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# Bayer Wants Aspirin CVD Screening Tool To Reach 100m In US As It Plans International Roll-Out

by [David Ridley](#)

Bayer hopes its innovative Aspirin-branded Heart Risk Assessment Tool will reach 100m in the US and its planning an international roll-out, the firm's general manager and vice president of pain and cardio, US, Kelly Fanning tells HBW Insight in an exclusive Q&A. Fanning also explains what Bayer is doing to manage the current surge in demand for Aspirin in the US, UK and Europe.

Consumers in the Middle East and Latin America who think they might be at risk of cardiovascular disease (CVD) will soon be able to access Bayer's innovative Heart Risk Assessment Tool.

Speaking exclusively to HBW Insight, Bayer Consumer Health US's Kelly Fanning, general manager and vice president of pain and cardio, reveals that the Aspirin-branded tool will be rolled out to these regions by the end of this year.

Created via a partnership with British medtech firm Huma Therapeutics Limited, the tool, currently accessible to US-based consumers, is based on an algorithm developed using data from the UK's Biobank – a large-scale biomedical database and research resource containing in-depth genetic and health information from half a million UK participants.

As Fanning explains in this Q&A, the web-based app assesses an individual's risk factors for developing CVD over the next 10 years, and also encourages people to educate themselves about their personal risks and to have a conversation with their doctor about heart health. (Also see ["Bayer Aspirin Tackles Cardiovascular Risks In 'Official Sponsor Of Fans' Hearts' Campaign"](#) - HBW

Insight, 6 Feb, 2023.)

Holding responsibility for one of the world's most popular analgesics, Fanning also describes what Bayer is doing to manage the current surge in demand for Aspirin in the US, UK and Europe.

**Q How does the Bayer Aspirin Heart Risk Assessment work?**

**A** Bayer partnered with Huma Therapeutics Limited to develop the Bayer Aspirin Heart Risk Assessment, an online tool that quickly assesses an individual's risk factors for developing CVD over the next 10 years, which can be shared with a healthcare professional as part of ongoing health management. The Bayer Heart Risk Assessment Tool is available at [www.CheckYourHeartRisks.com](http://www.CheckYourHeartRisks.com) and once on the site, individuals can follow the user-friendly, 15-question prompts that will determine whether they are at higher, average, or lower risk of developing CVD by comparing their answers to those of the research population. The aim of the tool is to reach 100 million people who may be at risk of CVD across the US with actionable insights to help improve their heart and overall health. Research has demonstrated an established link between an individual's behaviors and lifestyle that have the potential to lead to adverse health outcomes, and Bayer Aspirin's Risk Assessment aims to remind people to educate themselves about their personal risks and to have a conversation with their doctor about heart health.

**Q Will it be rolled out in any other markets?**

**A** Yes, Bayer has a plan to roll out the Heart Risk Assessment Tool in Middle East countries and LATAM countries by the end of 2023.

**Q Given the regulatory complexity surrounding digital health, how important is it for traditional consumer health companies like Bayer to partner with experts in this field like Huma?**

**A** At Bayer, we are committed to providing consumers and patients with quality healthcare solutions and are always seeking new ways to bring these solutions to our customers. We know that digital healthcare has been and will continue to grow and

we wanted to find a way to directly connect with our consumers online regarding their heart health. Partnering with Huma, we knew that their pioneering digital capabilities would allow us to create a patient education tool that would help people better understand their heart health risk factors and help facilitate conversations with their healthcare professionals.

**Q What is the potential for leveraging digital health solutions and artificial intelligence to help people self-care responsibly?**

**A** There is endless potential for how digital health solutions can be utilized and the potential is only limited by the technology that is available. It is an important growth area for Bayer and we are looking at how we can apply what is out there, helping us to improve health outcomes for people globally.

**Q How is Bayer coping with increased demand for Aspirin, for example in the US, UK and Europe?**

**A** Firstly, by increasing production capacity. We closely monitor our supply chain to ensure smooth functioning and prevent any bottlenecks or disruptions that could affect the availability of Aspirin. Additionally, we may increase our production capacity to meet increased demand if necessary. Secondly, by managing our distribution network to ensure accessibility. Bayer consistently adapts its distribution networks to ensure that Aspirin is reaching the areas where it is most needed, and to guarantee access for all consumers across various countries. Finally, by fulfilling diverse market demands. We are constantly improving our formats, packaging and pack sizes to cater to diverse consumer needs in different countries.