

UNITING IN THE FIGHT AGAINST CARDIOVASCULAR DISEASE

CARDIOVASCULAR DISEASE (CVD) REMAINS THE LEADING CAUSE OF DEATH GLOBALLY¹

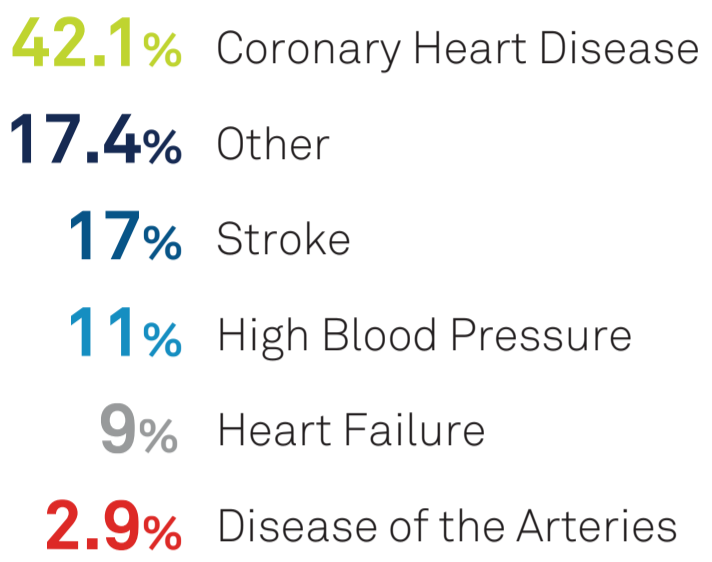


A CONTINUING HEALTHCARE CRISIS

Causes of CVD remain unclear, but risk increases with high blood pressure, cholesterol, diabetes, and obesity. Risk also augments based on lifestyle habits and societal and environmental contexts.

In the United States, nearly 40% of the adult population is diagnosed with a cardiovascular condition².

Breakdown of death attributed to CVD in the U.S.³



MARKET GROWTH

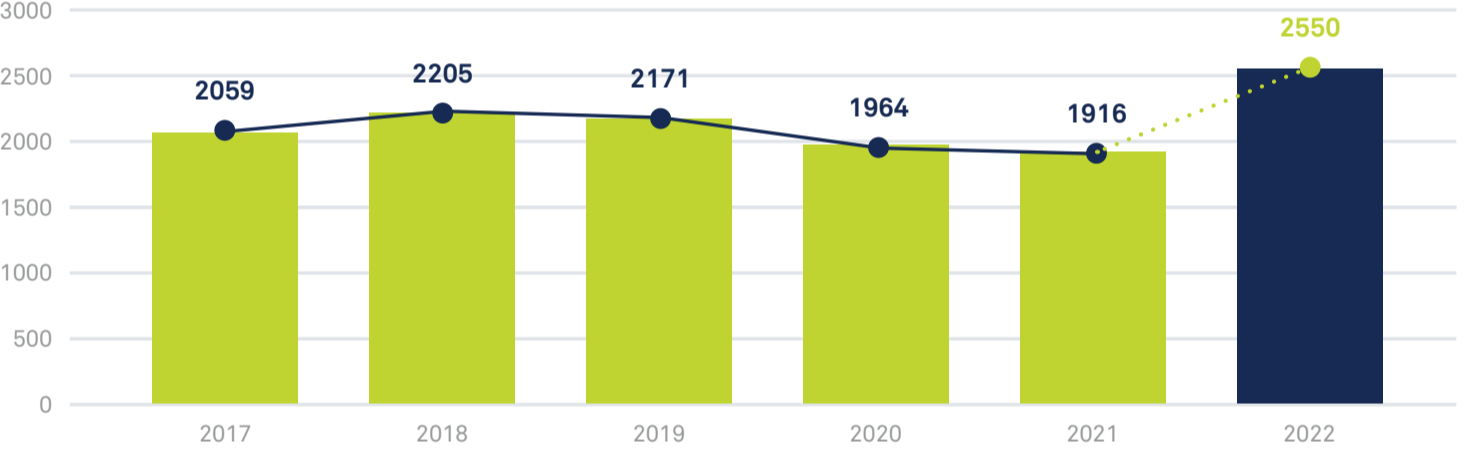
This disturbing trend has been met by the rising global prevalence and improved understanding of heart diseases, which have substantially contributed to the growth of cardiovascular research, treatments, and medications.

A number of market leaders have introduced advanced drugs and devices addressing the diverse treatment needs of CVDs. Those are expected to further boost the growth of the global cardiovascular drugs market.



Clinical Trials in CVD⁴

(by year started)

