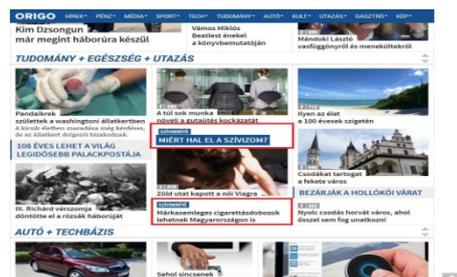


## The Well-informed Patient Is the Good Patient!

The Hungarian Society of Cardiology’s initiative for authentic public education has been remarkably well received.

The cardiology portal of Szívderítő, (<http://szivderito.hu>) was created in 2015 on the Origo news portal to provide authentic, but clear information for the Hungarian public.



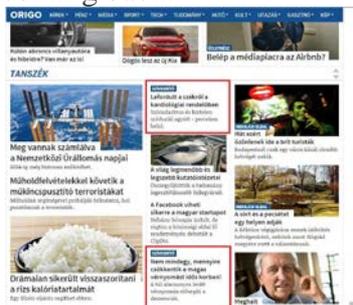
## History and objectives

The public education website of the Hungarian Society of Cardiology, called Szívderítő, which means „making your Heart cheerful”, was launched in September 2014 on Hungary’s leading news portal and is read by 600 thousand people daily.

The aim was to provide the public with authentic, evidence-based information on heart and vascular diseases, their prevention and treatment and the relating international novelties, all on one website. The target audience is not only those who have some cardiac disease themselves or are potential future patients (due to their unhealthy lifestyle); but also those who take care of their health and would like to receive expert help to maintain their health.

The original idea was to make Szívderítő a secondary website of Origo ([www.origo.hu](http://www.origo.hu)), but the good experience, the positive reception, the valuable articles and the unique international news of the first months made the website worthy of getting into the Origo’s column system and therefore, it became the subcolumn of the Science column.

This brought with itself the advantage of the articles of Szívderítő also appearing on the front page of Origo. It dramatically increases the reading audience. Some of our articles are read by 10 thousand people and we strive to keep the audience coming back.



We provide the readers with clear, up-to-date information that is monitored by Hungarian specialists as the experience shows that due to lack of time, patients and their relatives do not receive all the important advice from their physician, what would be needed for a change of lifestyle. Nevertheless, there would be a demand for this information illustrated by the fact that the public searches for it on the internet, often finding sensationalist, pseudo-scientific, deceptive information. This is extremely harmful and experience has shown that a significant part of the consulting hours is consumed by dispersing misleading information found online.





## Who visits our website?

Every age group reads Szívderítő in equal proportion. However, we are proud that in respect of territorial division, we have the most readers among people living in small towns and country towns as this is exactly the social layer which has the least chance to get access to authentic information.

Among our readers –though the ratio is quite balanced – there are more women. We reach those whose qualification is at least secondary (61%) or have a diploma (36%). These are the individuals making decisions inside the family and thus, decide on issues related to health and lifestyle.

We share all of our articles on Szívderítő's facebook page too, <https://www.facebook.com/szivderito>, which has almost 3500 fans interested in cardiology topics. Our most interesting content is posted daily on Origo newsfeed, <https://www.facebook.com/OrigoHirek>, and thus, we reach 350 thousand people - our most well-read article was seen by 65 960 people. 6700 people see our content on a daily basis and since the launch of our website we have had 2 million downloads, while the number of internet users in Hungary is about 5.5 million.

