

Novartis and Cardinal Santos Medical Center highlight the importance of understanding bad cholesterol in heart health

Aug 14, 2024

- *Novartis and Cardinal Santos Medical Center highlight the importance of understanding bad cholesterol in Heart Health during the “Inspiring Conversations on heart health: Turning Second Chances to Lifelong Victories” roundtable*
- *The initiative aims to promote awareness on the importance of sustained lowering of LDL-c (“bad cholesterol”) in preventing sickness and death due to cardiovascular diseases (CVDs) which include atherosclerotic cardiovascular disease (ASCVD).*

Novartis and Cardinal Santos Medical Center highlight the importance of understanding bad cholesterol in Heart Health during the first roundtable of the “Inspiring Conversations on Heart Health in the Philippines” series held on August 6, 2024. The initiative aims to promote awareness on the importance of sustained lowering of LDL-c (“bad cholesterol”) and knowing cardiovascular risks in preventing sickness and death due to cardiovascular diseases (CVDs) which include atherosclerotic cardiovascular disease (ASCVD).

In the Philippines, cardiovascular disease is the leading noncommunicable disease with ASCVD as the top contributor. ASCVD includes ischemic heart disease and cerebrovascular disease which are among the top causes of death in the country. The top 3 risk factors of ASCVD are high systolic pressure, high-fat diet, and elevated low-density lipoprotein cholesterol (LDL-c).¹⁻³

CVDs are the leading cause of death in the Philippines.⁴ In line with our Unblocked Movement, Novartis is privileged to collaborate with Cardinal Santos Medical Center, one of the country's leading and most respected health institutions, in raising awareness, and spurring action and behavioral change toward achieving better heart health for patients. Start early; start today. Don't wait until it is too late, because then it will be our loved ones who will pay the price,” said Mr. Joel Chong, Country President, Novartis Healthcare Philippines.

“This roundtable series that aims to enhance the patient journey in ASCVD management and LDL-c control is a fitting initiative as Cardinal Santos Medical Center celebrates 50 years of excellence in patient care. We are pleased to partner with Novartis in achieving our mission of providing accessible, compassionate and excellent care to a greater number of heart patients in the country,” said CSMC President and CEO Mr. Raul Pagdanganan.

Initiated by Novartis Healthcare Philippines, organized by the Swiss Chamber of Commerce of the Philippines (SwissCham Philippines), in collaboration with CSMC and other key hospitals, the roundtable series aims to lead conversations on the evaluation of the current LDL-c management for post-heart attack and post-percutaneous coronary intervention (PCI) patients admitted in hospitals, identify and address gaps, and explore areas for collaboration.

“In Switzerland, despite the progress made in managing cardiovascular disease, there are still several challenges related to ASCVD including aging population, lifestyle factors, healthcare disparities, high cost of treatment, and public awareness and education. That is why, we heavily invest in medical research and

development to continuously innovate effective and more accessible medications. We look at empowering patients through public awareness campaigns that promote heart-healthy habits and provide clear information about risk factors, lifestyle changes, and medication adherence. As we share our various experience, expertise, and best practices in this roundtable discussion it is my hope that we build advocacy with key stakeholders including amongst ourselves, and create more public awareness on ASCVD and innovative treatment options,” said H.E. Ambassador Dr. Nicolas Brühl, Swiss Ambassador to the Philippines.

“As Cardinal Santos Medical Center celebrates its 50th anniversary, we continue to build our heritage of care and excellence by forming partnerships with key stakeholders in healthcare such as Novartis. Through this roundtable series, we hope to start meaningful conversations and facilitate collaborations that can help promote awareness on the importance of LDL-c control and enhance cardiovascular care for the benefit of patients,” said Dr. Antonio Say, CSMC Chief Medical Officer.

"This roundtable series builds on our 50 years of caring for the cardiovascular health of patients in the Philippines. We aim to share best practices of our Cardiovascular Institute in preventing adverse cardiovascular events including smoking cessation, help patients reach their LDL-C goals, control hypertension, achieve desirable body weight and blood glucose. Our flagship project is a Community-Based Cardiovascular Risk Reduction Program, a grassroots intervention approach to promote better heart health among Filipinos," said Dr. Ariel Miranda, CSMC Cardiovascular Institute Chairman.

“Aside from diet and exercise, lowering LDL-c is key to managing and preventing cardiovascular diseases. Sustained LDL-c reduction will prevent the development of artery-clogging ASCVD, which often leads to heart disease and stroke. Lowering LDL-C levels could prevent 75% of cardiovascular deaths worldwide.⁵ Our Cardiovascular Risk Assessment Package is designed to identify high-risk patients and help them reach their LDL-c goal through a healthy lifestyle and the latest innovative therapies,” said Dr. Lourdes Ella Santos, Head, Preventive Cardiology, CSMC Cardiovascular Institute.

“We at Novartis are committed to help strengthen the healthcare system through initiatives such as this roundtable series that aim to bend the curve in unblocking barriers to better heart health. I invite all to know their cholesterol numbers and assess their cardiovascular risk by visiting our microsite, www.unblockedmovement.ph” or scan the QR code below, said Ms. Christine Fajardo, SwissCham Philippines Chairperson and Communications & Engagement Head, Novartis Healthcare Philippines.



Dr. Lourdes Ella Santos, the only lipidologist in the country and Head of Preventive Cardiology at the CSMC Cardiovascular Institute, stressed that lowering LDL-C levels could prevent 75% of cardiovascular deaths worldwide.



