





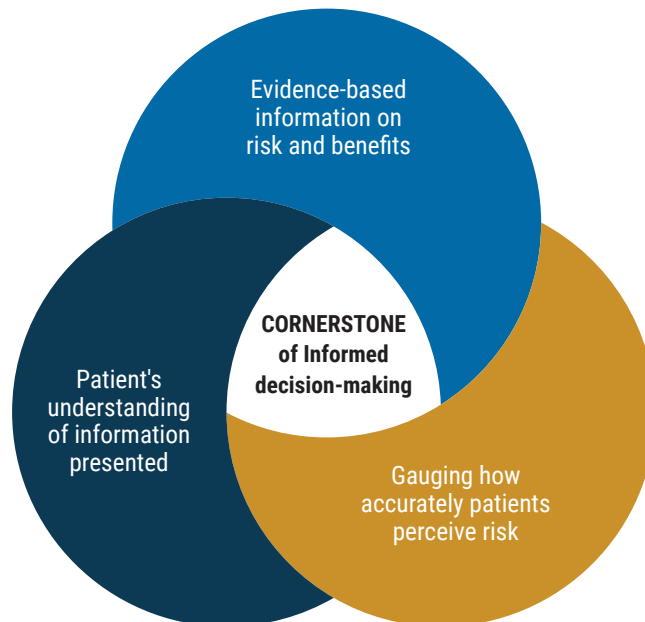


THE VALUE OF EFFECTIVE RISK COMMUNICATION

Overall, effective cardiovascular risk communications can:

-  Help patients make informed decisions
-  Foster patient engagement
-  Increase treatment adherence and promote sustained behavior change
-  Help patients watch for adverse events
-  Strengthen the patient-clinician relationship and facilitate reports of medical and non-medical barriers to care
-  Improve quality of care

Risk discussions are at the core of informed decision-making.



Source: adapted from BMJ, April 2012