

WEB SITE FOR PATIENTS PROJECT DEFINITION



- Patients and physicians often have different needs for information.
- Educational interventions for AF are limited.
- Patient websites are available from patient organizations (eg AF Associations) but there is an opportunity for EHRA to become the authoritative source of high quality patient information materials, for use by the medical community and patients.

Project Rationale

- The need to educate patients, their families and their carers ... and physicians.

Audience

- Patients and their carers

Objectives

- Create a dedicated source to inform and educate patients in order to improve management of AF by providing reliable source of medical information and education (=“static web site”)
 - Ultimate goal: Improve diagnosis and **optimal management of AF**
- The aspiration is to become the leading website and the reference source for medical education resources around AF and increase the visibility of EHRA
 - The web site would recommend clear solutions that policymakers, healthcare providers, payers and national governments can implement to improve the lives of people with AF and at risk for AF-related stroke.


Messages

- Raise awareness of AF and its links to severe consequences like CV mortality, stroke and other cardiovascular complications or events frequently leading to CV hospitalizations
- Increase awareness of AF as a progressive and chronic disease which worsens the prognosis of patients.
- Highlight the impact that AF can have on patient and care supporter quality of life
- Illustrate the socio-economic burden associated with AF



Measurable/ success criteria

- number of visitors
- feedback from the patients, HCP and sponsors (surveys could be done)
- visibility on search engines


Some examples ...


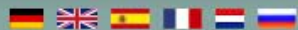


Practical heart failure information for patients, families, and caregivers



Glossary | Useful Links | Useful Tools

[Understanding Heart Failure](#)[What can your doctor do?](#)[What can you do?](#)[Living with Heart Failure](#)[For caregivers](#)[Warning signs](#)[FAQ](#)



Patient Experience

Read and listen to other people's stories in their own words

Ask Your Doctor


Be prepared to make the most of your next visit to the doctor

What communication should be improved most?

- ☐ Between the doctor and myself
- ☐ Between the doctor and my family
- ☐ Between the cardiologist and the general practitioner
- ☐ between the cardiologist and other specialists


Millions of people in the world have heart failure.


With simple changes and a better understanding of the condition, many people live full and active lives. The time to take charge of your health is today.



An Animated Journey Through Heart Failure

A series of simple, captivating animations explaining heart failure and its treatment






heartfailurematters.org

SOON AVAILABLE **IN ARABIC!** قريباً "متوفر باللغة العربية"

Help us to know who you are and give you a better service

Visit our Facebook page and become a fan to share your experience with our community.

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From Biosense Webster



MY FAST HEART BEAT

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A A A

Millions of Americans have atrial fibrillation.

Many are still looking for a treatment option that works for them.

This site will help you learn more about your fast heartbeat (or arrhythmia, as it is more commonly known) and will provide important information that can help you find the treatment that works for you.

Current Atrial Fibrillation Treatment Not Working?

It's time to talk to a heart specialist. Cardiac ablation is a proven safe and effective treatment for common arrhythmias (fast heartbeat), like atrial fibrillation. Learn more about cardiac ablation below.

[What Is Cardiac Ablation?](#)
[Cardiac Ablation FAQs](#)
[Patient Experiences](#)
[Video - About Catheter Ablation](#)

[Learn More About Cardiac Ablation](#) →

Recently Diagnosed With an Arrhythmia?

Learn more about the specific types of arrhythmias (fast heartbeat) and cutting-edge treatment options, including cardiac ablation—an FDA-approved therapy that is proven safe and effective in patients with fast and irregular heartbeats.

[What Is an Arrhythmia?](#)
[Types of Arrhythmias](#)
[Treatment Options for Arrhythmias](#)
[Video - About Atrial Fibrillation](#)

[Explore Information About Arrhythmias](#) →



Register Now, Stay Informed

Download a Doctor Discussion Guide and additional information on cardiac ablation.

[Register Now](#) →



What Is Atrial Fibrillation?

Learn about atrial fibrillation, a condition that affects millions of patients in the US, and the new arrhythmia treatment options available to help fight this often debilitating disease.