Dr. Ariel Miranda, Chairman of the CSMC Cardiovascular Institute, shared the CSMC's Community-Based Cardiovascular Risk Reduction Program, a pioneering initiative aimed at fostering improved heart health in Filipino communities.



H.E. Ambassador Dr. Nicolas Brühl, Swiss Ambassador to the Philippines (second from right) expressed his hope that multistakeholder initiatives such as the Unblocked Movement – Inspiring Conversations on Heart Health roundtable series will create more public awareness on ASCVD and innovative treatment options. Ambassador Brühl is flanked by (from left): Mr. Joel Chong, Country President, Novartis Healthcare Philippines; CSMC President and CEO Mr. Raul Pagdanganan; and Ms. Christine Fajardo, SwissCham Philippines Chairperson and Communications & Engagement Head, Novartis Healthcare Philippines.



Novartis Healthcare Philippines and Cardinal Santos Medical Center (CSMC) have launched the “Unblocked Movement – Inspiring Conversations on Heart Health: Turning Second Chances to Lifelong Victories” roundtable series.

Photo shows (from left) Ms. Jing Castañeda, journalist and health advocate who served as roundtable moderator; Ms. Christine Fajardo, SwissCham Philippines Chairperson and Communications & Engagement Head, Novartis Healthcare Philippines; Department of Health Undersecretary Dr. Elmer Punzalan; Dr. Lourdes Ella Santos, Head, Preventive Cardiology, CSMC Cardiovascular Institute; Mr. Joel Chong, Country President, Novartis Healthcare Philippines; H.E. Ambassador Dr. Nicolas Brühl, Swiss Ambassador to the Philippines; CSMC Chief Medical Officer Dr. Antonio Say; CSMC President & CEO Mr. Raul Pagdanganan; Ms. Margarita Bondoc, Cardiovascular Therapeutic Head, Novartis Healthcare Philippines; Sushant Anand, Values & Access Head, Novartis Healthcare Philippines; and Kent Primor, Director for Operations, SwissCham Philippines, and Head of Economic & Trade Advisory, Embassy of Switzerland in the Philippines.

References

1. DOH-NCD interview. 17 Sept 2021
2. World Health Organization - Noncommunicable Diseases (NCD) Country Profiles, 2018.
3. Roth GA, et al. J Am Coll Cardiol. 2020;76(25):2982-3021.
4. 2023 Causes of deaths in the Philippines (Preliminary as of 31 July 2023) | Philippine Statistics Authority | Republic of the Philippines. (2023, November 7). <https://psa.gov.ph/content/2023-causes-deaths-philippines-preliminary-31-july-2023>
5. Global Health Metrics. http://www.healthdata.org/results/gbd_summaries/2019/chronic-respiratory-diseases-level-2-cause. Accessed February 2, 2019.

About Novartis in Cardiovascular

Cardiovascular disease (CVD) affects hundreds of millions of people and claims more lives globally than

cancer, chronic lung disease and diabetes combined. It is time to change that. Around 80% of premature cardiovascular deaths can be prevented by addressing factors that cause or worsen CVD. We have a responsibility to make that a reality for more people.

Novartis has been advancing the scientific understanding and treatment of CVD for more than four decades. Through early intervention, pioneering science and technological innovation, we are addressing factors that increase the risk of heart attacks and strokes, improving the function of damaged hearts and easing the burden of care for patients. We also collaborate with healthcare professionals, patient communities and diverse organizations to improve preventive CV care worldwide. Together, we will help more people with CVD get the right treatments at the right time and live longer and healthier lives.

Novartis is on Twitter. Sign up to follow @Novartis at <http://twitter.com/novartis>

For Novartis multimedia content, please visit www.novartis.com/news/media-library

For questions about the site or required registration, please contact media.relations@novartis.com

Contact Persons

Christine Fajardo

Communications & Engagement Head, Philippines & Asia Aspiring Innovative Medicines

Maribella Grace Sonsona

Communications Manager

FA-11247083-JULY2024-DECEMBER2025

Source URL: <https://prod1.novartis.com/ph-en/news/media-releases/novartis-and-cardinal-santos-medical-center-highlight-importance-understanding-bad-cholesterol-heart-health>

List of links present in page

1. <https://prod1.novartis.com/ph-en/news/media-releases/novartis-and-cardinal-santos-medical-center-highlight-importance-understanding-bad-cholesterol-heart-health>
2. https://unblockedmovement.ph/?utm_source=web&utm_medium=nvssite&utm_campaign=csmc-sybrava-080624&utm_content=csmc-sybrava-csmc1-aug6event-080624-lif
3. https://unblockedmovement.ph/?utm_source=web&utm_medium=nvssite&utm_campaign=csmc-sybrava-080624&utm_content=csmc-sybrava-csmc2-aug6event-080624-lif
4. https://unblockedmovement.ph/?utm_source=web&utm_medium=nvssite&utm_campaign=csmc-sybrava-080624&utm_content=csmc-sybrava-csmc3-aug6event-080624-lif
5. <https://psa.gov.ph/content/2023-causes-deaths-philippines-preliminary-31-july-2023>
6. http://www.healthdata.org/results/gbd_summaries/2019/chronic-respiratory-diseases-level-2-cause
7. <http://twitter.com/novartis>
8. <http://www.novartis.com/news/media-library>
9. <mailto:media.relations@novartis.com>