

HeartFocus

The Heart of the Matter

How Americans Think About Heart Disease — And Why
Accessible, AI-Enabled Prevention Is the Future of Cardiac Care

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National Study
U.S. Heart Health Insights

Executive Summary

Heart disease remains America's leading cause of death, yet most people don't see it coming. This national study reveals a critical awareness gap, a readiness for prevention, and a powerful opportunity: Americans are ready for change — they just need the right tools, delivered in the right place, at the right time.

Why This Matters Now

Cardiovascular disease claims more lives than cancer, respiratory disease, and accidents combined. Yet public awareness lags dangerously behind the epidemiological reality. This disconnect isn't just a communication problem — it's a preventable public health crisis.

Through a comprehensive national survey of 2,091 Americans performed using online panels between October 30 to November 3, 2025, we examined what people know about heart disease, how they access preventive care, and what barriers stand between awareness and action.

Key Findings

- **The Awareness Gap:**
Most Americans picture cancer when thinking of serious illness, yet heart disease kills more.
- **Trust in Ultrasound:**
98% of Americans overwhelmingly trust heart ultrasound.
- **AI Acceptance:**
Respondents who have used AI in their lives are more than 23 points more likely to want AI-enabled cardiac care.
- **The Motivation Effect:**
94% are more motivated to seek preventive care once informed.
- **Demand for Access:**
96% believe local, convenient heart screening is important.
- **Providers as Partners**
92% of Americans say they would feel confident using a primary care provider who offered same-day heart scans or screenings.

The Prevention Pathway

Our research reveals a clear pathway from awareness to action. Each stage represents both a barrier to overcome and an opportunity to intervene.



Strategic Implications

The convergence of public demand, technological capability, and healthcare system readiness creates a unique moment for transformation. Americans want preventive cardiac care.

A partnership that includes Healthcare Systems, Payers, Policymakers and Employers is needed to take action. Healthcare Systems can support by investing in accessible, preventive screening to help address patient demand. Payers can help by making it easy to cover screening while aligning with value-based care principles. Policymakers can build public trust by ensuring that the infrastructure addresses health equity and Employers can offer convenient cardiac screening to demonstrate employee care.

At HeartFocus, our purpose is to create a smarter path to heart exams for all - no matter their status or geographical location. That is why we want to give voice to Americas patients with this study, sharing their views of ultrasound, heartcare and access. As already today, preventive cardiac care can be accessible, can be immediate, and can be equitable for all Americans.

The Awareness Gap

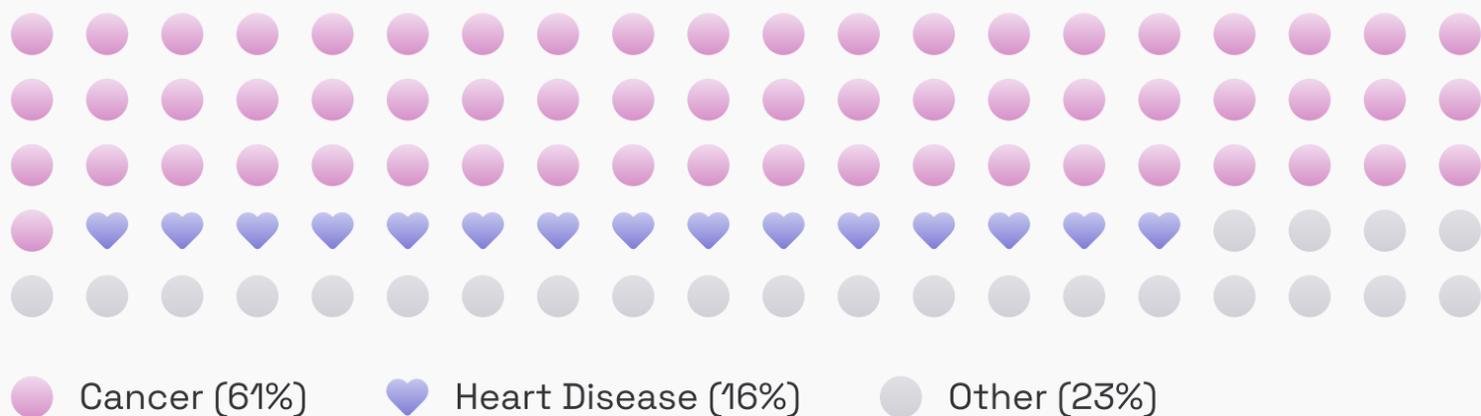
And the Opportunity to Inform

Most Americans think of cancer first - only half know heart disease kills more.

Myth vs. Reality

When asked what serious illness comes to mind first, 61% of Americans associate it with cancer, while only 16% immediately think of heart disease. Yet when directly questioned about the leading cause of death in the United States, only 49% correctly identify heart disease.

What Americans think of first: "Serious Illness"



n=2,085

The Behavioral Trigger

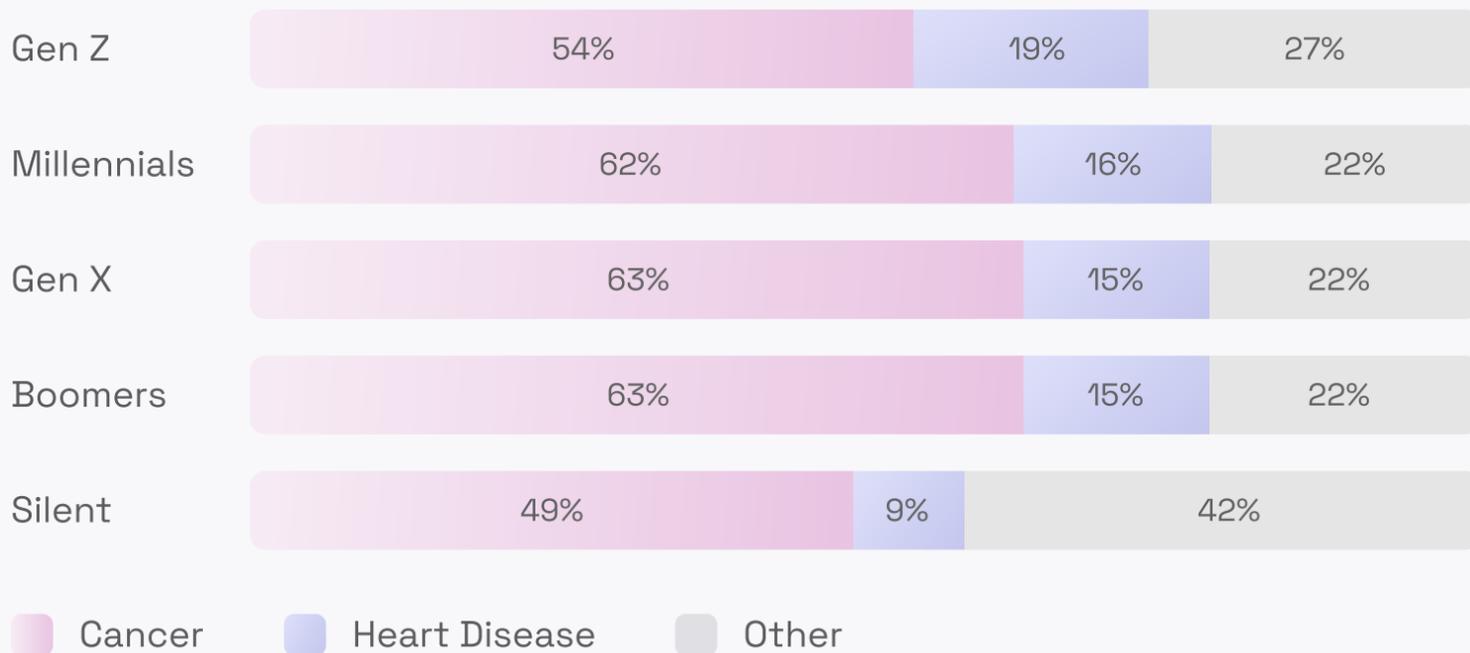
94% of respondents say they would be motivated to seek preventive heart care once they learn that heart disease is actually the #1 killer.

