



This research paper intends to provide a significant overview of the prevalence, risk factors, and measures to prevent heart disease in India.

According to the World Health Organization (WHO), cardiovascular diseases account for **nearly 25%** of all deaths in India. Spanning across both the rural and urban setting, cardiovascular ailments has reached epidemic proportions. Additionally, studies have revealed that the propensity of heart diseases afflicting subsequent portion of younger population in India is much higher compared to Western countries, primarily due to lifestyle factors and genetic predisposition.

Inference from Insurance Claims Data

A recent study of the claims data from the last 5 years suggests that there is a steady increase in the total numbers of cases being reported under the age **group 21-30 years and 31-40 years**. There is an **increase of 22%** in the claims for cardiovascular diseases from year 2019-20 to year 2022-23 from these 2 age groups together. Elaborate studies conducted across 8 states (Kerala, Tamil Nadu, Telangana, Karnataka, Maharashtra, Delhi/NCR, West Bengal and Andhra Pradesh) revealed that there are certain factors that have led to a **staggering 2.4 times** increase in the cost of treatment pertaining to cardiovascular diseases between the year 2019-2020 and 2022-2023.

These factors are:

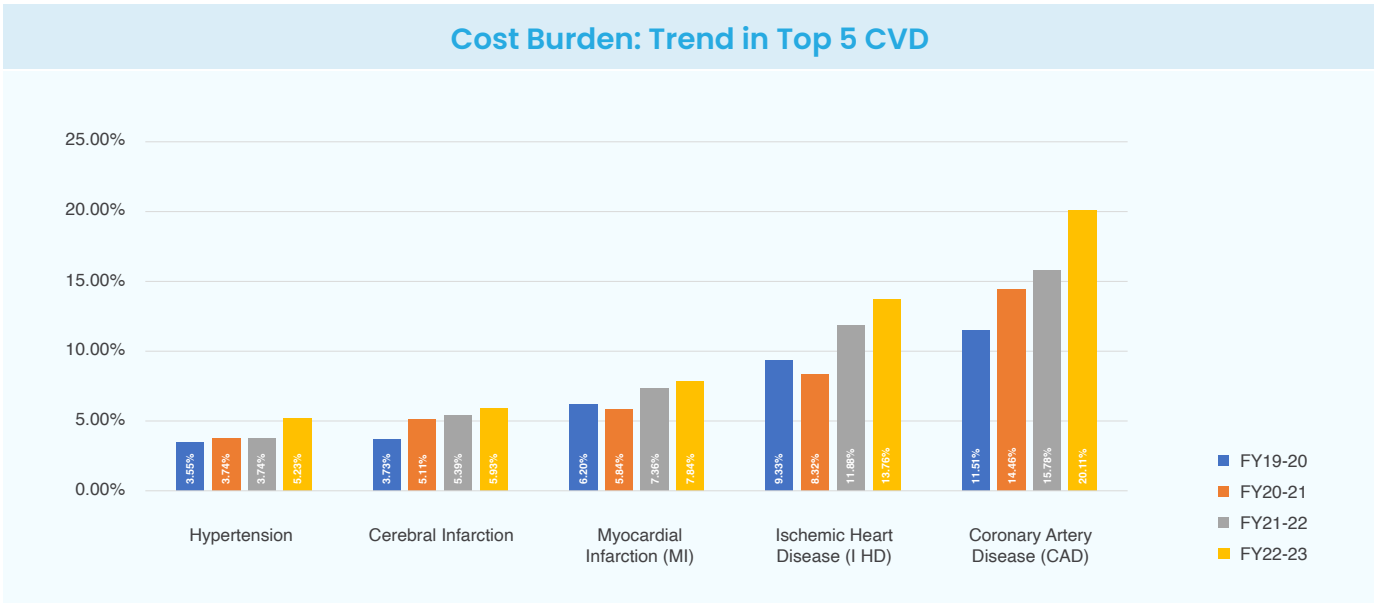
Per Capita Income

Insurance Coverage

Healthcare Infrastructure

If we compare this rise in the cost of treatment with the general medical inflation during the same period, there is a significant cost burden which is noticed on account of cardiovascular diseases for the period 2019-23. This could be because of various reasons including more complex and/or advanced disease thereby needing higher level treatment.

The chart below shows the trend in terms of cost burden of the top 5 cardiovascular diseases from the year 2019–2023.



Prevention and Control Strategies

To combat the rising burden of heart disease in India, various prevention and control strategies are being implemented:

Public Health Campaigns:

The government and non-governmental organizations conduct awareness campaigns to promote healthy lifestyles, emphasizing regular physical activity, a balanced diet, and the hazards of tobacco and alcohol consumption.

Care and Coaching programs:

Some of the other preventive measures which are being explored by the organizations are the various care management programs for the diseases like diabetes, hypertension, obesity and various other health coaching programs.

Accessible Healthcare:

Ensuring access to quality healthcare is crucial in preventing heart disease. This includes regular screenings, affordable medications, and prompt treatment for cardiovascular conditions.

Policy Interventions:

The government has taken steps to regulate the sale and promotion of tobacco products, enforce bans on smoking in public places, and implement food labeling regulations to encourage healthier food choices.

Prevention and Control Strategies

Heart diseases poses a significant public health challenge in India, affecting individuals across all demographics. To address this growing concern, preventive measures such as promoting healthy lifestyles, controlling risk factors, and ensuring accessible healthcare are essential. By implementing comprehensive strategies, India can aim to lower the burden of heart disease and improve overall cardiovascular health in the population.