

Heartfile



ANNUAL PROGRESS REPORT
2025

Advancing Health Policy through Evidence and Advocacy

Message from the CEO

The past year has been one of both challenge and opportunity for Heartfile. As Pakistan continues to face a growing burden of non-communicable diseases (NCDs), inequities in access to care, and evolving health system constraints, Heartfile has remained steadfast in its mission to improve health outcomes through evidence-informed policy, health system innovation, and community-centered approaches.

Our work this year reflects a continued commitment to translating research into action, strengthening governance for public health, and advocating for policies that protect populations from commercial determinants of health. None of this would have been possible without the dedication of our team, the trust of our partners, and the support of our donors.



Dr. Saba Amjad
CEO Heartfile

About Heartfile

Founded in 2000, Heartfile is a non-profit, non-governmental organization based in Pakistan, working at the intersection of public health, health policy, and health systems strengthening. Heartfile is internationally recognized for its contributions to evidence-based policy reform, digital health innovation, and advocacy to address NCDs and other priority health challenges.

Vision

A Pakistan where all people have equitable access to quality healthcare and are protected from preventable health risks.

Mission

To improve health outcomes by influencing policy, strengthening health systems, and empowering communities through evidence, innovation, and advocacy.

Strategic Priorities (2024–2025)

During the reporting year, Heartfile focused on the following strategic priorities:

- Reducing the burden of non-communicable diseases through policy and regulatory action.
- Addressing commercial determinants of health, including unhealthy food, beverages, and tobacco
- Strengthening health governance and regulatory capacity
- Advancing digital health solutions to improve access and financial protection
- Promoting equity, transparency, and accountability in health systems

2025 Highlights and Key Achievements

Non-Communicable Disease Prevention and Control

Heartfile continued to provide technical leadership on policies aimed at reducing exposure to major NCD risk factors. Key areas of work included:

- ✓ **Technical support for trans-fat elimination, including regulatory implementation, compliance monitoring, and product testing**
- ✓ **Advocacy for Front-of-Pack Warning Labelling (FOPWL) based on comparative analysis of global labelling models.**
- ✓ **Policy engagement to limit the marketing of unhealthy foods and beverages, particularly to children**
- ✓ **Evidence generation on dietary risks, obesity, and cardiovascular disease.**

Addressing Commercial Determinants of Health

Recognizing the growing influence of industry practices on population health, Heartfile strengthened its work on commercial determinants of health through

- ✓ Research and advocacy on digital marketing of tobacco and nicotine products
- ✓ Analysis of industry interference in public health policymaking
- ✓ Support to government counterparts in aligning national regulations with WHO recommendations

Health Governance and Policy Reform

Heartfile supported federal and provincial stakeholders to strengthen health governance through:

- ✓ Development of policy briefs, regulatory frameworks, and implementation roadmaps
- ✓ Capacity-building of regulatory authorities, including PSQCA and provincial food authorities
- ✓ Convening multi-stakeholder dialogues to promote policy coherence and accountability

Digital Health and Financial Protection

Heartfile's digital health initiatives continued to focus on improving access to care and protecting households from catastrophic health expenditures.

Activities included:

- ✓ Ongoing technical refinement and policy engagement around digital health financing models
- ✓ Research on health financing reforms and social protection mechanisms
- ✓ Knowledge sharing on scalable digital health solution

Research and Knowledge Generation

Evidence generation remained central to Heartfile's work. During the year, Heartfile:

- ✓ Conducted policy-relevant research and situational analyses
- ✓ Published reports, policy notes, and peer-reviewed articles
- ✓ Contributed to national and international consultations and expert groups
- ✓ Provided technical inputs to WHO, government ministries, and development partners

Partnerships and Collaborations

Heartfile worked closely with a broad range of partners, including:

- ✓ Government of Pakistan (federal and provincial)
- ✓ World Health Organization and other UN agencies
- ✓ Academic and research institutions
- ✓ Civil society organizations and advocacy networks
- ✓ Development partners and donors

Organizational Development

Leadership

- Chief Executive Officer: Dr. Saba Amjad
- Board Chair: Dr. Rana Jawad Asghar

Board of Directors

Heartfile is governed by an independent Board of Directors comprising senior professionals from public health, medicine, economics, law, and development sectors. The Board provides strategic

oversight, fiduciary responsibility, and policy guidance to ensure alignment with Heartfile’s mission and values.

Governance Structure

- ✓ **Independent Board oversight with regular meetings**
- ✓ **Board sub-committee for finance**
- ✓ **Clear separation of governance and management roles**
- ✓ **Conflict of interest and ethics policies in place**

Human Resources

Heartfile continued to invest in building a skilled, multidisciplinary team with expertise in public health, economics, law, policy analysis, digital health, and advocacy. Staff development, gender equity, and merit-based progression remain core organizational principles.

Financial Overview (Summary)

Heartfile maintained strong financial stewardship and compliance with donor and statutory requirements throughout the reporting year. Financial management systems are designed to ensure transparency, accountability, and efficient use of resources.

Audited Financial Summary (PKR)

- ✓ **Total Revenue: PKR 48,452,012**
- ✓ **Total Expenditure: PKR 42,700,442**
- ✓ **Programmatic Expenditure: PKR 33,192,689 [77.7%] of total expenditure**
- ✓ **Administrative & Operational Costs: PKR 156,152 [0.4%] of total expenditure**

Funding Sources

- ✓ International development partners
- ✓ Project-based institutional funding

Heartfile’s accounts for the year were audited by an independent external auditor in accordance with applicable statutory requirements.

A detailed audited financial statement is available upon request.

Impact Snapshot – 2025 in Numbers

Indicator	Result
Position Paper developed	2
Research papers	4
Stakeholder meetings/consultations	11
Dissemination events	4
Civil society partners engaged	10
ATNiC meetings	4
Policy victories	1
International meetings / consultations	2
Tobacco awareness health talks at schools	4
Press conferences	3
IEC Material developed	50
IEC Material outreach	Over 2,000,000

Looking Ahead

In the coming year, Heartfile will continue to:

- ✓ Support implementation of NCD-related regulations, including trans-fat elimination and food labelling
- ✓ Expand work on commercial determinants of health and industry accountability
- ✓ Strengthen digital health and financing innovations
- ✓ Deepen engagement with policymakers, regulators, and communities

Heartfile remains committed to advancing equitable, evidence-based, and sustainable solutions for Pakistan’s health challenges.

Acknowledgements

Heartfile acknowledges with gratitude the support of its donors, partners, advisors, and staff. Their continued trust and collaboration make our work possible.

Contact Us

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