

What EHRA has to offer for patients:

AFIB Matters Web site



Natasja MS de Groot

Chair Communication & Website Committee

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AFIB MATTERS
ATRIAL FIBRILLATION

ENGLISH

ABOUT ATRIAL
FIBRILLATION

SIGNS AND SYMPTOMS

TESTS AND
INVESTIGATIONS

TREATMENTS

LIVING WITH ATRIAL
FIBRILLATION

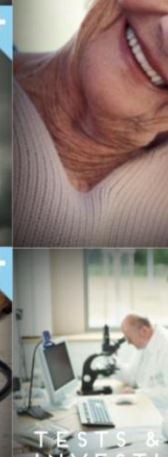
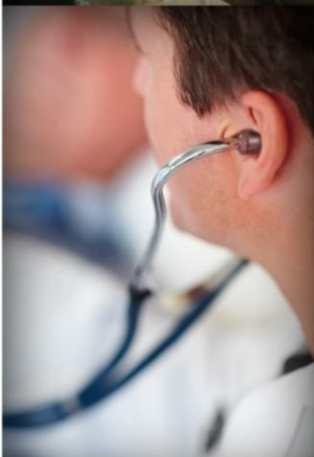
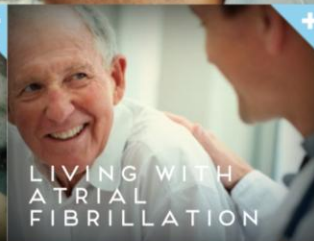
USEFUL LINKS

SEARCH



MISSION STATEMENT AND

ATRIAL FIBRILLATION



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Afibmatters.org: History

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Designed by healthcare professionals AND patients

2013: english version

2014: french, german

2015: italian, spanish

2016: swedish, portugese

2017:



