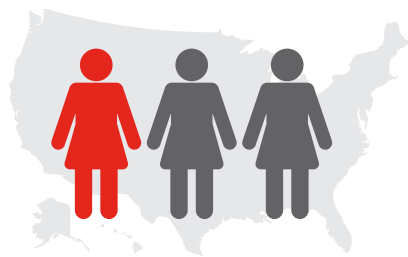


# UNDERSTANDING THE WOMEN'S HEART HEALTH GAP IN THE UNITED STATES

Closing the women's heart health gap could improve lives and the U.S. economy

More than **1 out of 3 women** are living with cardiovascular disease (CVD) and CVD is the leading cause of death in the U.S.



The U.S. has the potential to **gain an additional \$28 billion in GDP** by 2040 by closing the heart health gap between men and women.



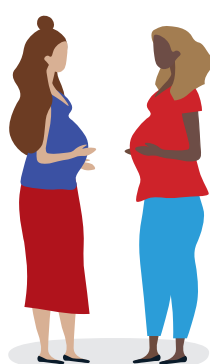
**Women are not simply smaller men.** Their cardiovascular health is influenced by biological differences rooted in unique life-stages such as pregnancy and menopause.

Opportunity to Assess Sex-Specific CVD Risk Factors Exists at Each Life Stage



Puberty

- PCOS
- Early Menarche
- Oral Contraceptive Use
- Primary Amenorrhoea
- Cycle Irregularity



Pregnancy

- Peripartum Cardiomyopathy
- Preeclampsia
- Infertility/ART
- Preterm Delivery
- Gestational Diabetes



Menopause

- Premature Ovarian Insufficiency
- Premature Menopause
- HRT Use

# CLOSING THE WOMEN'S HEART HEALTH GAP REQUIRES ACTION ON 5 FRONTS:

## 1. ADVANCE SEX-SPECIFIC RESEARCH

Research can be substantially improved by shifting from a 'one-size-fits-all' approach to prioritizing sex-specific differences.



## 2. IMPROVE ROUTINE HEALTH DATA COLLECTION & TREATMENT ALGORITHMS

Effective guidelines rely on a foundation of comprehensive data with representation of women across all age groups, races and ethnicities and health conditions. Collecting women-specific data should become routine, in a standardized, easily-digestible format.



## 3. EQUIP HEALTHCARE PROVIDERS ACROSS THE CARE CONTINUUM

Healthcare providers across the spectrum should view women's cardiovascular health as a shared responsibility.



## 4. RAISE PUBLIC AWARENESS AND TAILOR PREVENTION STRATEGIES ACROSS ALL LIFE-STAGES

Public education campaigns continue to play a valuable role and there is a need to develop culturally sensitive, accessible materials that raise awareness about risk factors, prevention strategies and resources tailored to those at risk.



## 5. INVEST IN BUSINESSES AND INITIATIVES THAT FURTHER WOMEN'S HEART HEALTH

Investing in businesses and initiatives that further women's heart health could have benefits for patients, society and investors. By addressing the unmet needs in women's heart health, businesses can make a significant impact on the lives of women and potentially tap into a large, underserved market.



**LEARN MORE ABOUT  
CARDIOVASCULAR  
DISEASE IN WOMEN AT  
[GOREDFORWOMEN.ORG.](https://www.goredforwomen.org)**



By prioritizing research, education, and accessible healthcare, a future is possible where millions of women not only live longer, healthier lives, but also contribute their full potential to a thriving global society.



McKinsey  
Health Institute

This report was developed in collaboration between the American Heart Association's Go Red for Women movement and the McKinsey Health Institute.