Education isn't just awareness — it's activation.

The Generational Blind Spot

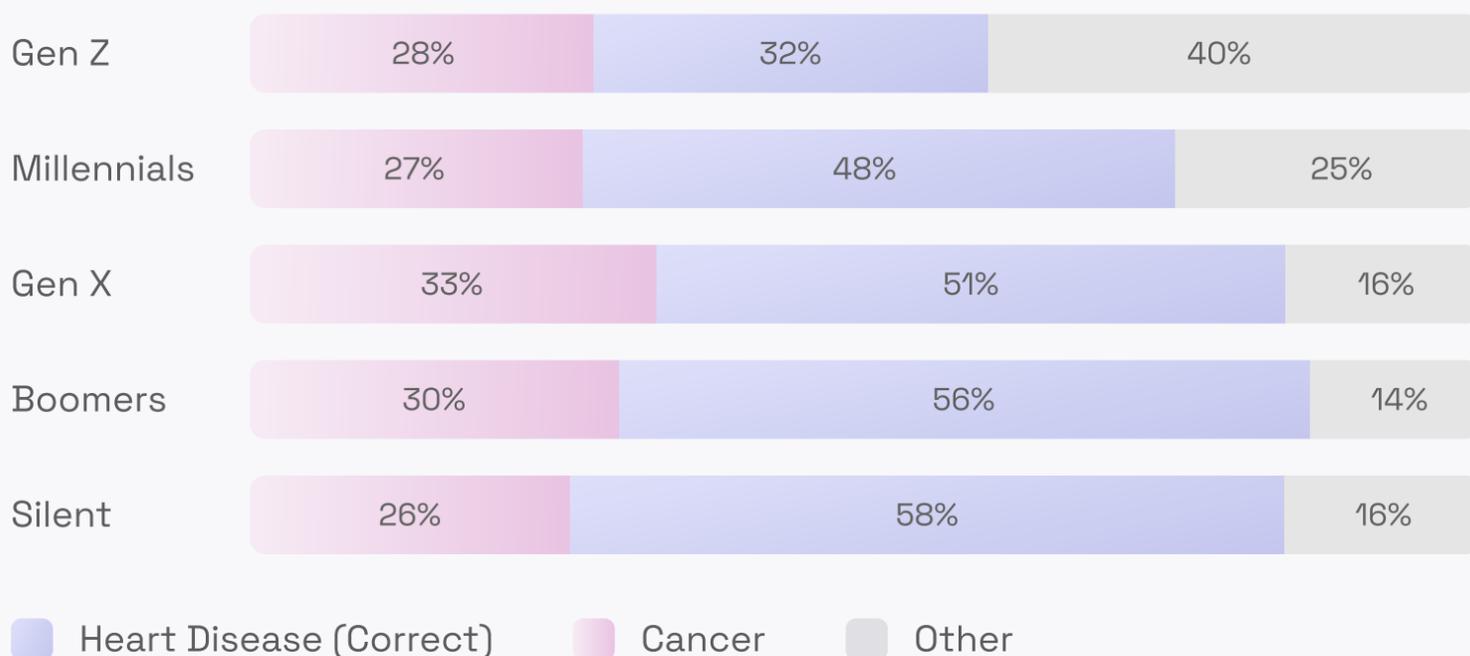
Younger Americans are the least informed. Only 32% of Gen Z correctly identify heart disease as the leading cause of death — the lowest accuracy of any generation.

When you think of “serious illness”, which comes to mind first?



n=2,085

Which do you believe is the leading cause of death in the United States?



n=2,085

The Knowledge Gap Widens with Youth: While 54% of Gen Z thinks of cancer as the primary health threat, only 32% correctly identify heart disease as the leading cause of death - a 22-point perception gap.

Why This Gap Matters

The awareness gap isn't just an academic concern — it directly influences behavior. People who don't perceive heart disease as a personal threat are less likely to seek preventive screening, recognize warning signs, or make lifestyle changes that could save their lives.

Cancer receives significantly more public attention through awareness campaigns, fundraising initiatives, and media coverage. While this visibility is crucial for cancer prevention and treatment, it has inadvertently overshadowed the nation's leading killer.

The Education Opportunity

The good news: awareness can be changed, and quickly. When survey respondents learned that heart disease is actually the leading cause of death, their motivation to seek preventive care increased dramatically.

Education as Activation

This isn't just about sharing facts — it's about creating behavioral triggers. The moment someone understands their personal risk, they shift from passive observer to active participant in their own health journey. This transformation happens in real time, not over months or years.

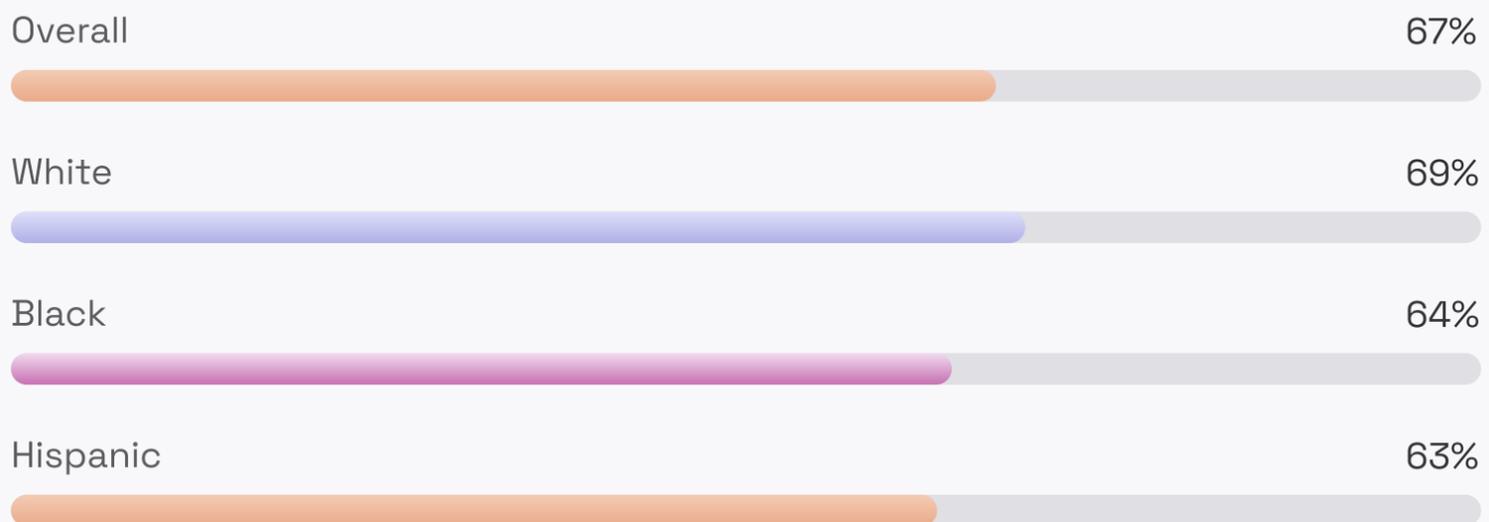
The people most at risk are least likely to be offered preventive care.