[Learn More](#) →

If you are a healthcare professional seeking resources for your practice, please visit www.afiballiance.com

Atrial Fibrillation

A CardioSource Clinical Community



AMERICAN
COLLEGE of
CARDIOLOGY



Heart
Rhythm
Society

Welcome Gregory Y. H. Lip, M.D., F.A.C.C. [Logout](#)

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Monday, September 03, 2012 • CardioSource.org • HRSonline.org

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AF site only

Editors: [Atrial Fibrillation Editorial Board](#)

The views and opinions expressed are those of the contributing authors and editors and do not necessarily represent the views of the ACC and HRS [More »](#)



Hot Topic

Dr. James Reiffel provides 10 points on the use of antiarrhythmic drug therapy for AFib.

[More »](#)

Latest News

[More »](#)

Assessing the Risk of Bleeding in Patients With Atrial Fibrillation: the Loire Valley Atrial Fibrillation Project
August 31, 2012

Apixaban for the Prevention of Stroke in Subjects With Atrial Fibrillation
August 29, 2012

What is the Optimal antiplatelet and anticoagulant therapy in patients with oral anticoagulation and coronary Stenting
August 28, 2012

EP Insights

[More »](#)

Guest Blogger: Improving Thromboprophylaxis Using AFib Diagnostic Capabilities in ICDs
August 01, 2012

EP News: Basic and Translational Science
July 12, 2012

Guest Blogger: Does Ablation reduce stroke risk in patients with non-valvular AF and CHADS2 score < 2?
July 10, 2012

Question of the Month

How many days prior to cardiac catheterization or an invasive procedure, such as pacemaker implantation, do you discontinue dabigatran?

- ☐ One
☐ Two
☐ Three
☐ Four
☐ Five

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Complex Coronary Cases



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Center

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Welcome to AFA

Welcome to Atrial Fibrillation Association (AFA), an international charity which provides information, support and access to established, new or innovative treatments for Atrial Fibrillation (AF).

AFA Patients' Day 2012: Heart Rhythm Congress, ICC Birmingham

Patients' Day provides an opportunity for patients and carers to meet and liaise directly with medical professionals, to pose relevant questions and gain a greater insight into developing technologies and techniques regarding their condition.

To view the agenda and register, click [here](#)

For more information email sarah@afa.org.uk

Help shape the future of cardiovascular disease management

Please take five minutes to fill out this short survey. The Department of Health are looking for input from patients and carers affected by heart disease such as AF, for the revised Cardiovascular Outcomes Strategy.

The more voices we add, the more likely we are to achieve a better deal for AF patients.

[Complete the survey here](#)

1 Mission 1 Million sweeps awards

The 1 Mission 1 Million (1M1M) initiative has been sweeping accolades at a prestigious awards ceremony in London. The campaign to combat AF-related stroke has been honoured with [Best Public Health Initiative](#) and [Excellence in Digital Communications](#) at the [Communiqué Awards](#).

The annual awards ceremony, which was held at the Grosvenor House Hotel, highlights leaders in healthcare communications that promote campaigns for better care and treatment for patients. Only those campaigns that meet an impressive benchmark of excellence and promote best practice are shortlisted.

The 1M1M campaign is going from strength to strength to support advancements in AF-related stroke prevention. [Sign the petition](#) or join the discussion on Twitter [#AFmission](#).

Clinicians Area



HRC2012
23rd – 26th
September 2012
The ICC, Birmingham, UK

[Register Today](#)

**AF STROKE
RISK
CALCULATOR**



If you have AF, click here to calculate your personal risk of suffering a stroke

**Healthcare
Pioneers Booklet**

Highlighting examples of
successful practice across
the country

What is AF?

ACC & AHA AF Guidelines

AF and Health Policy Guidelines

UK
International

Join AFA
and receive membership benefits

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[Healthcare Professional »](#)

**24 Hour
Help Line Number**

+44 (0)1789 451 837

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- ▶ [Can Afib Be Managed?](#)
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Atrial Fibrillation: For Patients By Patients

Atrial fibrillation (AF or afib) is the most common irregular heartbeat and is characterized by heart palpitations, dizziness, and shortness of breath. This progressive and debilitating disease can lead to stroke, heart failure, and Alzheimer's disease, and can double your risk of death. Afib takes a physical toll, an emotional toll, and a financial toll on those who are living with it—not just the patient, but the family, too.