WWW.AFIBMATTERS.ORG



WWW.FIBRILLATION-AURICULAIRE.ORG



WWW.VORHOFFLIMMERN-ZAEHLT.ORG



WWW.FIBRILLAZIONEATRIALE.ORG

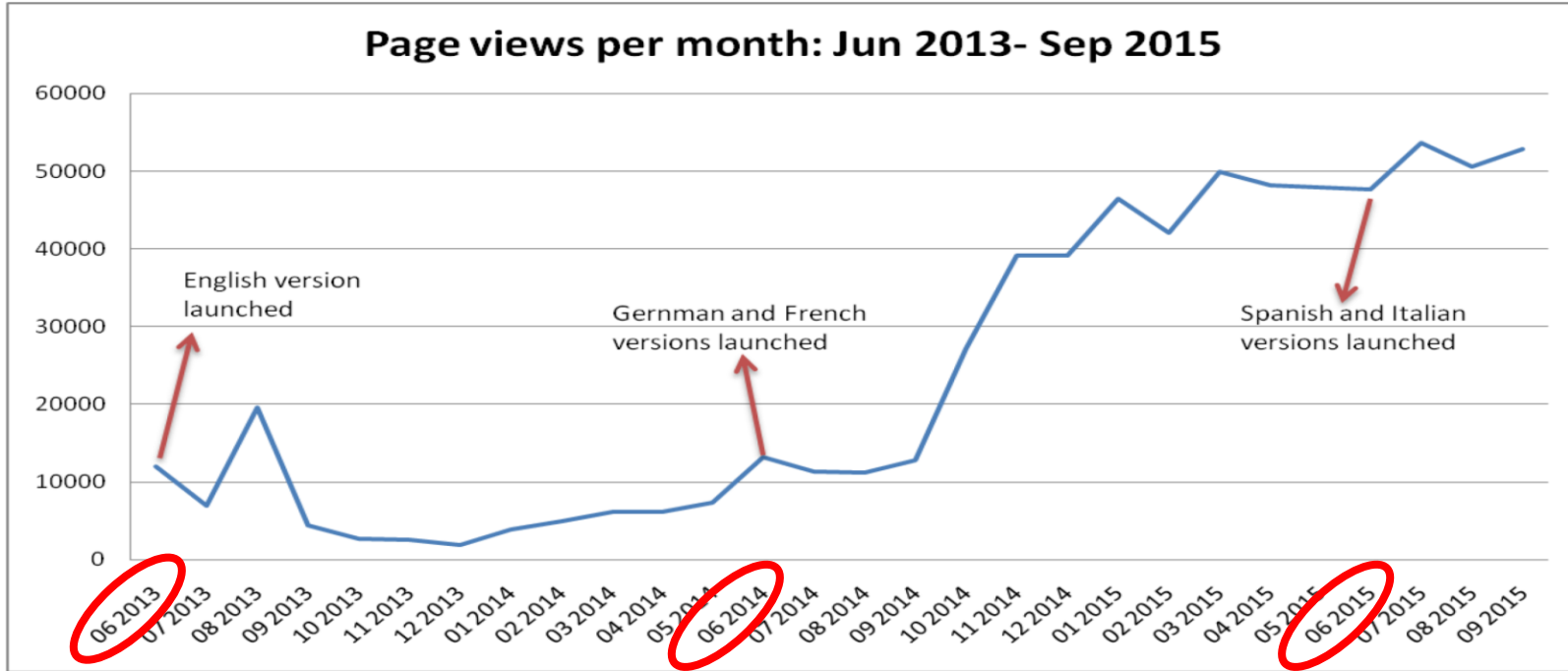


WWW.FIBRILACION-AURICULAR.ORG

www.escardio.org/EHRA



Page views per month: Jun 2013- Sep 2015



WWW.AFIBMATTERS.ORG



WWW.FIBRILLATION-AURICULAIRE.ORG



WWW.VORHOFFLIMMERN-ZAEHLT.ORG

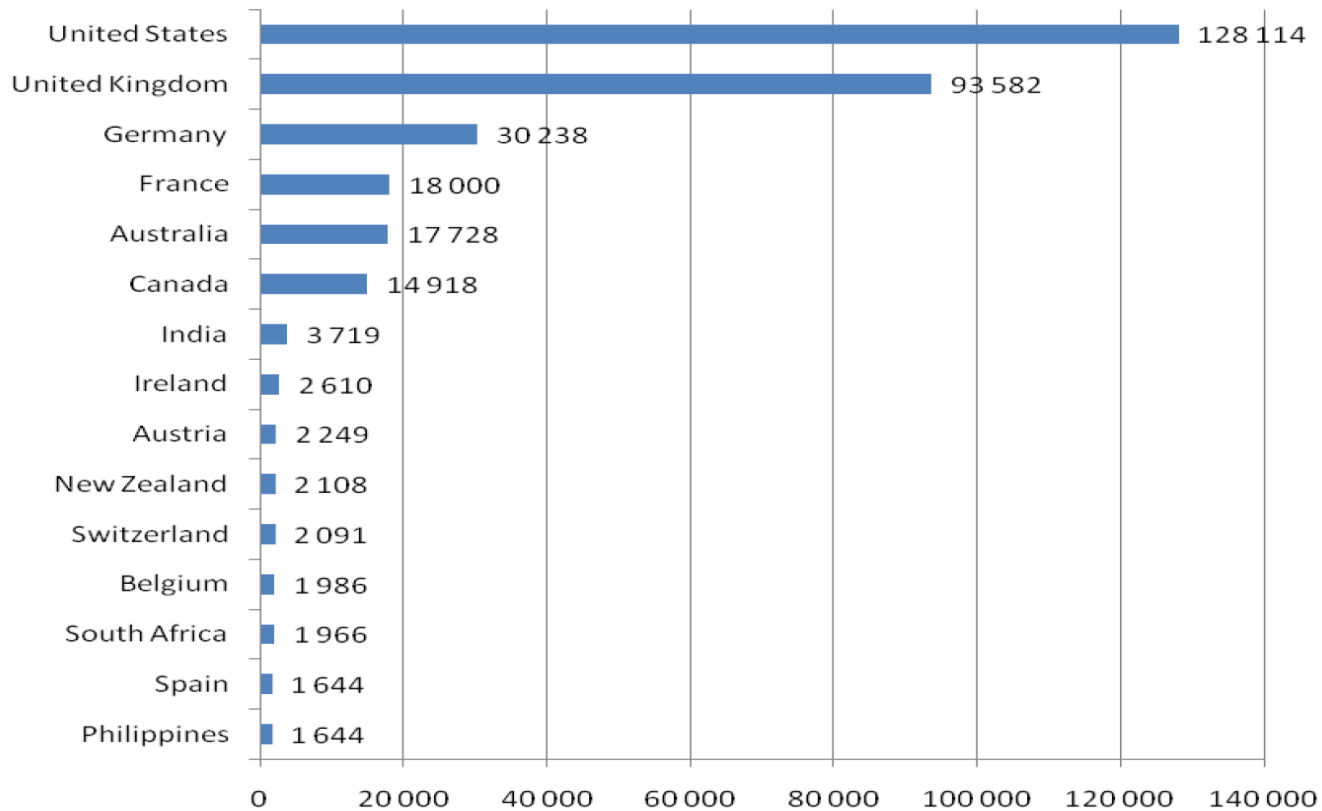


WWW.FIBRILLAZIONEATRIALE.ORG



WWW.FIBRILACION-AURICULAR.ORG

Sessions per country: Oct 2014 -Sep 2015



Afibmatters.org: Target Group

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Target group: **patients with atrial fibrillation**
 their relatives
 (health care providers)

Why is Afibmatters.org of growing importance ?

AF Patients 2016: Heterogeneous Population

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Communication is changing.....

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"You fool! I told you to use your hands free!"

Communication in 2016

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Patients Characteristics

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- more educated
- search for information on the internet
- use social media
- sharing information, experiences, emotions

What are Social Media?

Web based platforms that enable organisations, communities and individuals to communicate

- **Interaction:** whereas information in traditional communications flows one way, social media allows for interaction (social media is not about broadcasting, but about sharing)
- **Engagement:** social media encourages and empowers engagement through sharing and commenting
- **Feedback:** social media provides organisations with opportunities to give and receive feedback from their audiences in real time and participate meaningfully in conversations about issues concerning their society
- **Global reach:** social media can help the ESC reach millions of people worldwide, create awareness about CVD and gain support for its many initiatives
- **Constantly evolving and changing**

What Can We Offer ?

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- **unbiased information on AF diagnosis and therapy**
- **up-to-date information reviewed by experts**
- **'patient friendly' language**
- **different languages**

Afibmatters.org: Goals