Unequal Offers

While 67% of Americans overall report being offered preventive heart care, disparities exist across racial, ethnic, and age groups. Black Americans (64%), Hispanic Americans (63%), and Younger adults (62%), are consistently less likely to receive preventive offers - despite facing equal or higher cardiovascular risk.

Preventive Care Offers by Race/Ethnicity

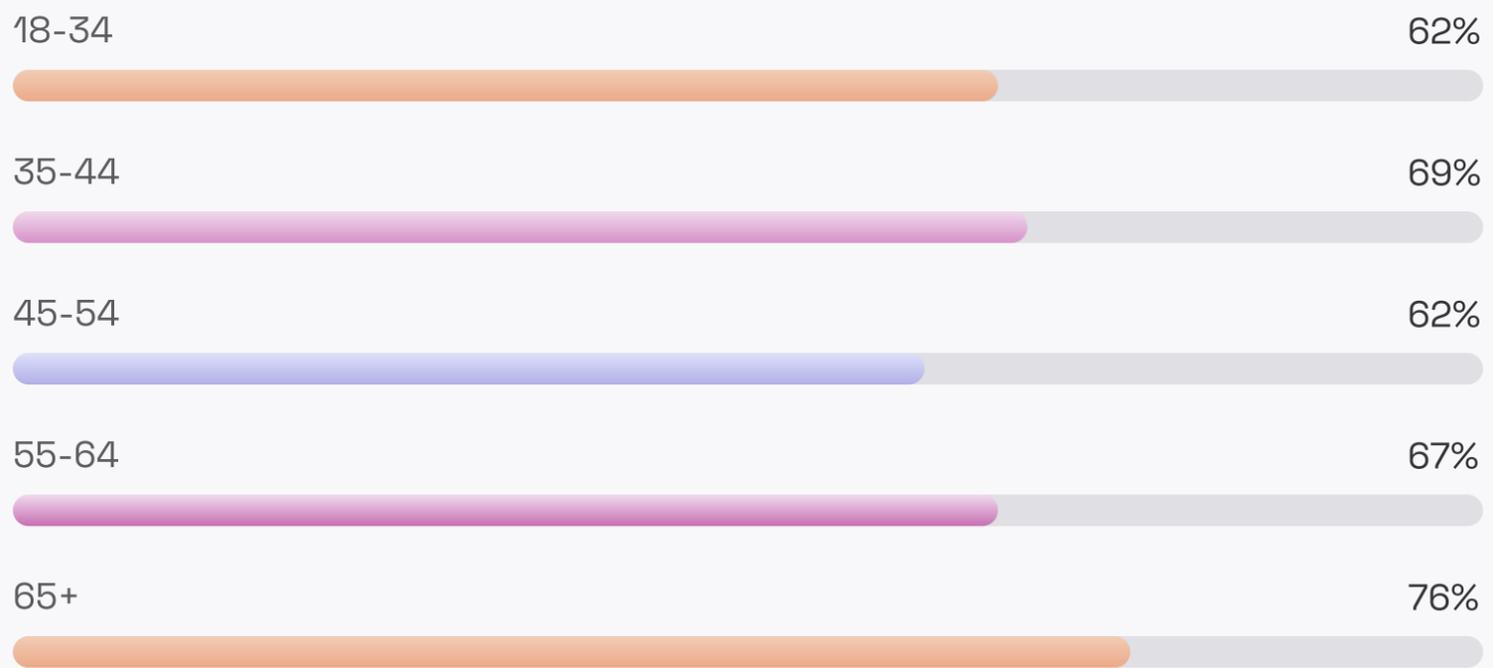
Have you ever been offered any preventative healthcare by your doctor?



n=1,896

By Age Group

Have you ever been offered any preventative healthcare by your doctor?



n=1,896

The Equity Story

These disparities reveal a troubling pattern: the current system appears to reward age and access. Cardiovascular disease disproportionately affects Black and Hispanic populations, those with limited healthcare access, and younger adults with undiagnosed risk factors.

HeartFocus helps standardize preventive access, bringing hospital-grade screening to underserved communities and making early detection a right, not a privilege.



High-Risk Overlap

The groups least likely to be offered preventive care are often the same groups with elevated cardiovascular risk factors, creating a dangerous gap between need and access.

Routine Heart Ultrasounds

Familiar, But Rarely Preventive

Half Americans say they have had a heart ultrasound - but only a quarter were offered it preventively.

The Timing Problem

51% of Americans report having received a cardiac ultrasound at some point in their lives. Yet only 28% were offered the procedure as a preventative measure.

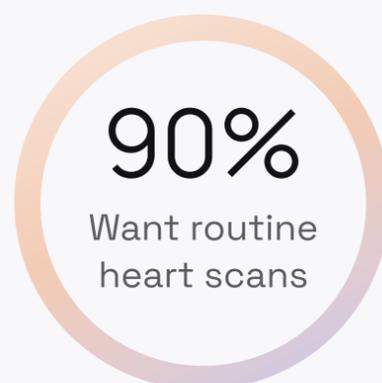
Most ultrasounds occur after symptoms appear — when treatment options may already be limited and outcomes more uncertain.

Public Perception

90% of Americans want routine heart ultrasounds even when feeling healthy if it could detect silent conditions. This overwhelming demand transcends demographics and spans all age groups.

Demand for Routine Preventive Screening

Would you want a routine heart ultrasound scan - even if you feel healthy if it could detect silent conditions?



n=1,900

Interest by Heart Disease Awareness

Would you want a routine heart ultrasound scan - even if you feel healthy if it could detect silent conditions?

