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Planning

## Cardiovascular Disease Market Engagement

Department of Health & Social Care

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

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### Scope

### Description

This Government has set an ambition to reduce premature deaths from heart disease and strokes by 25% within a decade. To deliver on the ambition, the Department of Health and Social Care (DHSC) and NHS England are working together to understand the scale of the challenge and the opportunities for progress across the prevention, treatment and management of cardiovascular disease (CVD).

To accelerate progress on the mission and tackle unwarranted variation across the country, we will publish a new cardiovascular disease Modern Service Framework (CVD MSF). The framework will be published in 2026 and will support consistent, high quality and equitable care whilst fostering innovation across the CVD pathway.

DHSC is interested in exploring how industry, voluntary, community and social enterprises and government can better work together to achieve its strategic ambition to reduce heart disease and strokes by 25% within a decade.

The purpose of this market engagement is to invite any party connected or interested in

our ambition to tackle CVD to complete a questionnaire asking them what they feel are potential areas of opportunity for collaboration. This questionnaire is likely to form part of a wider programme of market engagement activities related to CVD. This initial engagement is designed to be broad and strategic. DHSC anticipates carrying out further engagements, including more targeted potential partnerships once the MSF has been published with specific challenge areas.

**Total value (estimated)**

- £0 excluding VAT
- £0 including VAT

Below the relevant threshold

**Contract dates (estimated)**

- 30 January 2026 to 12 February 2026
- 14 days

**Main procurement category**

Services

**CPV classifications**

- 33000000 - Medical equipments, pharmaceuticals and personal care products
- 48000000 - Software package and information systems
- 85149000 - Pharmacy services
- 85100000 - Health services

- 92622000 - Sports-event organisation services
- 92600000 - Sporting services
- 85140000 - Miscellaneous health services
- 33190000 - Miscellaneous medical devices and products
- 33600000 - Pharmaceutical products
- 85323000 - Community health services
- 55900000 - Retail trade services
- 92220000 - Television services
- 33698000 - Clinical products

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## **Engagement**

### **Engagement deadline**

12 February 2026

### **Engagement process description**

The government's ambition to reduce premature deaths from heart disease and stroke by 25% within a decade presents a major opportunity to improve cardiovascular health across the population.

Cardiovascular disease is the leading cause of death in the UK. Almost three quarters of cases are due to modifiable risk factors and rates of premature mortality from CVD are higher among those living in the most deprived communities. There is a major opportunity in enabling patients to exercise greater control over their health through supportive environments, in early detection of conditions such as high blood pressure, type 2 diabetes, chronic kidney disease and raised cholesterol, and in proactive management of risk, particularly in more deprived groups.

By strengthening prevention, enhancing timely diagnosis and management, and ensuring high quality treatment, rehabilitation, and long-term care for those who develop CVD, the system can meaningfully improve outcomes and help more people live longer, healthier lives.

### Market Engagement Opportunity

The Department of Health and Social Care (DHSC) is interested in exploring how industry, voluntary, community and social enterprises and government can better work together to achieve its strategic ambition to reduce heart disease and strokes by 25% within a decade.

The purpose of this market engagement is to invite any party connected or interested in our ambition to tackle CVD to complete a questionnaire asking them what they feel are potential areas of opportunity for collaboration. This questionnaire is likely to form part of a wider programme of market engagement activities related to CVD. This initial engagement is designed to be broad and strategic. DHSC anticipates carrying out further engagements, including more targeted potential partnerships once the MSF has been published with specific challenge areas.

There is no planned procurement activity relating to the publication of this preliminary market engagement notice. For avoidance of doubt this is not a call for competition nor a procurement and therefore it will have a monetary payment value of £0 attached for this engagement. The purpose is to initiate engagement with organisations interested in contributing to the government's ambitions on CVD, therefore responses will be shared with teams across DHSC and NHS England.

Organisations are invited to complete a short questionnaire at this link: <https://forms.office.com/e/L9pyVDsySf>. The questionnaire will close for responses on Thursday 12th February at 12:00 PM, responses after this time will not be accepted.

A subsequent virtual CVD market engagement event will be held later in February, where organisations who have responded to the questionnaire will be invited to discuss opportunities for potential partnerships further.

If you have any challenges in completing this questionnaire or have specific questions around the market engagement, please contact: [cvd.msf.partnerships@dhsc.gov.uk](mailto:cvd.msf.partnerships@dhsc.gov.uk)

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### Contracting authority

## **Department of Health & Social Care**

- Public Procurement Organisation Number: PMQG-9965-CHZR

39 Victoria Street

London

SW1H 0EU

United Kingdom

Email: [cvd.msf.partnerships@dhsc.gov.uk](mailto:cvd.msf.partnerships@dhsc.gov.uk)

Website:

<https://www.gov.uk/government/organisations/department-of-health-and-social-care>

Region: UKI32 - Westminster

Organisation type: Public authority - central government