

**Sharing Best Practices in CVD Control from Communities in Pursuit of Equity  
Nationwide**

**Five recommendations for promoting CVD control synthesized  
from global discussions among industry, Government,  
academia and civil society**

**Overview**

---

May 2022

Health and Global Policy Institute (HGPI)

The national Government and related stakeholders should reaffirm the importance of cardiovascular disease (CVD) control measures undertaken at the prefectural or regional levels, promote measures that more closely match the needs of communities and affected parties, and implement measures that enable the effective use of diverse knowledge.



## Formulating plans with multi-stakeholders

### The Micro Perspective



#### Promote measures well-fitted to needs

**Promoting measures on prefectural or regional basis**  
Reaffirm desired roles of regions and adopt measures that fit the diverse needs of each community

- Promote budget acquisition and clinical research, holding prevention and awareness activities, collaborating with patients/patient advocate leaders, establishing regional systems for cooperation, etc. in prefectures
- Reinforce support measures and joint initiatives with Government and related stakeholders

#### Cooperate and collaborate with affected parties

In addition to advocacy activities from people living with or affected by CVDs themselves, it will also be important to promote their involvement to advance measures

- While referring to cancer control measures and global best practices, healthcare institution and Government representatives cooperate and collaborate with affected parties for awareness building from firsthand perspectives, promoting clinical research, utilization innovations, advancing digital health, collecting clinical outcome data, etc.

Gathering and sharing



Supporting effective use

### The Macro Perspective



#### Mobilizing diverse knowledge

##### Gathering and spreading best practices

Sharing domestic and global best practices, including ingenious methods of effectively using limited resources or promoting digital health, is effective

- Promote measures and provide budgets to spread best practices like: utilizing regional medical information collaboration networks, establishing multidisciplinary cooperation committees, reinforcing transitional care systems, expanding preventive pediatric screenings for lifestyle diseases, prehospital digital technology utilization, etc.

##### Utilizing innovation and social change

The healthcare provision system must be reorganized based on innovation and social change without being limited to current systems and frameworks

- Implement institutional design and regulatory reforms based on active innovation utilization in and between various phases like daily life; prevention and awareness; emergency transport; the acute, recovery, and chronic phases; preventing recurrence, complications, and exacerbations; and in cooperative efforts between each phase



**Advocate the importance of CVD control with other disease control measures and the entire healthcare system in view**

To deepen discussions on next steps for CVD control at the national and prefectural levels, meetings were held with domestic and global opinion leaders and related parties from industry, Government, academia, and civil society to identify and recommend measures for achieving nationwide equity in CVD control.

## Background

### 1. The increasing importance of CVD control

- Not only are CVDs like heart disease and stroke leading causes of death in Japan (heart disease: 2nd; cerebrovascular disease: 4th), many cases have lingering health effects and require long-term care, and they have a major impact on healthy life expectancies.
- Due to the great disease burden, CVD control is an urgent issue in Japan and many other countries, so control measures at the national level are required.

### 2. The formulation of the National Plan for Promotion of Measures Against Cerebrovascular and Cardiovascular Disease

- The Basic Act on Cardiovascular Disease Measures came into effect in December 2019 and the Japanese National Plan for Promotion of Measures Against Cerebrovascular and Cardiovascular Disease was adopted by Cabinet Decision in 2020.
- The National Plan aims to “extend healthy life expectancies by three or more years and lower the age-standardized mortality rate by 2040” with three objectives: (1) promote CVD prevention and raise awareness of accurate knowledge on CVDs; (2) improve provision systems for health, medical care, and welfare-related services; and (3) promote CVD research.

### 3. The formulation of Prefectural Plans for the Promotion of CVD Countermeasures

- In response to the Government’s National Plan, Prefectural Plans for the Promotion of CVD Countermeasures are also being formulated.
- There are high expectations for the National Plan to be used as guidelines for CVD control at the regional level, and more individualized, diverse measures tailored to each region’s needs will be necessary moving forward.

## Overview of this project

### Purpose

- Synthesize issues and share best practices, good examples, and lessons learned to identify and recommend necessary CVD control measures.
- Contribute to progress in CVD control measures by presenting viable policy options to domestic and international stakeholders

### Activities

- Hold advisory board and expert meetings
  - Gather domestic and global opinion leaders and related parties in CVD field from industry, Government, academia, and civil society
- Host public symposium for presenting recommendations

Participants  
(Titles omitted)  
\*For participant list, please see page 8.

