



Dear

We are reaching out to request your support and endorsement for a global initiative aimed at improving therapeutic adherence in the management of hypertension and other chronic diseases, which underscores the urgency of **addressing poor adherence to treatment**, a key barrier to achieving optimal health outcomes globally.

## THE IMPORTANCE OF THERAPEUTIC ADHERENCE

Poor therapeutic adherence remains a major issue worldwide, particularly for asymptomatic chronic diseases such as hypertension, often referred to as the “silent killer”.<sup>1</sup> Despite the availability of cost-effective and proven treatments, adherence challenges persist due to various factors, including patient perception, treatment burden, and socioeconomic barriers.<sup>2</sup>

The adherence challenge extends to a broad spectrum of chronic diseases such as diabetes, chronic kidney disease, and heart failure, which collectively contribute to a significant global burden of morbidity and mortality. Increasing adherence can:

- Enhance patient outcomes by reducing disease progression and complications;
- Optimize healthcare resources and reduce costs associated with uncontrolled diseases;
- Empower patients to take an active role in managing their health.

The World Heart Federation (WHF) has taken the lead in rallying support from scientific and medical societies worldwide to endorse this initiative. We invite your esteemed society to:

- Join the global coalition by officially endorsing this initiative and its objectives.
- Make a public statement supporting the need to prioritize therapeutic adherence for chronic diseases.
- Collaborate with other global and regional stakeholders to highlight adherence through education, research, and policy efforts.

Your endorsement will amplify the collective voice of healthcare professionals and strengthen our shared commitment to improving patient adherence and outcomes globally. We would be delighted to discuss this further and explore how your society can contribute to this vital initiative.

**THANK YOU FOR CONSIDERING THIS REQUEST. WE LOOK FORWARD TO YOUR VALUABLE SUPPORT.**

Yours sincerely,

# JOIN THE MOVEMENT

FOR THE FIRST WORLD ADHERENCE DAY ON MARCH 27<sup>TH</sup>



#### References

1. Cartagena declaration – a call to action to improve adherence to Antihypertensive medications across the world, international society of hypertension, 2024.
2. World health organization. Adherence to long-term therapies: evidence for action. 2003.