Correctly answered: Heart disease kills more 93%



Incorrectly answered: Cancer kills more 90%

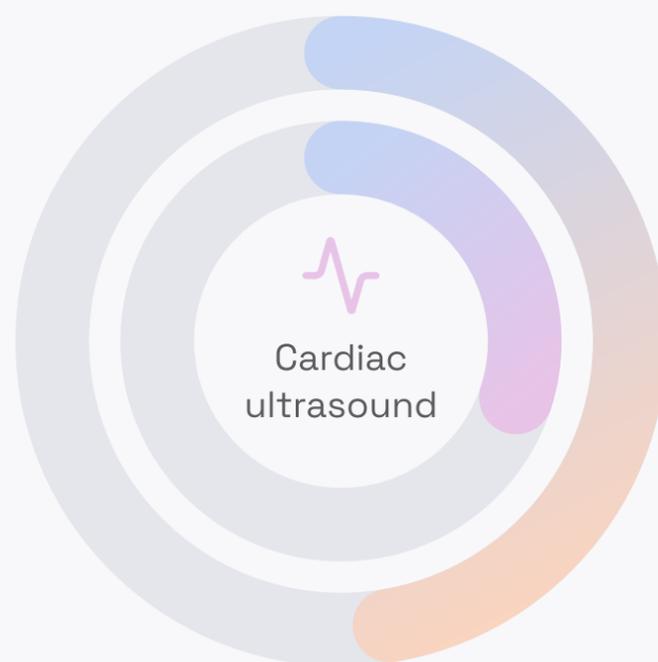


n=1,493

Even among those who underestimate heart disease risk, demand for preventive screening remains exceptionally high

The Readiness Gap

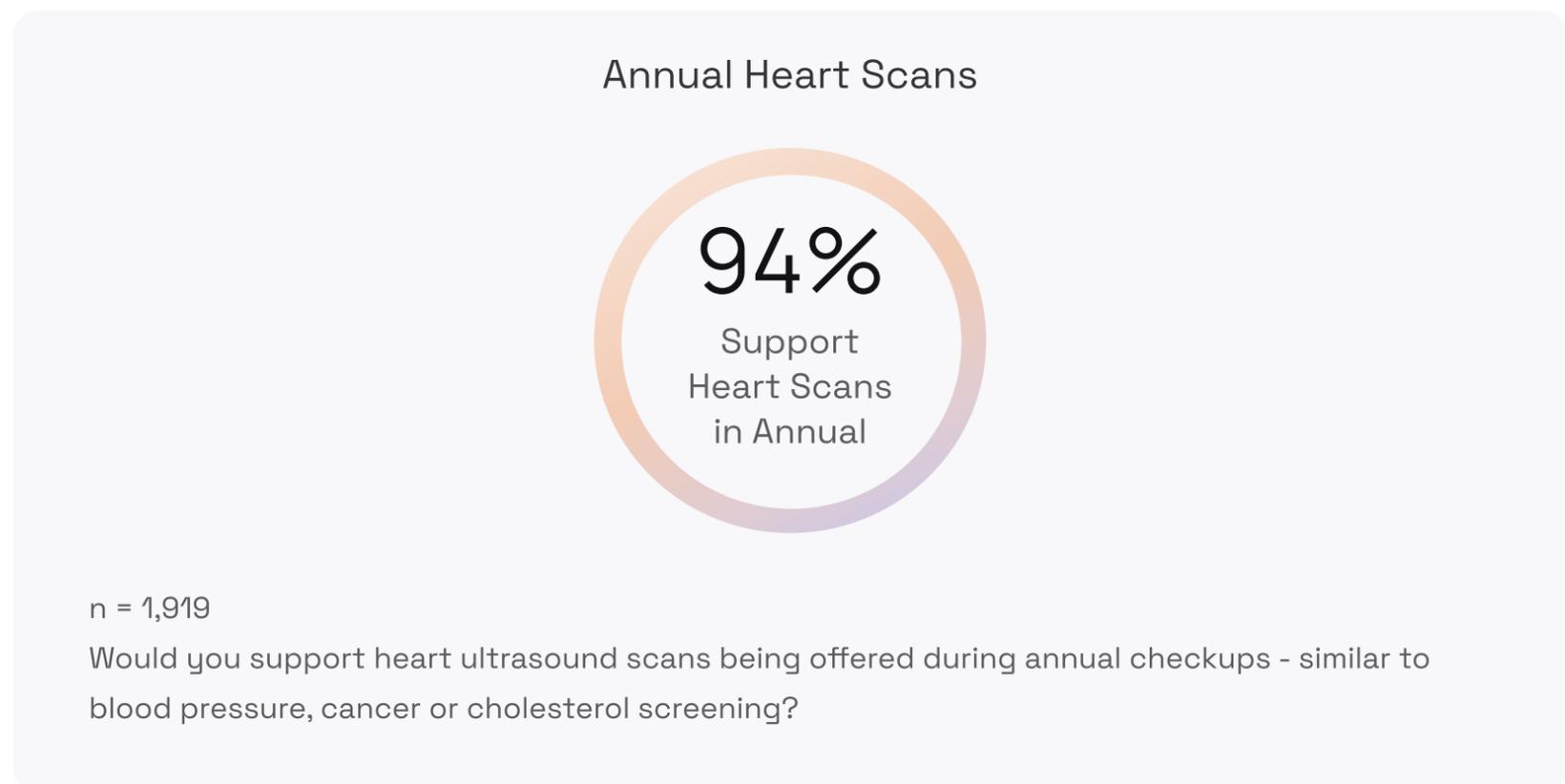
Americans are ready for preventive cardiac ultrasounds – they want them, they understand their value, and they’re asking for access. The barrier isn’t demand; it’s deployment.



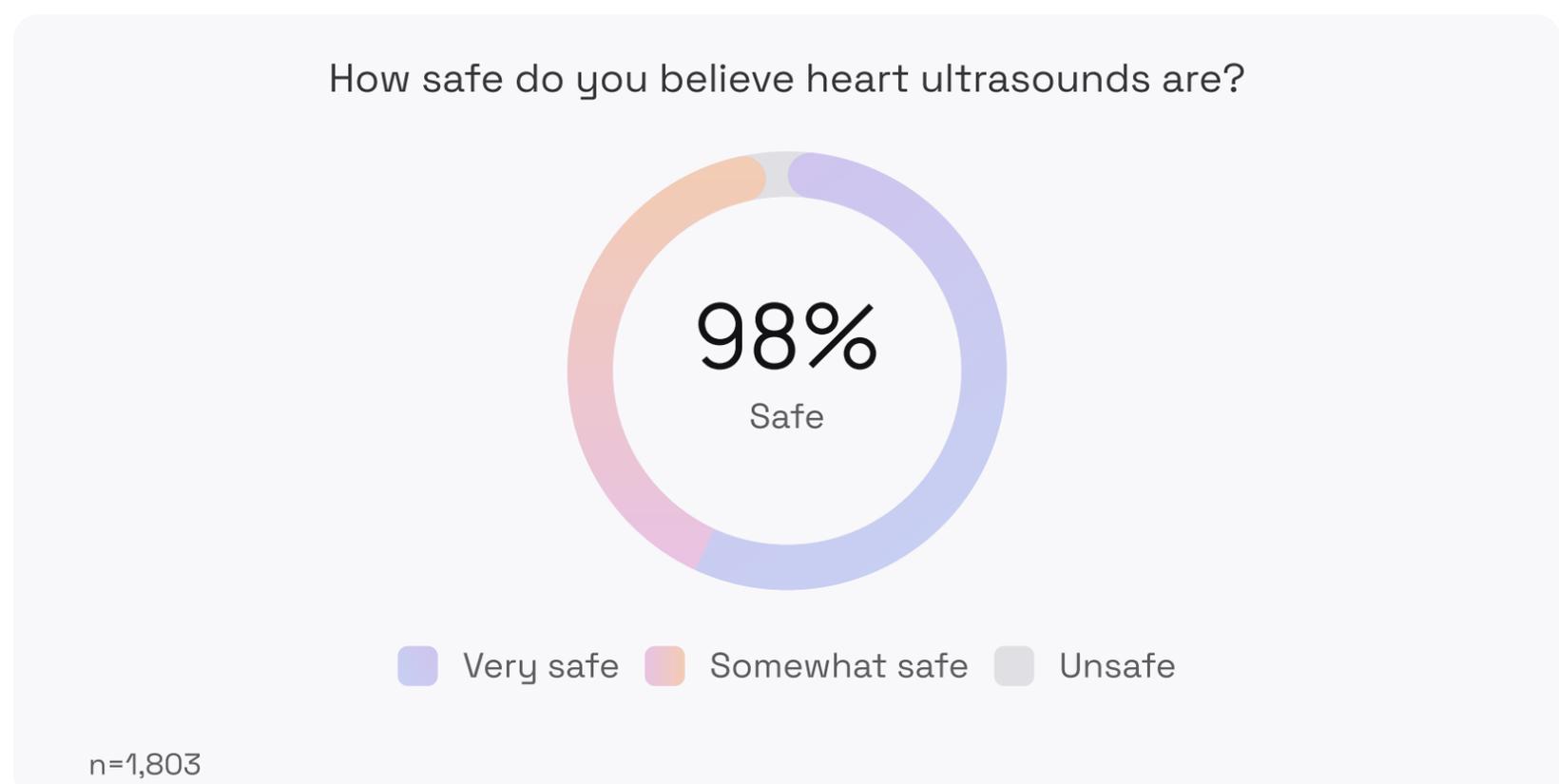
- 51% have received an ultrasound
- 28% as preventive screening