- CVD specialists (9)
- Medical researchers (5)
- Representatives from Government or legislature (4)
- People living with or affected by CVDs (2)
- Industry representatives (2)

### Dates

- 2021/09: First advisory board meeting
- 2021/10: Second advisory board meeting
- 2021/12: Global expert meeting and public symposium
- 2022/02: Third advisory board meeting

### Key Topics

- Crystallizing issues in CVD control
- Approaches for resolving issues and next steps for equity

# Advisory board discussion content (overview)

Active, global discussions were held from broad perspectives with industry, Government, academia, and civil society. Six perspectives were synthesized that can serve as suggestions for future policy-making.



## Comprehensive planning and implementation

Comprehensive perspectives on advancing CVD control including plan creation and implementation

**Continuous budgetary measures** for promoting CVD control are necessary

**Spur progress in other Medical Care Plans** in addition to the National Plan

**Generate evidence from regional best practices** in pursuit of equity

Basic plans that **suit each region's needs** must be formulated

**Each stakeholder must cooperate** to ensure the National Plan is fully implemented

**Create multi-tiered discussion opportunities** for sharing issues, best practices, and results



## Awareness raising and prevention

Promoting awareness raising and prevention measures for each phase through multi-stakeholder action

Create plans for **awareness raising and prevention** while **taking the complex overall picture into account**

**Build awareness through education and prevention among many people** with a basis on chances of developing CVDs, social impact, and awareness levels

**Promote early detection and intervention** through **targeted** awareness building and prevention measures and healthcare provision

**Initiate awareness building and prevention measures premised on multi-sector cooperation** including multiple disciplines and non-healthcare sectors



## Service provision systems

Establishing or correcting provision systems for health, medicine, and welfare

**Correct regional disparities** in the healthcare provision system for **health equity nationwide**

Build a **seamless medical care system** linking the acute, recovery, chronic, and end-of-life phases

Establish and complement healthcare provision systems **using ICT and digital technologies**

**Review the emergency transport system** to assign transport destinations by disease

**Reinforce family doctor functions**



## Systems for promoting research

Promoting CVD research as a national strategy

**Advance research conducted in or using data from prefectures** and implement findings in pursuit of equity

**Expanding the base for basic research**, including through drastic budgetary measures, will be key for revitalizing research

Promote bridging and comprehensive research contributing to social implementation to **create a virtuous research cycle**, including for basic research

**Build research systems with citizens and affected parties to make effective use data from daily life** that cannot be captured during medical care



## The support system for people living with or affected by CVDs

Achieving CVD control measures driven by people living with or affected by CVDs

**Consultation offices** tailored to people living with or affected by CVDs and **employment and schooling support for people with disabilities** are necessary