If you wonder whether you are at risk for atrial fibrillation, or whether you might have it already, or if you want to know how to manage afib now that you have been diagnosed, then you have come to the right place. StopAfib.org is here to help increase your knowledge about afib, to help improve your quality of life if you are living with it, and to help you avoid an afib-related stroke.

So let's [Get Started Learning About Atrial Fibrillation](#).

News from StopAfib.org



[Take a Stand Against Afib and Stroke](#) ▶

[Susan Iucci Speaks About Facing Afib](#) ▶

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Never miss a heart beat.
Restore your life and freedom.
Stop Afib.



Afib News and Events

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This page features recent atrial fibrillation news stories, events, audios, and video interviews with some of the world's top afib doctors. Sign up for our Newsletter on this page to be notified of the latest news stories. Bookmark and visit this page often to keep up with the Atrial Fibrillation News Feed at the bottom of this page.

Video & Audio

Here are recent videos and audios. See related News stories for transcripts. See previous videos and audios at [more Videos and audios](#) »



Dr. Reiffel on New AF Treatments



Dr. Prystowsky on AF Rate Control



Dr. Waldo on Aspirin for AF Stroke Prevention

News from StopAfib.org

Here are recent atrial fibrillation news stories. See previous stories at [more News and Press Releases](#) »

Global Support Increases to Combat Atrial Fibrillation (AF), a Heart Rhythm Condition that Raises the Risk of Stroke by 500%

Global AF Patient Charter now tops 10,000 Signatures ... [more](#)

New Atrial Fibrillation Treatments and Rate vs. Rhythm Control for Afib — Video Interview with Dr. James Reiffel

Dr. James Reiffel Discusses Afib Rhythm Control and Combining Ranolazine with Dronedaron ... [more](#)

Expert Consensus Statement Recommendations Released: Assessing Atrial Fibrillation Stroke and Bleeding Risk for Appropriate Anticoagulant Use
StopAfib.org Participated in the Afib Optimal Treatment Task Force and the Expert Working Group ... [more](#)

How to Choose Between Rate Control and Rhythm Control for Atrial Fibrillation — Video Interview with Dr. Eric Prystowsky

Dr. Eric Prystowsky Tackles the Controversy Over Whether to Stay on Rate Control for Afib — Video ... [more](#)

Global Atrial Fibrillation Patient Charter and the Sign Against Stroke in AF Campaign Featured in EP Lab Digest

EP Lab Digest Interviews Stop Afib.org Founder

- [What is Afib?](#)
- [Why is Afib a Problem?](#)
- [Can Afib Be Managed?](#)
- [Can Afib Be Cured?](#)
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Patient-friendly news
and videos .. Blogs,
social media

Videos also on
[youtube.com!](#)

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- Sanofi
- Biosense Webster
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- Bayer
- Daiichi Sankyo
- Others

Task Force

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Also ...

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European Society of Cardiology (ESC)

Eduard Shantsila, Project Fellow

Some principles ...

- Simple, written FOR patients
- Static website, with quarterly updates
- Non-medical project fellow (0.5wte) to work on the text, together with Task Force members
 - Website would need professional web expert
 - Links to social media, etc
- Website manager would be responsible for updates

Webpage domain: afibmatters.org



AFIB

ATRIAL FIBRILLATION
ON BEHALF OF EHRA, BY ESC

UNDERSTANDING ATRIAL
FIBRILLATION AND
ITS COMPLICATIONS

WHAT CAN
YOU DO?

WHAT CAN YOUR
DOCTOR DO?

LIVING WITH ATRIAL
FIBRILLATION

WARNING
SIGNS

FOR
CAREGIVERS

FAQ

CONTACT

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SITE MAP
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PRIVACY POLICY
FUNDING SUPPORT
ABOUT EHRA/ESC
AUTHORS

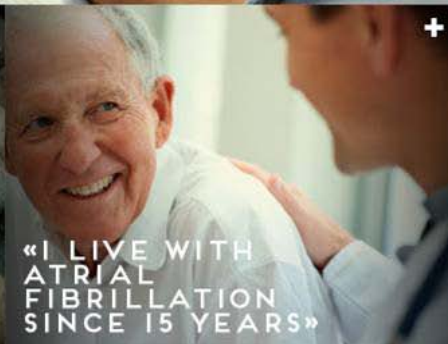
ON BEHALF OF EHRA



WELCOME & LIVE WELL



ABOUT ATRIAL FIBRILLATION



«I LIVE WITH ATRIAL FIBRILLATION SINCE 15 YEARS»



LONGER & BETTER



HOPE IS OUR BEST WEAPON



SIGNS & SYMPTOMS



WHAT CAN YOUR DOCTOR DO ?



