**Extract**

Over the past 30 years, the global prevalence of cardiovascular disease (CVD) has nearly doubled,1 and annual CVD-related deaths are projected to rise by more than 60% between 2020 and 2050.2 Despite these alarming trends, political commitment has been disappointing.3 Leading stakeholders report a lack of formal policy plans, continued misunderstanding among decision-makers as to the true cost of CVD, and noticeable disparities in commitment and investment in CVD compared with other major diseases.3,4

Widespread delays and missed detection and diagnosis of CVD epitomize an unsustainable health system response to the growing prevalence of chronic diseases, severely impacting populations. Missed opportunities in detecting common cardiovascular risk factors—such as high cholesterol, high blood pressure, and atrial fibrillation,5 as well as structural conditions such as heart failure6 or heart valve disease7—prevent timely deployment of protective therapies and disease management models. This can lead to an avoidable progression to more advanced stages, including increased risk of heart attack, stroke and other life-threatening events, or death.8,9