

- 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")
 - <u>Ultimate goal</u>: 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 ...







Glossary | Useful Links | Useful Tools

Practical heart failure information for patients, families, and caregivers



Understanding Heart Failure

What can your doctor do?

What can you do?

Living with Heart Failure

For caregivers Warning signs

FAO



Patient Experience

Read and listen to other people's

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
- Between the cardiologist and the general practitioner
- between the cardiologist and

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







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.

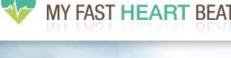


Like 1,605 people like this. Sign Up to see what your friends like.

From Biosense Webster

MY FAST HEART BEAT

Change Text Size AAA



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 FAOs **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





Welcome Gregory Y. H. Lip, M.D., F.A<u>.C.C.</u>

My Cardio Source

Home

Article of the Month

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EP Insights Blog

Monday, September 03, 2012 • Cardio Source.org • HR Sonline.org

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AF site only



Editors: Atrial Fibrillation Editorial Board

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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 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 nonvalvular AF and CHADS2 score < 2? July 10, 2012 Question of the Month

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

One Two

O Three Four

O Five

Vote



Complex Coronary Cases



LIVE from Mt. Sinai Medical Center

NOW on CardioSource













AFA International »

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Oral anticoagulation management update day

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24 Hour Help Line Number

+44 (0)1789 451 837

Find us on Facebook

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 AFrelated stroke has been honoured with <u>Best Public Health Initiative</u> 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





If you have AF, click here to calculat your personal risk of suffering a stocke

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





- ▶ What is Afib?
- ▶ Why is Afib a Problem?
- ► Can Afib Be Managed?
- Can Afib be Cured?
- ▶ Patient Stories
- ▶ Afib News and Events
- ▶ Patient and Caregiver Resources
- Find Afib Services

Afib Community

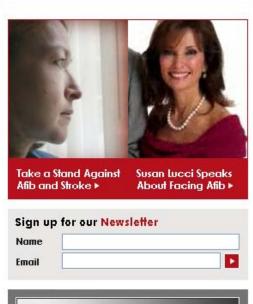
Atrial Fibrillation: For Patients By Patients

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





Afib News and Events

Home | Afib News and Events

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 Stop Afib.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 Dronedarone ... more

Expert Consensus Statement Recommendations Released: Assessing Atrial Fibrillation Stroke and Bleeding Risk for Appropriate Anticoagulant Use

Stop Afib.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 — Mdeo ... more

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

ER Lab Diagra base sieme Case Odib van Francisco

- · What is Afib?
- Why is Afib a Problem?
- Can Afib Be Managed?
- Can Afib Be Cured?
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- Patient & Caregiver
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	Code	-9

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Per deserminare & tipo di aritmia e scoprire as vi sono malattie che passano sveme favoriso Finsorgerus, il cardiologo ti visitoră e richiederă, se necessario, degli esami sommental specifics

Con i risultati della visita e degli essmi il medico patri indviduare, altre alla causa dell'artemia, il transmento più adatto per cenerts como control-

LA DIAGNOSI

La visita medica

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For dispositions con rements is presents di problemi alli draide o di altre mulatte restabilitée che possano cassere la fibrillacio-na atroite, il residon patrette prescriere alcuri stanti del sangue.

Per valutare às solute del que societés sur historiquelle el condice per prime con effectives un estima finde account de la condice de la constante de la cons



NOSI

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L'elettrocardiogramma L'aistrecardiogramms (ECG) regions il mode in cui gli impai si alestrici siaggiano attraverso il cuore. Quando il cuore bajun ritto normale, sul grafico dell'ECS sono почном, на учето фотоста или речений ресульта и пред почетот и системня для и почетот почетот почетот почетот учетото. За его бре вести в внее од реченийство об почетот и пред пред пред почетот почетот PRIME INTO.

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E monitoraggio Holter E un particulare tipo di ECG che permette



UN PROBLEMA DI RITMO

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use della fibrillazione atriale

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L BATTITO CARDIACO do il cuore batte a ritmo

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第二月二月7月

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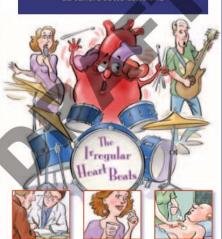
Collabora con il medico per trattare la fibrillazione striale

Se avverti alcuni dei sinconi riportati nella pogino pre-cedente, parture con il tuo medico che verificheri, tra l'altra, se cei affecto da fibrillazione atriale. Una volta disposicion, il medico cerularii di tenerri la librillazione stride satta controllo con il tratamento più sistato in medio di setture complicates primi quali l'affactamenta cardiace e l'aumento del rischio di transcombolia. La rigino che seguino il sistano a capire meglio la Strillazione sensio, le terupie disponibili e l'importar del suo ruolo nella cura di questa distarba e nella privenziane delle suo campicano.



LA FIBRILLAZIONE **ATRIALE**

Un problema di ritmo del cuore da tenere sotto controllo



e di inder



Per curson & tenery some contrale la forficcione strain some a disposition na farmasi, interventi trans-cutetore e

Il cardiologo, tenendo in considerazione la tua condizione di salute generale e la eventuale presenta di akri problemi cardisci, individuerà la serapia più Idones al tuo caso.