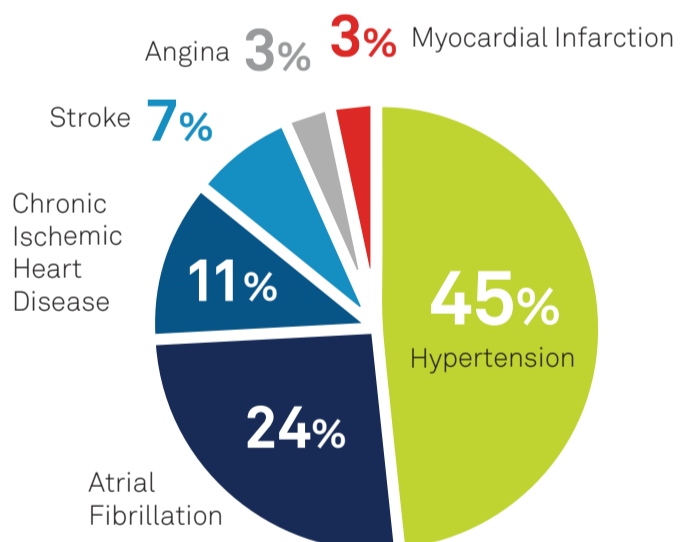


INCREASED URGENCY FOR ADVANCED AND EFFECTIVE TREATMENTS

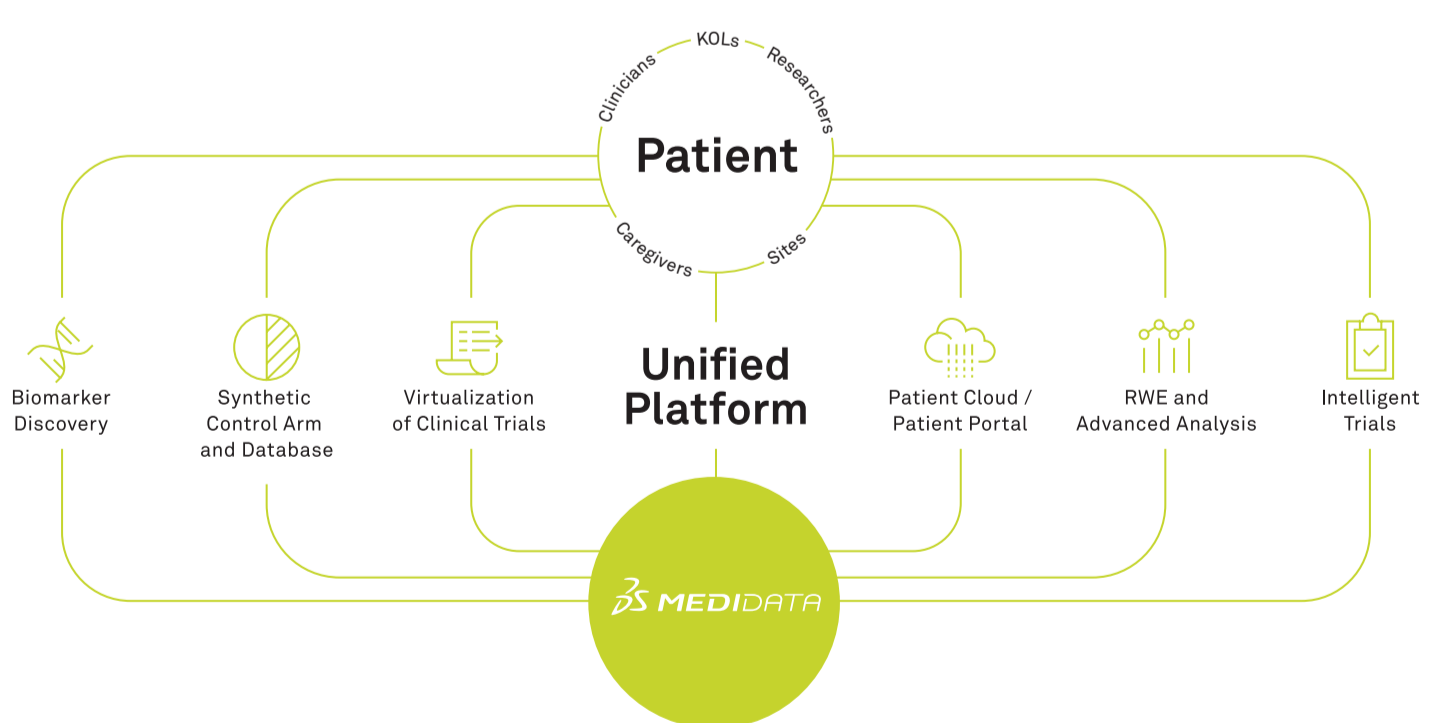
Although mature and heavily genericized, the cardiovascular drug and device market is still unable to meet the needs of patients with widespread incurable cardiovascular conditions.

There is tremendous opportunity for clinical developers, both to tap into this market and to save lives with innovative, disease-modifying therapies. This is especially true in the hypertension segment, the largest condition among the heart diseases with prescription drug sales contributing USD 32 billion in 2018 and growing.⁵

The heart disease market forecast for 2028⁶



HOW MEDIDATA HELPS EXPEDITE CVD TRIALS



Medidata's cloud-based platform enables experts, researchers, and clinicians to connect globally, using technology and data to deliver smoother, faster, and safer clinical trials for patients in today's complex world of precision medicine.

MEDIDATA'S EXTENSIVE EXPERIENCE, TECHNOLOGY, DATA, AND EXPERTISE IN CVD TRIALS⁷



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¹ CVDs Fact Sheet (June 12, 2020) WHO. <https://www.who.int/news-room/fact-sheets/detail/cardiovascular-diseases-cvds>
² Underlying Cause of Death, 1999–2018. (2018, Accessed March 12, 2020). CDC WONDER Online Database. Atlanta, GA: Centers for Disease Control and Prevention.
³ Heart Disease and Stroke Statistics – 2021 Update: A Report From the American Heart Association (January 2021). American Heart Association. https://www.heart.org/-/media/phd-files-2/science-news/2/2021-heart-and-stroke-stat-update/2021_heart_disease_and_stroke_statistics_update_whats_new.pdf?la=en
⁴ ClinicalTrials.gov (accessed September 15, 2021)
⁵ Heart Disease Market Forecasts (October 17, 2019). IQVIA. <https://www.iqvia.com/blogs/2019/10/heart-disease-market-forecasts>
⁷ Internal data source as of September 2022