

Together, there's nothing women can't achieve.



**Cardiovascular disease (CVD) is the No. 1 killer of women.** It claims more women's lives than all forms of cancer combined<sup>1</sup>. In the past, clinical studies have not been adequately inclusive of women or analyzed women-specific heart health data<sup>2</sup>, yet that is the best way to improve care and prevent heart disease altogether. We aim to change these statistics. Together, we can help save the women we love.

The American Heart Association's Go Red for Women® movement and Verily's Project Baseline have joined forces to launch **Research Goes Red**, an initiative calling on women across the United States to contribute to health research.

Research Goes Red aims to empower women to contribute to health research. Collectively, we can unlock the power of science to find new ways to treat, beat, and prevent heart disease in women.

**By joining Research Goes Red, you can...**

- Choose to contribute through clinical research, surveys, focus groups, and more
- Be the first to know when studies matching your preferences open
- Test new technologies to help shape the future of disease management and care
- Get exclusive access to updates, thought leaders, and community events
- Ultimately, learn about your own health and help improve health for all

Together with you, the American Heart Association and Project Baseline are committed to imagining a new future. One in which women are empowered to contribute to research.

**Be relentless in support of women's health by joining Research Goes Red.**

Join us! [Projectbaseline.com/gored](https://Projectbaseline.com/gored)

American Heart Association.



Research Goes Red™



<sup>1</sup> Benjamin EJ, Muntner P, Alonso A, et al. Heart disease and stroke statistics – 2019 update: a report from the American Heart Association. *Circulation*. E259. <https://www.ahajournals.org/doi/pdf/10.1161/CIR.0000000000000659> Published January 31, 2019.

<sup>2</sup> Liu, K. A., & Mager, N. A. (2016). Women's involvement in clinical trials: historical perspective and future implications. *Pharmacy practice*, 14(1), 708.