



## GLOBAL HEART FAILURE AWARENESS PROGRAMME

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**Endorsement meeting**  
**Athens, Greece**  
**16 May 2014**



**HEART FAILURE  
ASSOCIATION  
OF THE ESC**



**EUROPEAN  
SOCIETY OF  
CARDIOLOGY®**

# Welcome and introduction

Endorsement meeting

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GLOBAL **HEART FAILURE**  
AWARENESS PROGRAMME



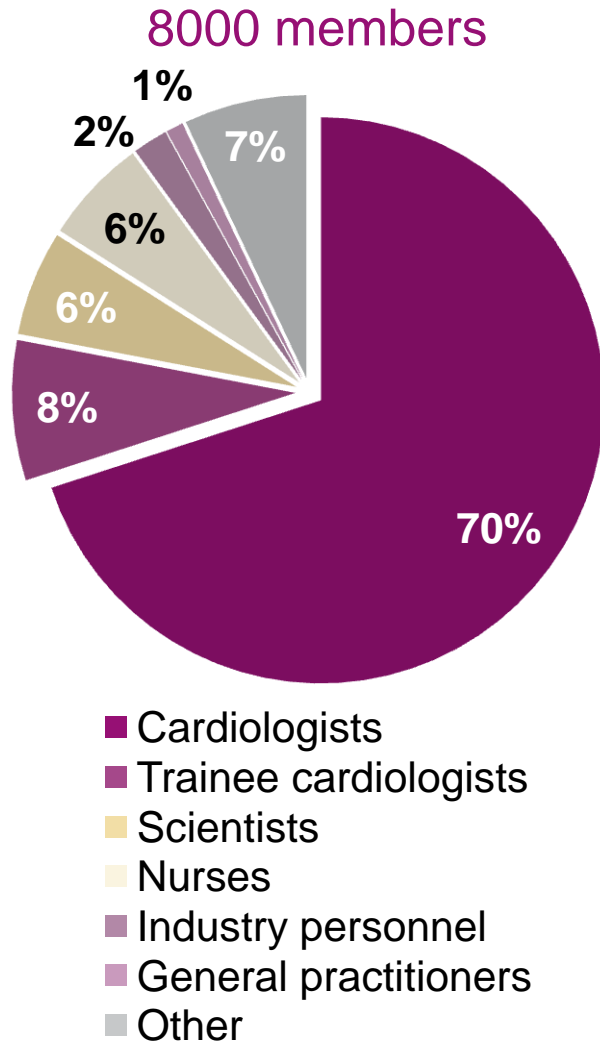
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The Global Heart Failure Awareness Programme is supported by  
Novartis Pharma AG and SERVIER, in the form of an unrestricted educational grant

# Heart Failure Association of the ESC




Working together to improve quality of life and longevity for patients

Improving prevention, diagnosis and treatment of heart failure

Leading a strong European network with established intercontinental partnerships

Running a global campaign to raise awareness of heart failure

# Aims of this meeting



Introduce the Global Heart Failure Awareness Programme

Present a policy report on acute heart failure

Present a global white paper on heart failure

Invite endorsement of these documents by heart failure groups worldwide

Discuss how to use these documents to drive policy change

# Programme

## Welcome and introduction

- Stefan D Anker

## The Global Heart Failure Awareness Programme

- Piotr Ponikowski

## *Improving care for patients with acute heart failure*

- Martin R Cowie

## *Heart failure: preventing disease and death worldwide*

- Gerasimos Filippatos

## Regional perspectives

- Khalid F AlHabib, Henry Krum, Thomas L Force, Vishal Rastogi, Luis E Rohde, Karen Sliwa, Bambang Budi Siswanto

## Future plans

- Piotr Ponikowski

## Discussion

# Who can professional societies engage with to improve patient care worldwide?



Governments/policy-makers



Patient/advocacy groups



Healthcare professionals



Funding bodies



Local/regional organizations

# Driving uptake of the recommendations at local, national and international levels



Promote heart failure prevention

- Which organizations could lead a public awareness campaign?

Ensure equity of care for all patients

- How could we collaborate with policy-makers to improve equity of care?

Support and empower patients and their caregivers

- What role should governments or policy-makers have in supporting patients?

Promote heart failure research

- Which organizations would fund this, and how can we encourage them?