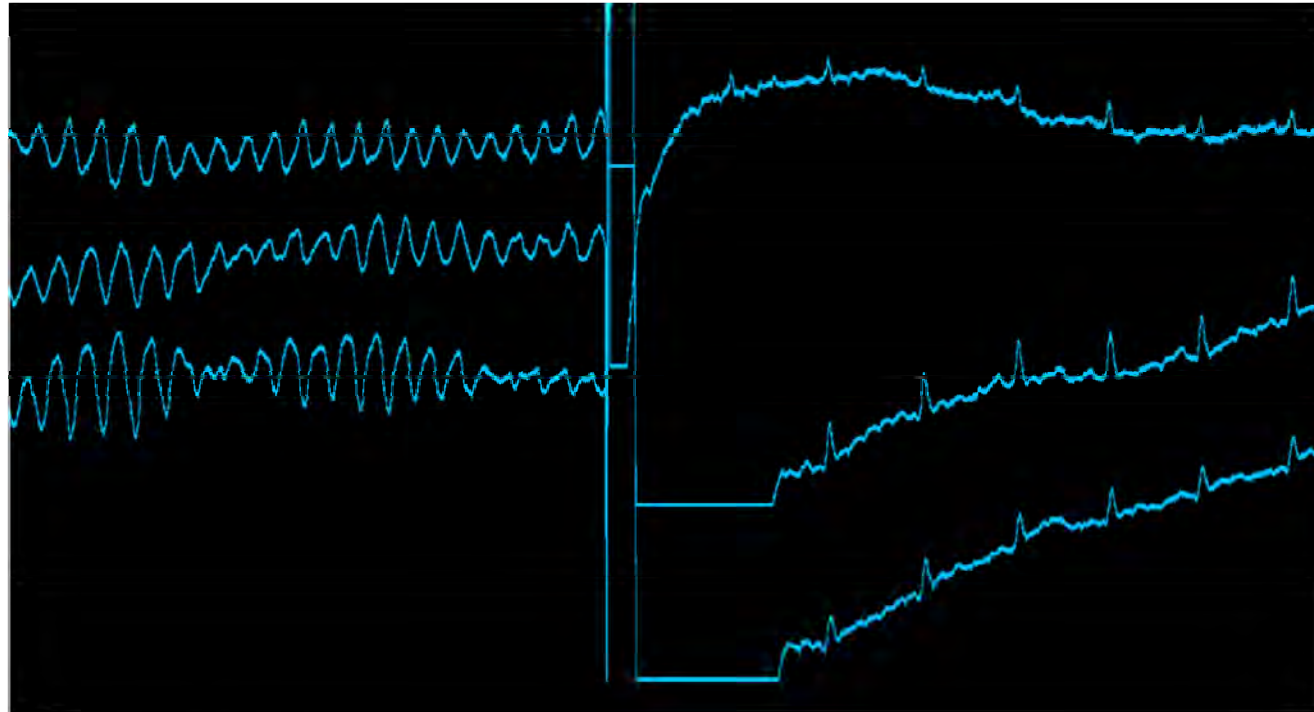


ICD for Life Initiative (focused on Eastern Europe and Balkan)



Josef Kautzner

ICD for Life Task Force

joka@medicon.cz

www.ikem.cz

www.escardio.org/EHRA



Why are „Eastern“ or „Balkan“ Countries Different?



www.escardio.org/EHRA



What are the Consequences?

