The State of Cholesterol in the U.S.

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About 94.6 million, or 39.7 percent, of American adults have total cholesterol of 200 mg/dL or higher.

About 28.5 million, or 11.9 percent, of American adults have total cholesterol of 240 mg/dL or higher.

Source: NHANES 2013-2014
New added focus on primary prevention of cardiovascular disease
Lifestyle Is a Critical Component in ASCVD Risk Reduction
Four Major Statin - Benefit Groups

New Guidelines identified patients that would benefit from therapy, with a new 4th additional patient group:

- Adults with a previous or active diagnosis of clinical ASCVD
- Adults with a direct LDL-C ≥ 190mg/dL
- Adults with diabetes and a direct LDL-C of 70-189mg/dl - Aged 40-75yrs
- ASCVD at risk with no diagnosis; ASCVD 10-year risk ≥ 7.5% - Aged 40-75yrs
Prevalence of 4 Eligible Statin Groups in The U.S.

62.6 M adults fit into 1 of the 4 statin-eligible groups, NHANES 2011-2012.*

Extrapolated U.S. Population Estimates (Millions)**

<table>
<thead>
<tr>
<th>17M ASCVD</th>
<th>5.5M LDL-C 190 mg/dL (4.9 mmol/L)</th>
<th>14M Diabetes Mellitus</th>
<th>26M 10-year risk &gt;7.5%</th>
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<tr>
<td>ASCVD aged &gt;21 yrs Past CHD, MI, angina pectoris, or stroke</td>
<td>LDL-C 190 mg/dL (4.9 mmol/L) &amp; aged 21 yrs</td>
<td>Aged 40-75 yrs with LDL-C 70 to 189 mg/dL (1.8–4.9 mmol/L)</td>
<td>Primary prevention aged 40-75 yrs with 10-year ASCVD risk score &gt;7.5% &amp; LDL-C 70 to 189 mg/dL (1.8–4.9 mmol/L)</td>
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Recent AHA Survey on 800 individuals with high LDL and Total Cholesterol levels:

- Most with high cholesterol understood the importance of cholesterol management. However, many expressed being confused (39%), discouraged (44%), and not confident (45%) about their ability to do so.

- 82 percent of all respondents identified a link between cholesterol and risk for heart disease and stroke.
• Among survey respondents with a history of CVD, stroke, and/or with CV risk factor, most had **lower perceptions of their real medical risk of CVD.**

• Among individuals with a history of clinical atherosclerotic cardiovascular disease (45% of overall sample),
  - 14% thought they were at low risk
  - 50% thought they were moderate risk
  - 29% thought they were high risk
  - 7% didn’t know
Our Focus Today
Cholesterol Summit

Help Americans achieve better Cholesterol Management by supporting AHA/ASA 2020 Impact Goal to improve cardiovascular health of all AMERICANS by 20% by 2020.

Opportunity to make an impact to 2020 Impact Goal requires a thoughtful plan for Check. Change. Control. Cholesterol
Summit Objectives

• Discuss gaps and barriers
• Identify innovative and actionable strategies
• Address the patient’s role and real-world barriers
• Prioritize approaches
Our Process

- Cholesterol Advisory Group has provided volunteer oversight
- Completed market research
- Conducted pre-Summit surveys
- Today, Summit will provide a road map for key deliverables for the next 3 years
Patient Pre-Summit Survey

What are the biggest gaps in managing your cholesterol today?
What are the biggest gaps in cholesterol management today?
What are the barriers to managing your cholesterol and taking medications regularly?
What are the barriers to cholesterol management, including adherence to medications?
Today

• Hear from **key allies**
• Listen to **3 panel sessions**
• **Participate in action planning** breakout sessions
• **Help us prioritize opportunities** by electronic voting

*Adjourn by 3:00 PM*
Tweet #UnderstandCholesterol

Provide additional feedback at toni.a.ford@heart.org
Let’s Begin