a comprehensive European Cardiovascular Health plan built on three pillars:

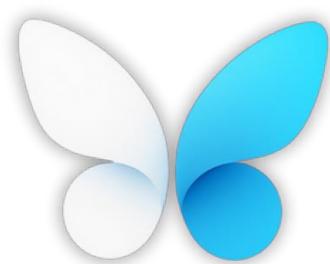
## Prioritise Prevention –

Keep People Healthy

Preventing CVD through public health interventions can save lives and reduce the burden on healthcare. **The EU must act with comprehensive measures to reduce risk factors and strengthen disease prevention.**



EUROPEAN ALLIANCE  
FOR PERSONALIZED MEDICINE



# EHN calls on EU institutions to adopt a comprehensive European Cardiovascular Health plan built on three pillars:

## Prioritise Prevention – Keep People Healthy

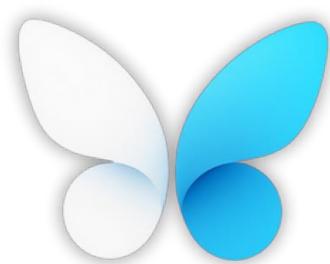
Preventing CVD through public health interventions can save lives and reduce the burden on healthcare. **The EU must act with comprehensive measures to reduce risk factors and strengthen disease prevention.**

## Empower Patients – Improve Lives, Not Just Outcomes

CVD patients deserve holistic care, rehabilitation, and protection from discrimination. **The EU should ensure inclusive rehabilitation, patient involvement in policy development, and legal safeguards against bias.**



EUROPEAN ALLIANCE  
FOR PERSONALIZED MEDICINE



# EHN calls on EU institutions to adopt a comprehensive European Cardiovascular Health plan built on three pillars:

## Prioritise Prevention – Keep People Healthy

Preventing CVD through public health interventions can save lives and reduce the burden on healthcare. **The EU must act with comprehensive measures to reduce risk factors and strengthen disease prevention.**

## Empower Patients – Improve Lives, Not Just Outcomes

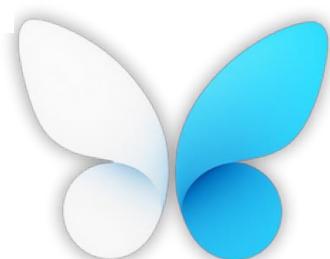
CVD patients deserve holistic care, rehabilitation, and protection from discrimination. **The EU should ensure inclusive rehabilitation, patient involvement in policy development, and legal safeguards against bias.**

## Strengthen Research & Innovation – Close the Gaps

Advancing CVD research is key to better prevention, diagnosis, treatment and care. **The EU must boost funding, address gaps in underrepresented groups, and fast-track innovative therapies.**



EUROPEAN ALLIANCE  
FOR PERSONALIZED MEDICINE



# EU ACTIONS

Modern, well-funded research is essential to fight CVD and tackle inequalities in care.

**The EU should:**

**Increase investment in CVD research** with a focus on prevention, diagnosis, and treatment.

Address persistent gaps by **prioritising underrepresented populations**, particularly women, children, and socioeconomically disadvantaged groups.

Support research into **sex specific symptoms**, hormonal impacts, and paediatric CVD.

Promote **innovation friendly regulations** to accelerate access to lifesaving diagnostics and therapies.



EUROPEAN ALLIANCE  
FOR PERSONALIZED MEDICINE