**Reaffirm roles of people living with or affected by CVDs and collaborate** with them as key stakeholders



## Cross-cutting policy perspectives

Sharing and utilizing medical and health information while applying innovation

**Effective data utilization that takes other diseases into account** must be promoted

**Grasp actual clinical conditions** and promote **outcome data analysis**

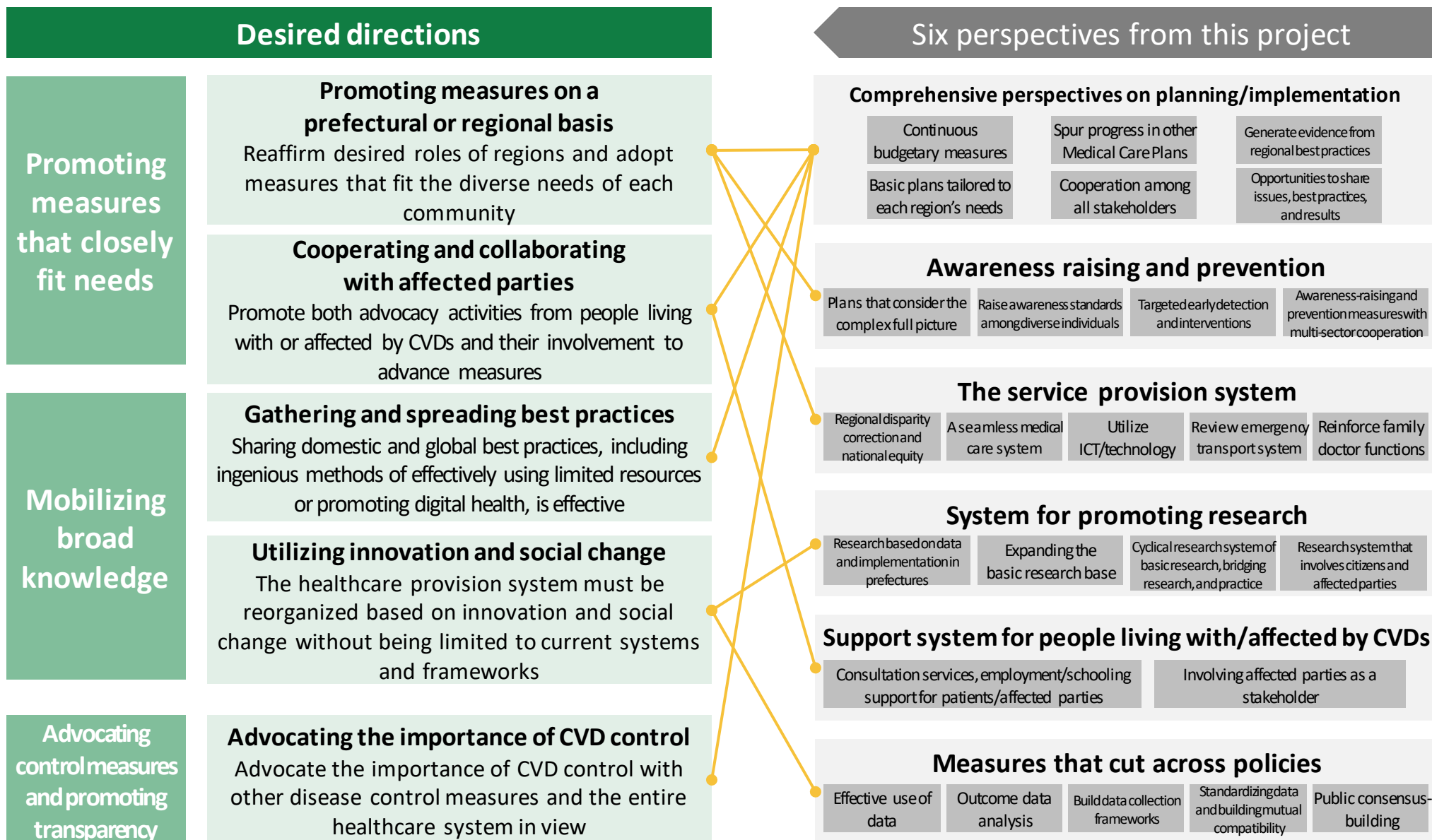
Support the **creation of a data collection framework** starting with support for on-site data entry

**Standardize data and ensure mutual compatibility** among data types

**Build public consensus** toward the establishment of large-scale databases

# Suggestions from advisory board discussions

Based on the six perspectives, it will be imperative to formulate plans that encompass both measures that closely fit the needs of communities and people living with or affected by CVDs (the micro perspective) and to share and utilize broad knowledge (the macro perspective), as well as to advocate the importance of CVD control measures themselves.



Based on suggestions we received in FY2021, in FY2022, HGPI will advance efforts for the social implementation of these recommendations with “promote countermeasures on a prefectural and regional basis” and “gather and spread best practices” at the core.

	Activity	Details	Period	Responses to recommendations
Collect and condense knowledge	Hold <b>regional summits</b> for promoting CVD control	<ul style="list-style-type: none"> <li>To promote concrete prefectural CVD control measures, multi-stakeholder leaders including local administrators, people living with CVDs, and patient advocate leaders will be gathered in each region (such as Shikoku) to share and discuss best practices, good examples, and lessons learned.</li> </ul>	<ul style="list-style-type: none"> <li>Sept. 2022</li> <li>Nov. 2022</li> </ul>	<ul style="list-style-type: none"> <li>Promote measures in prefectures or regions</li> <li>Cooperation and collaboration with affected parties</li> <li>Gathering and spreading best practices</li> <li>Utilizing innovation and social change</li> <li>Advocating the importance of CVD control</li> </ul>
Share knowledge and energize discussions	Hold a <b>national summit</b> for promoting CVD control	<ul style="list-style-type: none"> <li>Multi-stakeholder leaders from each prefecture including local administrators, people living with CVDs, and patient advocate leaders will be gathered to share and discuss best practices, good examples, and lessons learned.</li> </ul>	<ul style="list-style-type: none"> <li>Feb. 2023</li> </ul>	<ul style="list-style-type: none"> <li>Promote measures in prefectures or regions</li> <li>Cooperation and collaboration with affected parties</li> <li>Gathering and spreading best practices</li> <li>Utilizing innovation and social change</li> <li>Advocating the importance of CVD control</li> </ul>
Formalize knowledge for horizontal expansion	Formulate and present <b>“Guidelines for the Promotion of CVD Control in Prefectures”</b>	<ul style="list-style-type: none"> <li>Guidelines will include best practices, good examples, and lessons learned from each summit and be shared with stakeholders nationwide.</li> </ul>	<ul style="list-style-type: none"> <li>Apr. 2023</li> </ul>	<ul style="list-style-type: none"> <li>Promote measures in prefectures or regions</li> <li>Cooperation and collaboration with affected parties</li> <li>Gathering and spreading best practices</li> <li>Utilizing innovation and social change</li> <li>Advocating the importance of CVD control</li> </ul>