Americans are ready for a new kind of preventive heart care

In our national survey, 94% of respondents supported including heart ultrasound scans in annual checkups, placing heart imaging alongside today's standard preventive measures like blood pressure, cholesterol, and cancer screening.



While 98% of Americans believe heart ultrasound is a safe procedure, only 28% report ever being offered a preventive heart scan by their physician.



When asked whether heart ultrasound should be included in routine annual checkups—alongside blood pressure, cholesterol, or cancer screenings - more than 9 in 10 respondents said they would support it.

The Takeaway

We already have the right tool — it's just being used too late. Cardiac ultrasound technology is proven, trusted, and familiar to Americans. The challenge isn't innovation; it's deployment.

Demand for Local Access

Hospital-Grade Heart Care Belongs Close to Home

96% say access to local heart screening is important — but only 1 in 3 have easy access.

The Demand is Clear

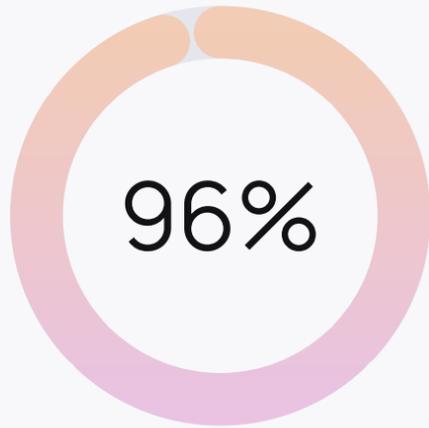
When asked whether having local access to preventive heart screening is important, 96% of Americans agree. This spans all demographics: urban and rural, young and old, insured and uninsured.

Yet only 30% report having convenient access to such services. The gap between demand and supply represents both a public health failure and a market opportunity.

What "Local" Means

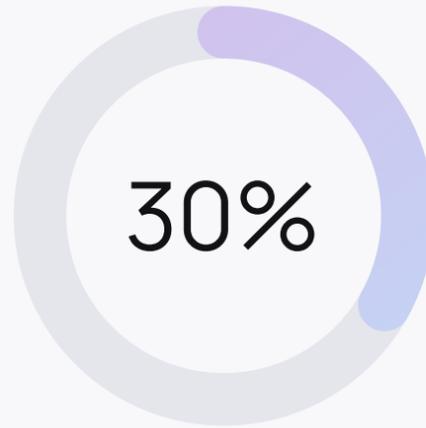
Americans want screening that fits into their daily lives — at pharmacies, workplaces, community centers, and retail locations. Convenience isn't just a preference; it's a prerequisite for engagement.

The Access Gap



Say local access is important

How important is it to you that advanced health checks are available in local, non-hospital settings?



Have convenient access

What is your typical travel time to access medical experts who are not your primary care doctor? How many answered less than 15 minutes.

A 66-point gap between demand and reality

The Opportunity

This isn't about creating demand — the demand already exists. It's about meeting Americans where they are with accessible, convenient preventive cardiac screening.

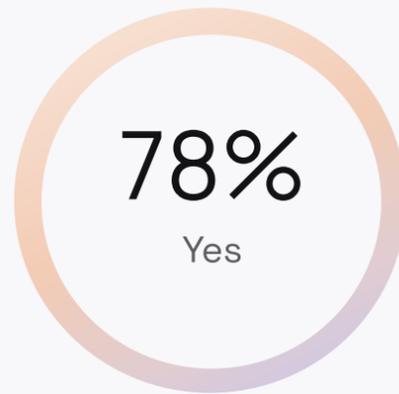
Beyond Hospital Walls

Americans are ready for heart health screening in the places they already visit. The data reveals strong support for retail clinics, walk-in centers, and other convenient non-hospital locations — especially among those who also support AI-enabled screening technology.

Americans show strong openness to accessible heart health screening

In this nationally representative survey, nearly 8 out of 10 Americans said they would be open to getting their heart health checked at a retail or walk-in clinic where they already shop, signaling broad acceptance of care delivered closer to everyday life.

Would you be open to getting your heart health checked thoroughly at a retail or walk-in clinic where you shop?



n= 2,078

Americans are not only open to local heart health checks — they expect them to be advanced. When cross-tabbed with attitudes toward AI in care settings, the data shows strong readiness for AI-enabled heart screening in retail and walk-in clinics where people already shop.

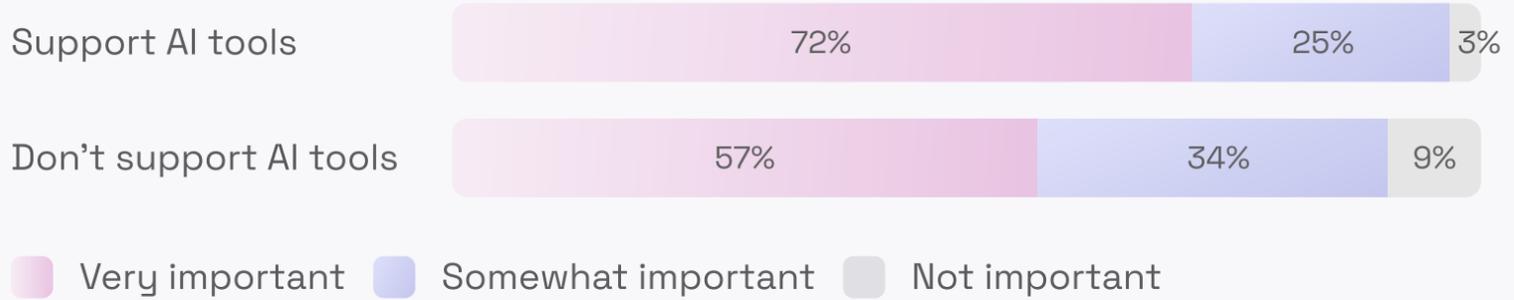
Would you be open to getting your heart health checked thoroughly at a retail or walk-in clinic where you shop?