- Long separation from the rest of the scientific community, difficult access to technologies and drugs
- Insufficient „critical mass“ of physicians with appropriate knowledge, training and skills
- Minimal public awareness (both in medical and general communities)
- Refractoriness of public health care systems to new therapies, absence of reimbursement for many procedures

ICD for Life Project

- EHRA endorsed project for electrophysiologists, industry partners, politicians and patient organizations, focusing on fight against sudden cardiac death
- The goal is to achieve secondary prophylactic ICD implantation in majority of patients in a need
- Each participating country will elaborate an action programme to achieve this goal

“Call for Action”

- Proposal for 3-year projects in countries-in-need
- EHRA ICD for Life Task force
- Selection of 3 projects to be supported
- Need for discussion about the amount of support, timetables, measurable targets

EHRA Role

- Mediator (launch the ICD4Life project, selection of 3 country projects, participate in their final definition, mediate financial support, PR, analysis of results)
- Supporter (financial support, educational materials, political support)

List of countries that sent a proposal:

- Armenia
- Bosnia and Herzegovina
- Estonia
- Georgia
- Montenegro
- Romania
- Ukraine

What proposals mainly ask for?

- ICD or SCD registries
- Awareness campaign (referral physicians, general public, politicians)
- Short term training stays (1 month)



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The concept of the Sudden Cardiac Death Awareness Week

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No Awareness Day or Week on Sudden Cardiac Death in Europe

- A unique opportunity for EHRA to promote the issue of sudden cardiac death across Europe
- Awareness of general public (= potential patients) and policy makers, health care providers and insurance organizations on the problem of sudden cardiac death and on strategies to fight it

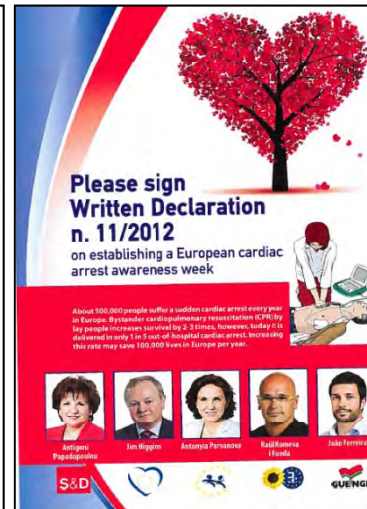
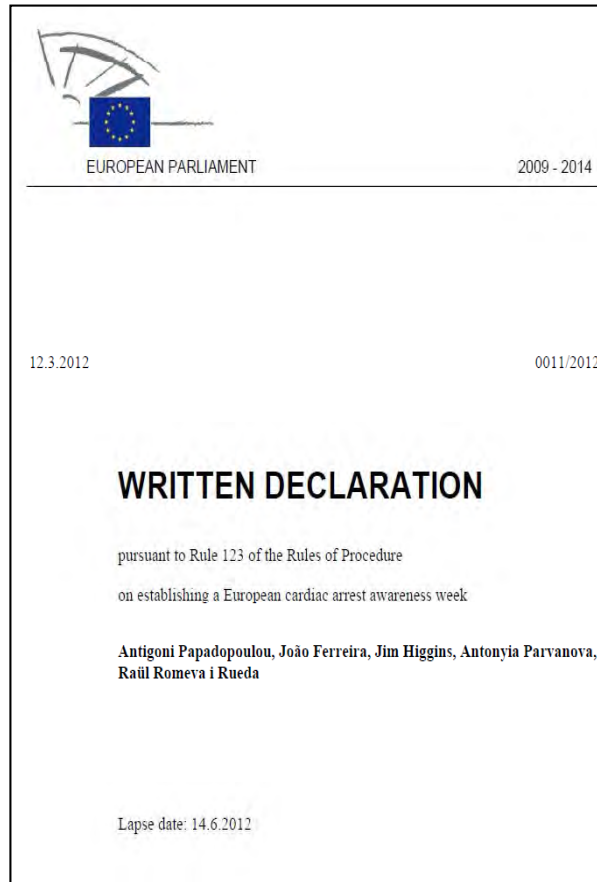
Why SCD Awareness Week?

A lack of awareness and misconception about cardiac arrest and sudden cardiac death both in medical community and in public

This is even more relevant in countries with low income and lack of healthcare services

Increased awareness will help to accomplish our mission – fighting sudden cardiac death

Sudden Cardiac Death Awareness Week



From the
“Chain of survival”



To the
“Chain of best in-hospital
care”

- Early diagnosis
- Early access to proven life-saving therapies