

What are the main challenges for guidelines implementation?

Within Health Care Systems

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Thought framework

- **How much is a country willing to invest into healthcare?
How is this distributed amongst the different disease areas**
- **How much should/can be invested into healthcare infrastructure?**
- **Educational activities**

Major Barriers

- **Less than 10 countries have a national CVD plan**
 - Missing support to implement guidelines
- **Individual Countries have national Guidelines that may be discordant (harmonization important)**
- **Payer and reimbursement**
 - Perception of “expensive drugs” in CV
- **Physician:**
 - Acute vs. chronic care urgency (and the good old onco comparison)
- **Polypharmacy**
- **Non physician delivery (e.g. nurses)**

Bit of a discussion if pharma prices are ethical.

Incentives e.g. taxes on tobacco

Guidelines specifically on how to implement changes into practice