- Answered "Yes" to retail/walk-in clinics
- Answered "No" to retail/walk-in clinics

Cross-tabulated with support for AI tools in urgent care/emergency clinics • Base n=1,467

How important is it to you that advanced health checks are available in local, non-hospital settings?



Cross-tabulated with support for AI tools in urgent care/emergency clinics • Base n=1,683

The Convenience Advantage

Those who support AI-enabled screening are significantly more likely to embrace non-hospital settings. This dual openness to technology and convenience creates a powerful market opportunity for accessible preventive care solutions.

Trust, AI, and the Modern Patient

Experience with AI Transforms Caution into Confidence

68% of Americans are comfortable with AI-enabled cardiac care — and AI users want it even more.

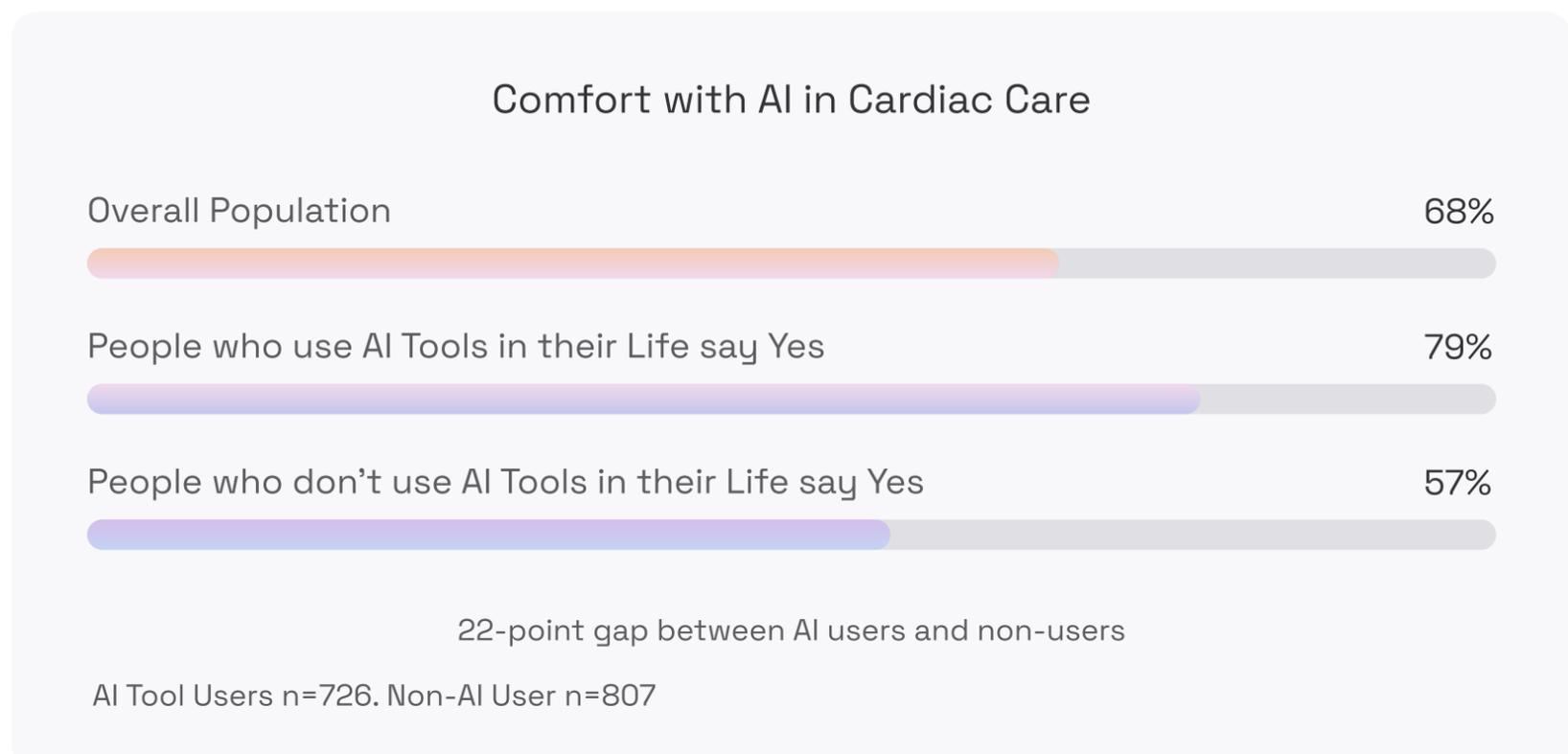
The Trust Foundation

Nearly 7 in 10 Americans express comfort with AI-assisted heart screening and diagnosis. This isn't a fringe view — it's mainstream acceptance of technology in one of healthcare's most sensitive domains.

Among those already using AI tools in their daily lives, comfort rises to 79%. Familiarity breeds trust, and trust enables adoption.

The Experience Effect

AI users are 22 percentage points more likely to want AI in their cardiac care than non-users. This gap suggests that exposure to AI technology reduces hesitation and builds confidence in medical applications.



The “Experience Effect” comes from a **cross-tabbed comparison between two survey questions**, while comparing Yes vs. No responses only (excluding “Not sure”). And demonstrates how AI users are more likely to want AI-assisted cardiac care.

“Have you ever used a tool powered by AI to evaluate a health concern or learn about health questions?” Respondents were split into: AI Tool Users and Non-AI Users.

“Would you like to see your primary care physician or nurse use AI tools to treat you better and smarter?”

There is a **22 percentage-point gap** between AI experience and Desire for AI use, which is statistically significant at the 95% confidence level.



Trust Through Transparency

Americans are ready for AI in healthcare — as long as it augments, not replaces, human expertise. Clear communication about AI’s role builds confidence.

Shared Responsibility

Who Americans Expect to Lead Prevention Efforts

58% of Americans believe Healthcare Providers bear primary responsibility - 35% say Health Insurance Companies should help.

The Providers Role

When asked who is primarily responsible for improving the individuals access to prevention and early heart screening, 58% point to their providers. This reflects a deep connection and trust in the local provider, and in the role they play as guardians of personal health in the community in America.

But responsibility does not fall on just one entity alone. The same respondents also expect support from the wider Public health infrastructure, Government agencies and Employers.

Shared Accountability

Improving access to early heart disease detection is a shared responsibility. More than one in three respondents believe health insurance companies should play a role in supporting heart health (35%), closely followed by hospitals and clinics (36%).

Americans are ready to take ownership of their heart health: 94% report being motivated to act. What they lack is not intent — but access to the right tools, trusted professionals, and supportive systems to turn motivation into meaningful action.

Who Should Support Heart Health?

Who do you believe is most responsible for improving your access to early heart screenings?



n=2,040



The Ecosystem Model

Prevention works best when Providers, Insurance companies, Government and the Private sector all play their part. HeartFocus by DESKi sits at the center of this ecosystem.

