**Text for: Value in Health Initiative infographic**

Leading the Journey

40+ Members

Top researchers, regulators, and innovators

with diverse perspectives

Leadership

* Nancy Brown, CEO, American Heart Association
* Dr. Mark McClellan, former CMS Administrator and FDA Commissioner, Duke-Margolis Center for Health Policy
* Dr. Robert Califf, former FDA Commissioner, Duke, Verily Life Sciences
* Dr. John Warner, past president American Heart Association, UT Southwestern

Patient Advisory Group

* Patient-centered insights to increase value of healthcare

Define Value Across Ecosystems

• Identify patient informed system barriers

• Develop solutions to improve value and care

Call to Action:

* Urgent Challenges in Cardiovascular Disease, A Presidential Advisory from the American Heart Association” (Circulation, January 2019)

Establish Learning Collaboratives

• Modernize how people pay for care

• Reimagine clinical trials

• Focus on upstream prevention

• Increase access to lifesaving medicine

Future State

• A roadmap for efficient, sustainable cardiovascular drug and device innovation

• A roadmap for high-value, patient-centered cardiovascular care

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