

Cardiovascular diseases

More patients are being treated while the sustainability of the healthcare system remains ensured



#HealthierTogether



The treatment of high blood pressure can reduce the risk of heart failure by more than 50%

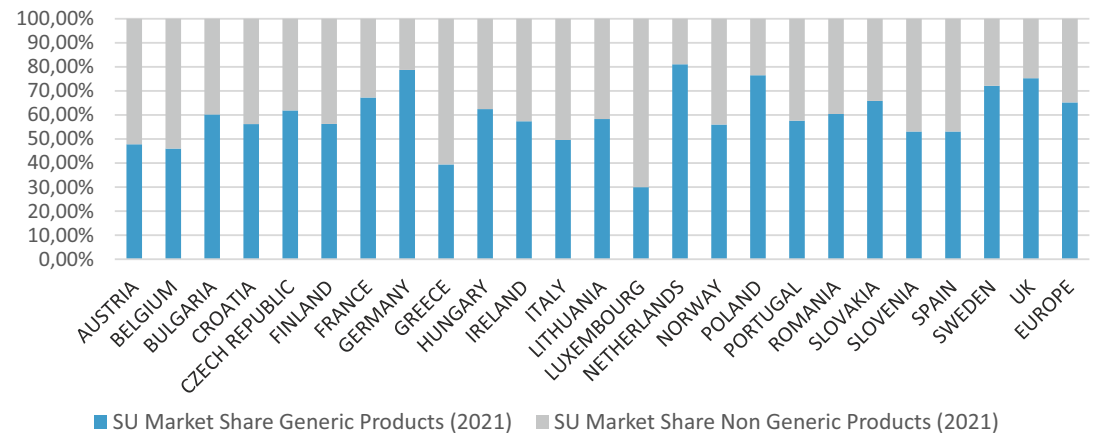
In 2019, **22%** of people in the EU aged 15 years and over reported having **high blood pressure** (Eurostat). **Hypertension** is a major risk factor for chronic failure of vital organs such as the heart, kidneys or brain by damaging blood vessels throughout your body. Therefore, **the treatment of high blood pressure is essential** to reduce the risk of stroke (reduced an average of 35%-40%), heart attack (20%-25%), and heart failure (more than 50%)¹.



Increasing the use of generic medicines for more efficiency of healthcare systems

Overall, consumption of **anti-hypertensive medicines** in OECD countries increased by **65%** on average **between 2000 and 2019**² and there has been generic competition for hypertension medicines since the 1970s. However, not all countries reach sufficient levels of generic medicine penetration, so more **can and should be done to increase the use of generic medicines and increase the efficiency of healthcare systems.**

Market share of generics medicines across EU Member States (Standard Units, SU)³



1. An Overview of High Blood Pressure Treatment <https://wb.md/39uQyCL>
 2. OECD Health at a glance 2021
 3. IQVIA MIDAS MAT Q4 2020

Solutions



Cardiovascular diseases



More patients can be treated for hypertension with the same expenditure

Besides leading to a positive economic impact by creating efficiency gains, generic medicines increase access to medicines, reduce healthcare inequalities, improve medication adherence and generate better health outcomes. While generic medicines already contribute to the sustainability of healthcare budgets, the value they bring to Europe can still be expanded. Especially in the case of hypertension, where treatment, in combination with lifestyle changes, can greatly reduce the risk of other cardiovascular diseases (e.g. heart attack), and consequently reduce healthcare costs, as well as improve patients' health.

For the treatment of chronic diseases, the benefits can be threefold:

- Increased patient access
- Patient related value (improved medication adherence – better patient health outcomes)
- Overall economic value

More patients can be treated for hypertension with the same expenditure: For example, in **Germany**, treatment utilisation measured by the number of prescriptions increased considerably after generic market entry. This marked increase of antihypertensive treatment was characterised by rapid generic market penetration. Sales, in contrast, remained almost stable, indicating that considerably more patients had been treated within two years after the respective generic market entry with no noticeable rise in cost.



Calls for action

Generic medicines are safe, effective and high-quality options for the treatment of cardiovascular diseases, including hypertension. Therefore, the uptake and use of generic medicines should be increased by providing necessary information and creating compelling incentives for all stakeholders involved. In addition, the barriers to off-patent competition should be removed.

Table: Hypertension: drug market overview⁴

Antihypertensive drug classes	Active substance	Generic competition (Germany / EU)
Diuretics	Furosemid HCT	1970 unknown; at least 1970s
Calcium Antagonists	Nifedepin Amlodipine	1985 2004
Beta Blocker	Bisoprolol Metropolol	1990 1996
ACE-Inhibitors	Ramipril Ramipril HCT	2003 2006
AT-II-Antagonists	Losartan	2010