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- to better understand atrial fibrillation
- to better understand treatment of atrial fibrillation
- improve management of atrial fibrillation
- to provide practical information

Contents

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- **About Atrial Fibrillation**
- **Signs and Symptoms**
- **Tests and Investigations**
- **Treatments**
- **Living with atrial fibrillation**
- **Useful links**

Patient Information Website

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The image shows a screenshot of the AFIB Matters website. The website has a navigation menu on the left with the following items: ENGLISH, ABOUT ATRIAL FIBRILLATION, SIGNS AND SYMPTOMS, TESTS AND INVESTIGATIONS, TREATMENTS, LIVING WITH ATRIAL FIBRILLATION, and USEFUL LINKS. Below the menu is a search bar and social media icons for Twitter, Email, Facebook, and YouTube. At the bottom of the page, there are links for MISSION STATEMENT, TERMS OF USE, PRIVACY POLICY, FUNDING SUPPORT, ABOUT EHRA/ESC, and AUTHORS & CONTENT POLICY. The main content area features several large images with text overlays: 'ATRIAL FIBRILLATION' at the top, 'ABOUT ATRIAL FIBRILLATION' on the left, 'LIVING WITH ATRIAL FIBRILLATION' in the middle, and 'SIGNS & SYMPTOMS' at the bottom. Five purple callout boxes with white text indicate visitor counts for specific sections: 58,712 for the top image, 175,182 for the 'ABOUT ATRIAL FIBRILLATION' section, 8,701 for the 'SIGNS AND SYMPTOMS' section, 60,454 for the 'LIVING WITH ATRIAL FIBRILLATION' section, and 52,132 for the 'SIGNS & SYMPTOMS' section. A sixth callout box with 6,212 visitors points to the 'USEFUL LINKS' section.

Section	Visitor Count
Top Image	58,712
ABOUT ATRIAL FIBRILLATION	175,182
SIGNS AND SYMPTOMS	8,701
LIVING WITH ATRIAL FIBRILLATION	60,454
SIGNS & SYMPTOMS	52,132
USEFUL LINKS	6,212

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Update of the AF Website

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- **Less text**
- **Less overlap**
- **More information on e.g. ablative therapy**
- **Added some missing information**

Future of the AF Website ?

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- **Visualize patient journey**
- **'cartoon' appearance ?**

Questions ? Suggestions ?



**“I already diagnosed myself on the Internet.
I’m only here for a second opinion.”**