Quando la Strébuione soriale é causara da um specifics malanta (per esempio l'ipertiroidismo) Il medico per prima cosa curerà tale malattis, lefatti d sono huone probabilità che, ecompares la cassa, si risokano anche i problemi di ritmo del cuore.



La fibrillazione striale, seulte quieda non di sincorni, dem estera turata per preservara la furnicación del more ed mitera grari complicación, Le varia turação editorio marano principalmento a:







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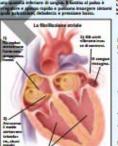
13

La frequenza cardiaca è nisurus in busti al minuto. Se il rittro e la Vegueros sono normali, il cuore batte tra le 50 e le 100 volte al minuto con do il tuo polso (redi pagina 22).

Quando il cuore batte fuori ritmo

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La fibrillazione atriale

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gorid di hanga durata, quando per permanento, quedo non puis essere avesses can le navesi

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Task Force

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Also ...

Vladimir Andrijasevic, Web Product Manager, Communication Department 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



UNDERSTANDING ATRIAL FIBRILLATION AND ITS COMPLICATIONS

WHAT CAN YOU DO?

WHAT CAN YOUR DOCTOR DO?

LIVING WITH ATRIAL FIBRILLATION

WARNING SIGNS

FOR CAREGIVERS

FAQ

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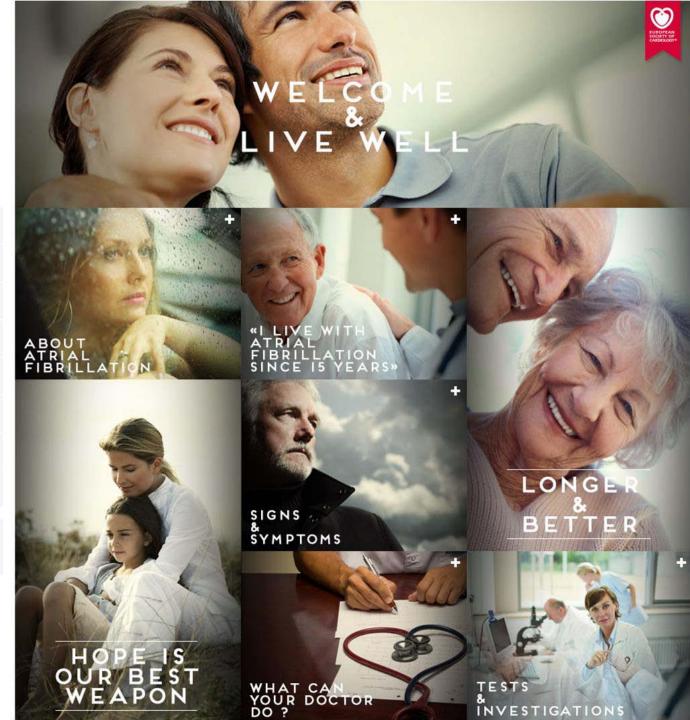




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ARHA TO TLAHED HO







ON BEHALF OF EHRA.BY ESC

UNDERSTANDING ATRIAL FIBRILLATION AND ITS COMPLICATIONS

DOCTOR DO?

LIVING WITH ATRIAL

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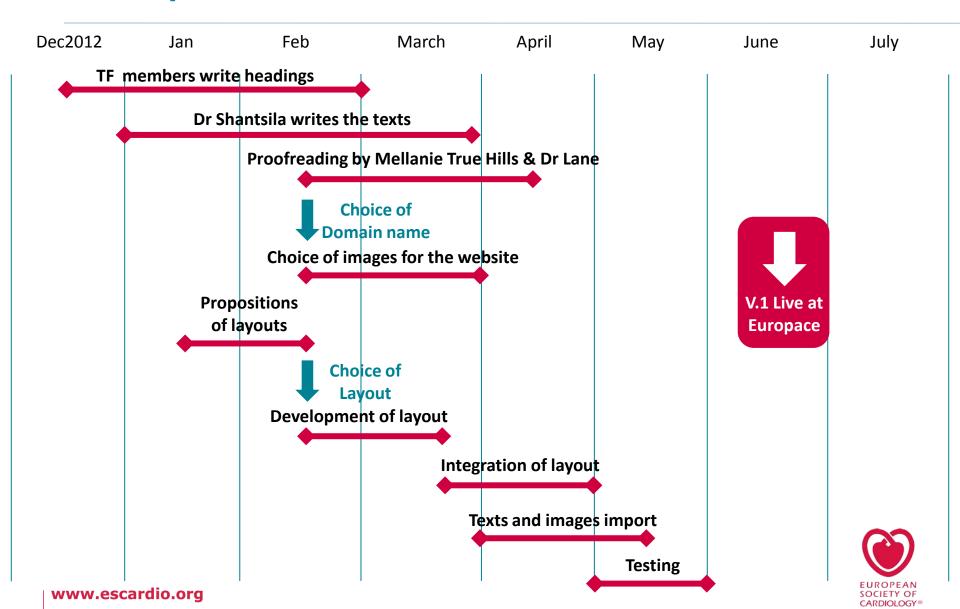
ABOUT EHRA/ESC AUTHORS

OH BEHALF OF ENTA





EHRA patient website



Thank you!