

## Press release

# The Safe Hearts Plan should improve access to affordable innovation and better treatment for all patients

16 December, Brussels, Belgium

The Safe Hearts Plan matters to more than 62 million European citizens<sup>1</sup> impacted by cardiovascular diseases. To improve – prevention, early detection and screening, and treatment and care – it is essential that access to affordable innovation and effective treatments remains a core priority across Europe, equitable care for all patients.

Coordinated EU action is needed to tackle the growing burden of cardiovascular diseases across the EU. Our industry is engaged to improve access to treatment and secondary prevention, and to improve treatment by innovating on existing molecules, notably through value added medicines and fixed dose combinations. This tailored and patient-specific approach has allowed our sector to double access in cardiovascular health, reducing inequalities in access and delivering better patient outcomes at population level.

The Plan should encourage Member States to enable secondary prevention and solutions that improve adherence to treatment. Cardiovascular diseases often require long-term care, where patients' adherence is critical to effective disease management and the overall success of therapies. Poor adherence leads to worse patient outcomes and higher mortality rates and much higher cost burdens on EU health systems of an estimated EUR 125 billion per year<sup>2</sup>.

Medicines for Europe supports a strong and coordinated EU action under the Safe Hearts Plan and encourages Members States to fully integrate off-patent innovation in national plans as a tool to improve outcomes for patients at affordable cost.

## Medicines for Europe

**Medicines for Europe** represents the generic, biosimilar and value added medicines industries across Europe. Its vision is to provide sustainable access to high quality medicines, based on 5 important pillars: patients, quality, value, sustainability and partnership. Its members directly employ 190,000 people at over 400 manufacturing and 126 R&D sites in Europe and invest up to 17% of their turnover in R&D investment. Medicines for Europe

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<sup>1</sup> [European Society of Cardiology EU27 Cardiovascular Realities 2025](#)

<sup>2</sup> [€125 billion lost each year across Europe due to non-adherence to medication - ILCUK](#)

member companies across Europe are both increasing access to medicines and driving improved health outcomes. They play a key role in creating sustainable European healthcare systems by continuing to provide high quality, effective generic medicines, whilst also innovating to create new biosimilar medicines and bringing to market value added medicines, which deliver better health outcomes, greater efficiency and/or improved safety in the hospital setting for patients. For more information, please follow us at [www.medicinesforeurope.com](http://www.medicinesforeurope.com) and on [LinkedIn](#) and X [@medicinesforEU](#).