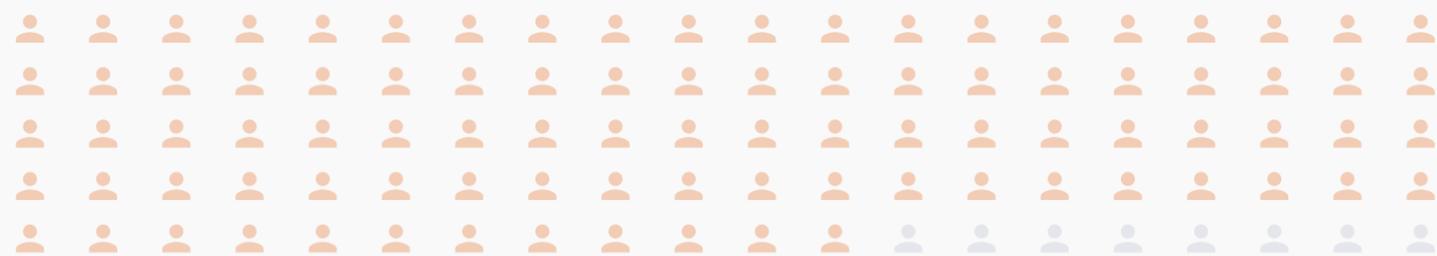
The Provider as a Partner

How AI elevates local care as the new frontline of heart health

For decades, heart health has been positioned as the domain of specialists. Findings from this study reveal a meaningful shift in public expectations. Americans increasingly view primary care physicians, nurses, and local providers as trusted partners in preventive heart health — particularly when supported by modern tools such as AI.

Rather than replacing expertise, technology is seen as a way to bring expert-level capability closer to the patient, strengthening confidence, access, and continuity of care at the local level.

Would you feel confident using a primary care provider who offered same-day heart / cardiac scans or health screenings?



n = 1,905

92% say yes — they would feel confident using a primary care provider who offered same-day heart or cardiac scans or health screenings.

Trust at the Point of Care

This finding establishes local and primary care providers as credible, trusted partners for heart health at the point of care. The traditional specialist-only model is shifting toward distributed, accessible expertise.

Would you like if your primary care physician or nurse could now use AI tools to check your heart health fast and accurately?



n = 1,676

75% say yes — they would like their primary care physician or nurse to use AI tools to check heart health quickly and accurately



Active Demand for Innovation

Patients are not passive recipients of innovation — they are actively asking for preventive heart assessment to be embedded in routine care. This represents a market pull, not a technology push.

Would you trust your provider more or less if they used AI to improve diagnostic scan quality or accuracy?



- **44%** would trust their provider **more**
- **35%** say trust would **stay the same**
- **21%** say trust would be **less**

n = 2,053

Nearly 8 in 10 respondents indicate that AI either increases or preserves trust in their provider.

If AI helped your local provider capture expert quality heart scans, would that increase your confidence in the results?



n = 1,594

73% say yes — their confidence would increase if AI helped their local provider capture expert-quality heart scans.

Do you believe healthcare providers are keeping up with advances in technology like AI?



n = 1,321

73% say yes — they believe healthcare providers are keeping up with advances in technology like AI.

Should doctors be required to adapt tools like AI if it improves diagnosis accuracy, patient access or lowers cost?



n = 1,617

70% say yes — doctors should be required to adapt tools like AI if it improves diagnostic accuracy, patient access, or lowers cost.

What This Means

Taken together, these findings show a consistent and powerful message: **Patients are ready to partner with their local providers on heart health - and they trust those providers even more when supported by AI.**

AI is not seen as replacing heart health experts, but as extending expert-level capability into primary, local, and family care, enabling earlier detection, faster access, and stronger patient-provider relationships.

Where HeartFocus Fits

Bridging America's Gap Between Awareness and Action

This report reveals a nation ready for change. Americans understand the threat, want preventive care, and trust AI-enabled screening — but the infrastructure to meet that demand doesn't exist yet.

Where HeartFocus Fits

DESKi HeartFocus addresses every barrier uncovered in this study. It delivers convenient, AI-powered cardiac ultrasound screening in accessible settings — pharmacies, workplaces, retail centers — exactly where Americans said they want it.

This isn't incremental improvement. It's a fundamental shift in how preventive cardiac care reaches people before symptoms force them into hospitals.

The Transformation Framework

DESKi HeartFocus transforms each challenge into opportunity:

From Confusion → To Clarity

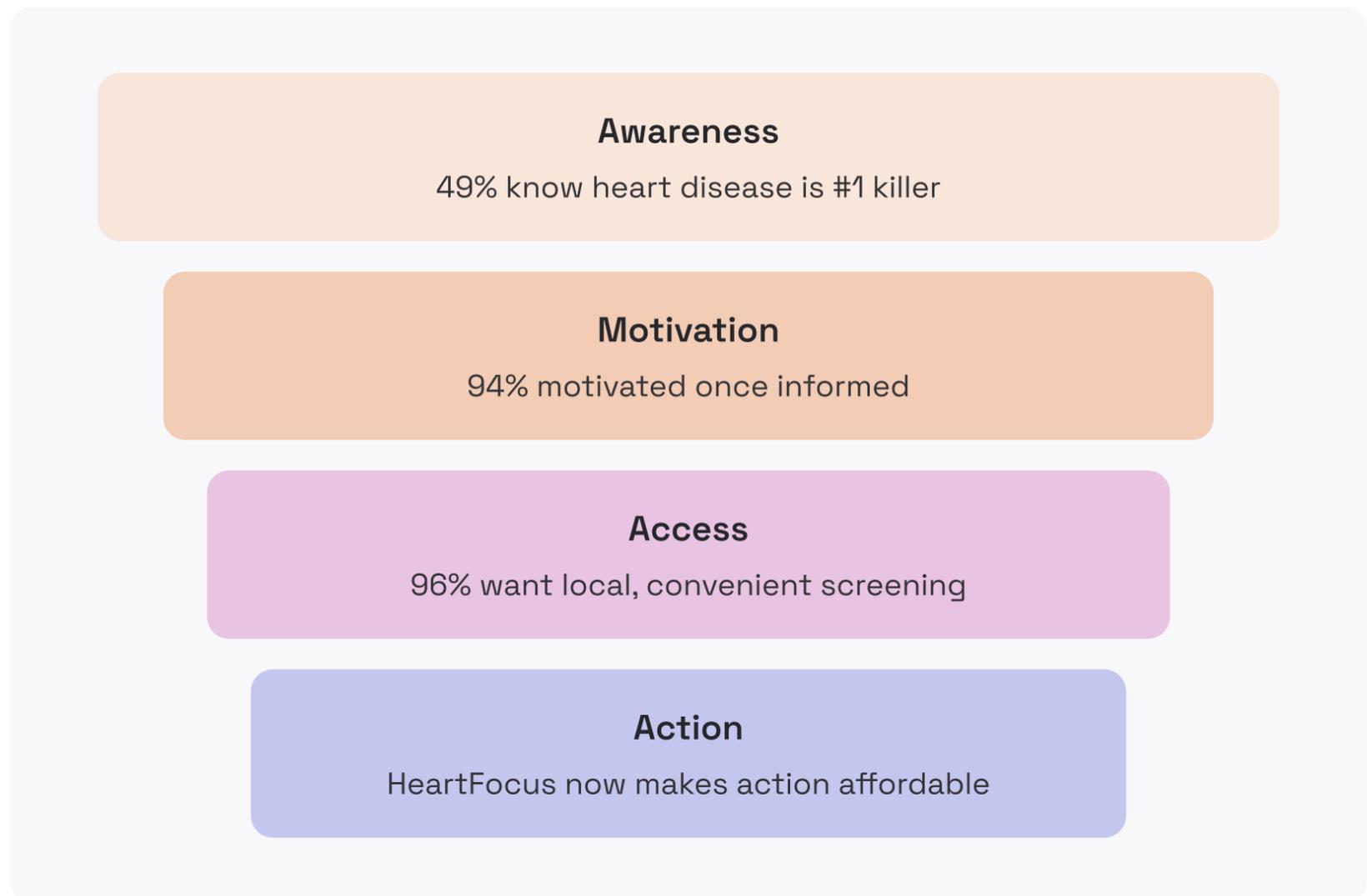
Most Americans don't know heart disease is the #1 killer. Education transforms awareness into motivation.

