Within the sphere of the ISH one is forced to ‘zoom out’ from developed countries, and take note of what the impact of hypertension is globally. With the world population running over 7 billion, latest statistics indicate that 83% (5.9 billion) reside in low and middle-income countries (LMICs). It is therefore no wonder that 80% of NCD deaths occurred in developing countries in 2008.

Future predictions are all but rosy, indicating e.g. that Africa’s population is expected to more than double by 2050. When living and working in a developing country one is struck by the reality that numerous individuals suffer and die from hypertension-related consequences without ever being aware of their condition. It was shown recently in LMICs that less than 50% of those with hypertension are aware of their condition, with only 10% controlled. The reality is that 90% of hypertensives in LMICs aged over 50 are walking around uncontrolled. We may have highly effective antihypertensive treatment, but we have to face the fact that we are not doing a great job for the majority of the world population.