

Back to basics: when was the last time you had your LDL-C checked?



Sheldon Koenig
Chief Executive Officer
Esperion

Disease prevention. It feels like we have spent nearly two years talking, worrying and thinking about nothing else. We have adapted, making significant changes to our daily lives to prevent disease ourselves and others.

I'm talking about preventing COVID-19, of course. But our laser focus on pandemic prevention has had other health costs: Cardiovascular disease remains the number one cause of death worldwide and deaths from CVD rose 3% in 2020. Many people missed preventive appointments like cholesterol checks in 2020 – first-time visits for high cholesterol treatment were down 27% and cholesterol assessments were down nearly 40%¹ – meaning fewer people are aware of and taking steps to reduce their cardiovascular risk, and the trend of rising deaths from CVD is likely to continue.

Do you know your cholesterol levels and cardiovascular risk? Or are you one of those people who missed an appointment in the past 18 months? As National Cholesterol Education Month draws to a close and we celebrate [World Heart Day on September 29](#), there's no time like the present to start prioritizing cardiovascular prevention again.

I have spent most of my career trying to make a difference in cardiovascular health. I've worked across companies, products and franchises – and have seen great scientific progress. But advances in science haven't yet translated into better outcomes for most patients: cardiovascular risk reduction remains an issue for millions. There are very few companies dedicated cardiovascular health, yet it's clear that current treatment options aren't working for everyone.

I joined Esperion because I believe the company can make a difference for patients struggling to manage their cardiovascular risk by going back to basics, while being more inclusive.

Our vision at Esperion is to improve cardiovascular health with innovative, accessible treatments today and discover new therapies for tomorrow. We are focused on medicines that work not only within the body to control cholesterol, but that work within patients' daily lives, so they can actually take them. We are committed to

cardiovascular health, with our pre-clinical oral PCSK9 inhibitor as a key part of our long-term strategy.

And we are working to be more inclusive: Our CLEAR Outcomes trial includes more women than any previous cardiovascular outcomes trial (CVOT), and is focused on people who have experienced statin intolerance, a group of patients who have been excluded from other studies. Recognizing that awareness, diagnosis and treatment of cardiovascular disease is a particular issue for women, we recently brought Dr. JoAnne Foody on board as our Chief Medical Officer to join our world-renowned team of specialists.

I challenge you to join me in closing this National Cholesterol Education Month and recognizing World Heart Day by going back to basics and getting your cholesterol checked.

¹ Alexander GC, Tajanlangit M, Heyward J, Mansour O, Qato DM, Stafford RS. Use and content of primary care office-based vs telemedicine care visits during the COVID-19 pandemic in the US. *JAMA Netw Open* 2020;3(10):e2021476. 10.1001/jamanetworkopen.2020.21476.