

Don't miss a moment: World Heart Federation together with 14 institutions launches World Adherence Day to save lives and improve health

GENEVA, 27 March 2025: Millions of lives—and billions in healthcare costs—are at stake due to one critical but often ignored issue: failure to follow treatment plans. The World Heart Federation (WHF) warns that non-adherence to medication, lifestyle recommendations, and overall healthcare plans is fuelling preventable hospitalizations, worsening health outcomes, and straining healthcare budgets worldwide.

To address this crisis, WHF has partnered with leading institutions to mark 27 March as World Adherence Day—a global call to action to ensure patients stay on track with life-saving medicines and healthier lifestyles.

Across the globe, adherence rates to medical treatments and lifestyle changes are dangerously low. In high-income countries, it is estimated that more than 50% of patients with chronic conditions do not follow their prescribed treatments; adherence rates are even lower in lower-income nations.

“This is a defining moment and raising awareness is the first step in closing these critical gaps in healthcare,” says Professor Jagat Narula, President of the World Heart Federation. “The reasons for non-adherence are complex—from stigma and communication barriers to financial constraints—and we must act now.”

The stakes couldn't be higher. Non-adherence to therapies has a great impact on population health, causing around 200,000 deaths in Europe every year. In fact, research shows that increasing adherence rates to 70% could save more than €330 million over 10 years in the European Union.

One study in China found that good adherence after heart attack was associated with a 39% reduction in cardiovascular events; a study in the U.S. found that patients adhering to treatment experienced a lower rate of cardiovascular events, reduced by 20%. Meanwhile healthcare costs are skyrocketing. In the U.S., non-adherence to medication and healthcare plans in chronic disease patients led to annual per-person costs of up to \$52,341 in a single year, driven by increased hospitalizations, emergency visits, and outpatient care.

For healthcare professionals and caregivers, ensuring patients stick to their treatment plans—including medications, diet, exercise, and regular check-ups—is an uphill task. Limited time, resources, and follow-up mechanisms make it difficult to track adherence—leaving patients vulnerable to life-threatening consequences.

The WHF, in alliance with 14 global partners, is calling on patients, caregivers, the pharmaceutical industry, and the medical community to unite in breaking down barriers to adherence. “Treatment doesn't stop at the doctor's office,” says Narula, “with World Adherence Day, we intend to ignite a global dialogue and invoke a movement to make adherence—whether to medications, healthier living, or follow-up care—a healthcare priority that deserves a universal commitment.”

Join the movement with #DontMissAMoment and take action for a healthier future.

NOTES TO EDITORS

About the World Heart Federation

The World Heart Federation (WHF) is an umbrella organisation of close to 250 members in more than 100 countries, representing the global cardiovascular community and uniting patient, medical, scientific, and civil society groups. WHF's three-fold mission is to connect and lead the CVD community, translate science into policy, and stimulate knowledge exchange. For more information, visit <https://www.worldheart.org>

About the Alliance for World Adherence Day

World Adherence Day is a global movement dedicated to empowering people to stay on track with their treatment plans and healthy lifestyle choices. It is made possible by an alliance of 15 partners* to date spanning diverse sectors of care, all driving towards a better cardiovascular health future for all.

#DontMissAMoment is the campaign's platform place, gathering audiences from around the world, engaging with all from patients and caregivers to policymakers, from family and friends to the medical community and beyond. For more information, visit <https://world-heart-federation.org/world-adherence-day/>

* World Heart Federation, European Society of Hypertension, European Society of Cardiology, INOCA International, European Diabetes Forum, Chinese Cardiovascular Association, International Council of Nurses, International Society of Hypertension, International Pharmaceutical Federation (FIP), The International Diabetes Federation, Global Heart Hub, International Atherosclerosis Society, European Association for the Study of Diabetes, European Venous Forum, Servier.

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