TESTS & INVESTIGATIONS



AFIB

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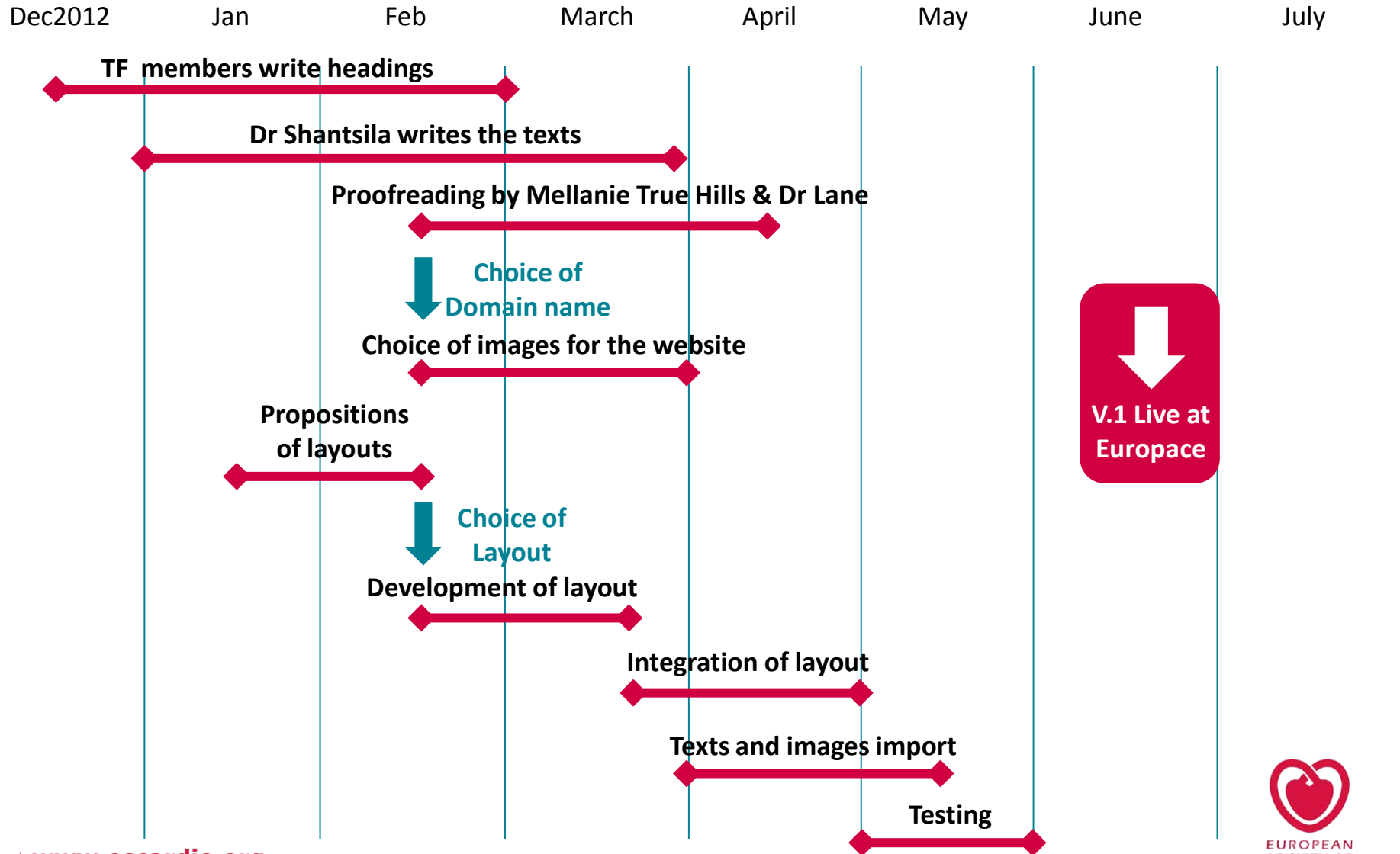


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EHRA patient website



Thank you!