# Advisory board members and other collaborators

## (Titles omitted; in alphabetical order)

In this project, HGPI has gathered domestic and international opinion leaders and related parties in the CVD field from industry, Government, academia, and civil society who are participating as advisory board members and special advisors. Participants were recruited from rural areas as well as from highly-populated cities and prefectures to identify issues and share best practices and

### Advisory board members

<b>Mitsuaki Isobe</b>	Director, Sakakibara Heart Institute, Japan Research Promotion Society for Cardiovascular Diseases
<b>Satoshi Imamura</b>	Vice President, Japan Medical Association
<b>Masanori Otake</b>	Policy Director, Regulatory Affairs and Policy Promotion Headquarters, GE Healthcare Japan Corporation
<b>Hiroaki Kitaoka</b>	Professor, Department of Cardiology and Geriatrics, Kochi University
<b>Tomohiro Kuroda</b>	Professor, Department of Medical Informatics, Graduate School of Medicine and Faculty of Medicine, Kyoto University
<b>Issei Komuro</b>	Professor, Department of Cardiovascular Medicine, Graduate School of Medicine, The University of Tokyo
<b>Katsunori Kondo</b>	Professor, Center for Preventive Medicinal Science, Chiba University
<b>Ryozo Nagai</b>	President, Jichi University
<b>Yoko M. Nakao</b>	Director, Registry Promotion Office, Department of Medical and Health Information Management, Open Innovation Center, National Cerebral and Cardiovascular Center
<b>Noji Yosuke</b>	Person Living with a CVD; Graduate Student, Graduate School of Sociology, Keio University
<b>Kazuhiro Hara</b>	Specially Appointed Professor, Seto Inland Sea Regional Research Center, Kagawa University
<b>Mei Haruya</b>	Head of Market Access, Policy & New Products, Novartis Pharma K.K.
<b>Kenichi Hirata</b>	Professor, Division of Cardiovascular Medicine, Department of Internal Medicine, Graduate School of Medicine, Kobe University
<b>Hitoshi Fukuhara</b>	Representative Director, Heart Valve Voice
<b>Yoichi Hoshikawa</b>	Medical Coordination Officer, Healthcare and Welfare Department, Kagawa Prefectural Government
<b>Koji Maemura</b>	Professor, Department of Cardiovascular Medicine, Graduate School of Biomedical Sciences, Nagasaki University
<b>Shinsuke Muto</b>	Clinical Professor, Graduate School of Medical and Dental Sciences, Tokyo Medical and Dental University
<b>Takashi Fujii</b>	Vice Chairman, System Council, Nagasaki Regional Healthcare Collaboration Network; Vice Chairman, Nagasaki Prefecture Medical Association
<b>Yoshio Yazaki</b>	President, Japan Research Promotion Society For Cardiovascular Diseases

### スペシャルアドバイザー

<b>Kei Sato</b>	Member, House of Councilors
<b>Hanako Jimi</b>	Member, House of Councilors; Executive Director, Parliamentary Association for Follow-up on Stroke and Cardiovascular Disease Control Measures

### グローバル専門家会合 ご登壇者

<b>Mitsuaki Isobe</b>	Director, Sakakibara Heart Institute, Japan Research Promotion Society for Cardiovascular Diseases
<b>Masanari Kuwahara</b>	Deputy Director and Senior Specialist for Cerebrovascular and Cardiovascular Disease, Cancer and Disease Control Division, Health Service Bureau, Ministry of Health, Labour and Welfare
<b>Issei Komuro</b>	Professor, Department of Cardiovascular Medicine, Graduate School of Medicine, The University of Tokyo
<b>Hanako Jimi</b>	Member, House of Councilors; Executive Director, Parliamentary Association for Follow-up on Stroke and Cardiovascular Disease Control Measures
<b>Yoko M. Nakao</b>	Director, Registry Promotion Office, Department of Medical and Health Information Management, Open Innovation Center, National Cerebral and Cardiovascular Center
<b>Noji Yosuke</b>	Person Living with a CVD; Graduate Student, Graduate School of Sociology, Keio University
<b>Mei Haruya</b>	Head of Market Access, Policy & New Products, Novartis Pharma K.K.
<b>Yoichi Hoshikawa</b>	Medical Coordination Officer, Healthcare and Welfare Department, Kagawa Prefectural Government
<b>Rifat Atun</b>	Professor, Global Health Systems, Harvard University