From Delay → To Detection

Preventive screening catches problems early, when intervention is most effective and outcomes are best.

The Future of Preventive Heart Care

From Awareness to Action



This is more than public opinion - it's a public health imperative.

Heart disease kills more Americans than any other condition, yet half the population doesn't even realize it. Those who do understand the risk often can't access preventive care, either because it's not offered, not covered, or not conveniently available.

The gap between what Americans want and what the system delivers has never been clearer. They want local access. They want immediate results. They want their doctors leading the effort. They want insurance to help. They want AI to enhance accuracy, not replace human judgment. And they want it available to everyone, not just those who can afford specialized care or live near major medical centers.

Supporting the ecosystem

Solutions that improve access to early heart screening must work across the full healthcare ecosystem. HeartFocus was developed with this principle in mind: as a portable, affordable, AI-enabled cardiac ultrasound application designed to help a broad range of care providers acquire quality heart images with minimal training time.

By supporting learning at the point of care, HeartFocus enables workflow improvements in diverse settings - from clinics and community care to educational environments - helping expand access without adding complexity. The approach is inherently collaborative: integration with healthcare systems supports continuity of care, engagement with insurers helps advance sustainable access models, and partnerships with educators contribute to building a future-ready health workforce equipped with new tools.

The technology is proven. The demand is documented. The opportunity to act is now.

HeartFocus isn't just closing the gap — we're redefining what preventive cardiac care can be.

Accessible. Equitable. Immediate. Trusted. This is the future Americans are asking for. This is the future we're building.

Learn more about HeartFocus: www.heartfocus.ai

Appendix

Methodology & Survey Design

Survey Overview

This national study surveyed 2,091 Americans, between October 30 and November 3, 2025.

The sample was designed to be nationally representative across key demographics including age, gender, race/ethnicity, and geographic region.

Respondents were recruited through online panels using quota sampling to ensure adequate representation of traditionally underrepresented populations.

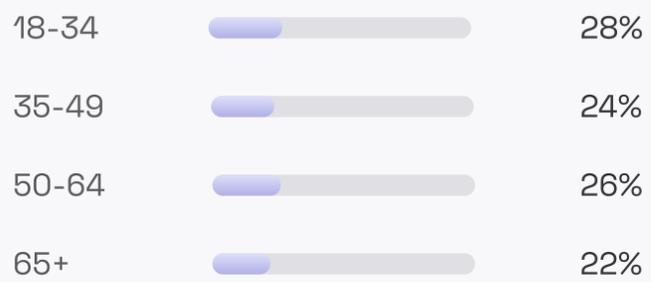
The credibility interval is plus / minus 3 percentage points for questions answered by all respondents.

Methodology

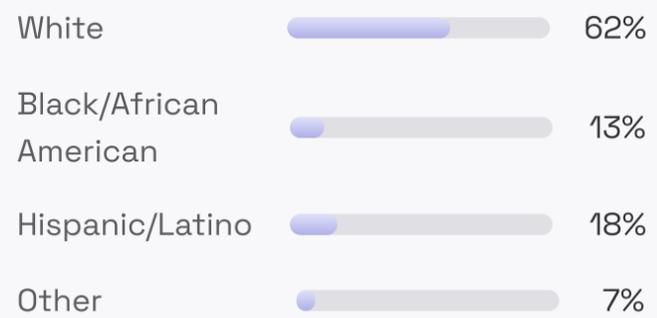
- **Sample Size:**
2,091 U.S. adults (18+)
- **Credibility Interval:**
+/- 3pp (across all respondents)
- **Survey Method:**
Online questionnaire
- **Weighting:**
Data weighted to match U.S. Census by nine demographics

Sample Composition

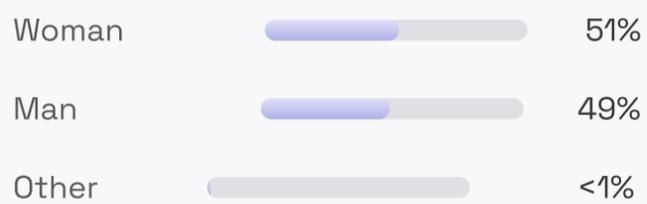
By Age



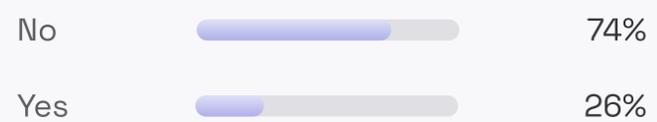
By Race/Ethnicity



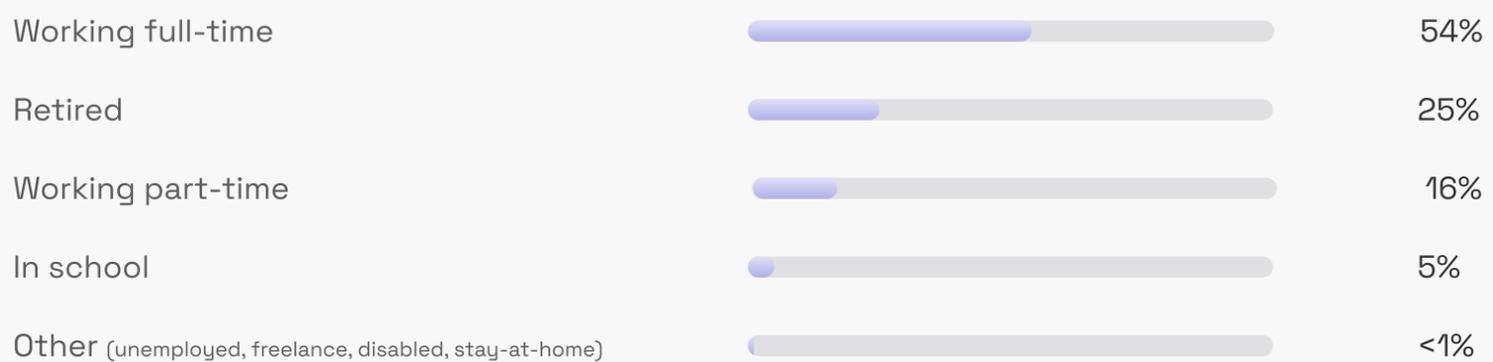
By Gender



By Children under 18 in Household



By Employment Status



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