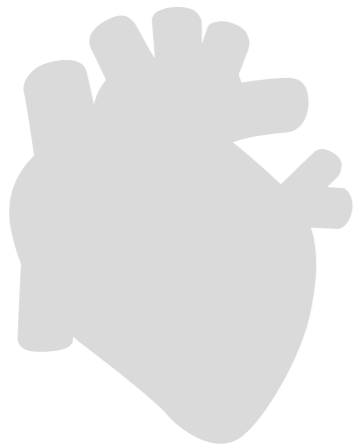


LEARNING ABOUT HEART FAILURE

Heart failure is a debilitating and potentially life-threatening condition, affecting around 26 million people worldwide – however few people fully understand heart failure

WHAT IS HEART FAILURE?

Select from options A to D below



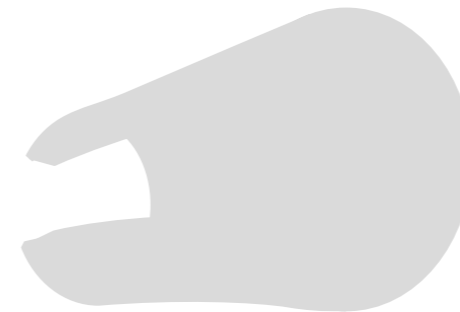
Where the heart
cannot pump enough
blood around the body

A



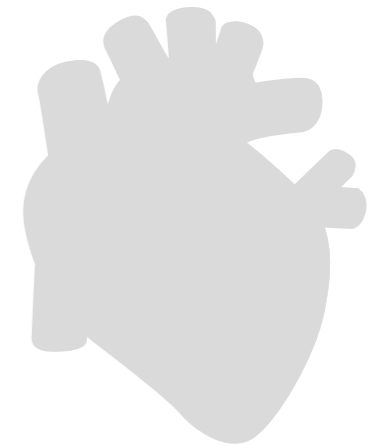
Where the heart's
electrical system
beats irregularly

B



Where blocked or
clogged arteries limit
flow of blood to the heart

C



Where the heart
is starved of blood and
oxygen, usually by a clot

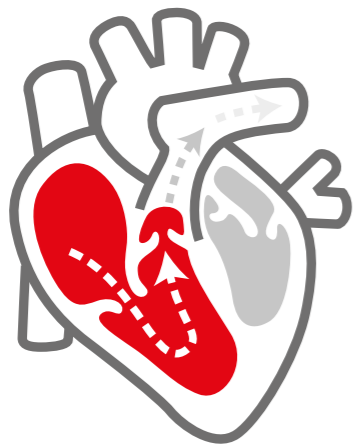
D

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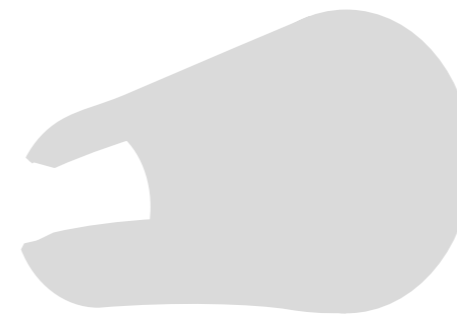
Correct

This is known as
heart failure



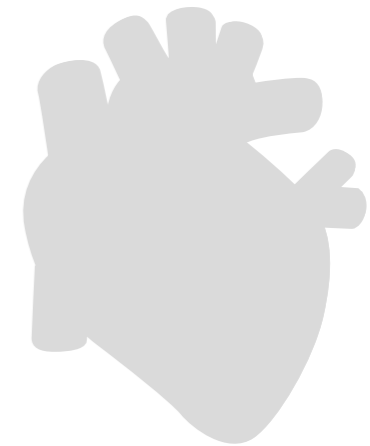
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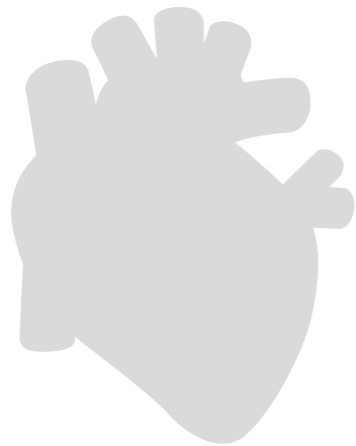
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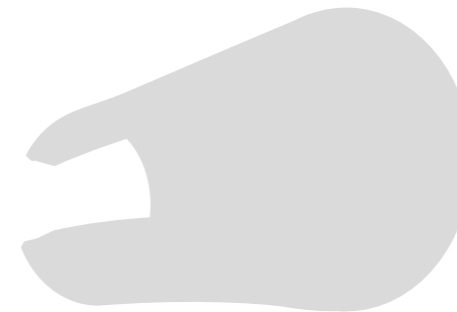
Where the heart
cannot pump enough
blood around the body

A



Incorrect

This is known as
arrhythmia



Where blocked or
clogged arteries limit
flow of blood to the heart

C



Where the heart
is starved of blood and
oxygen, usually by a clot

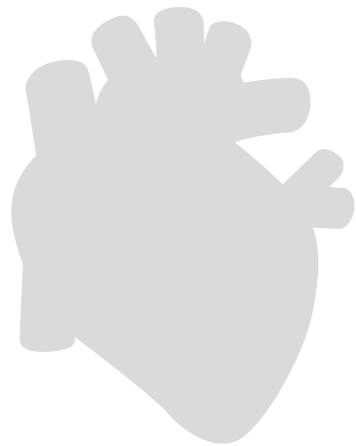
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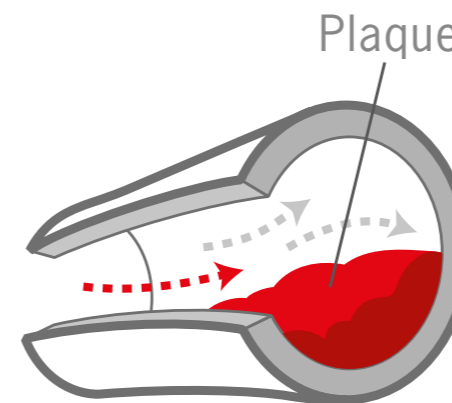
Where the heart
cannot pump enough
blood around the body

A



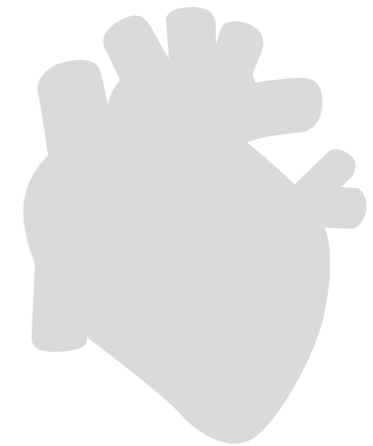
Where the heart's
electrical system
beats irregularly

B



Incorrect

This is known as
atherosclerosis



Where the heart
is starved of blood and
oxygen, usually by a clot

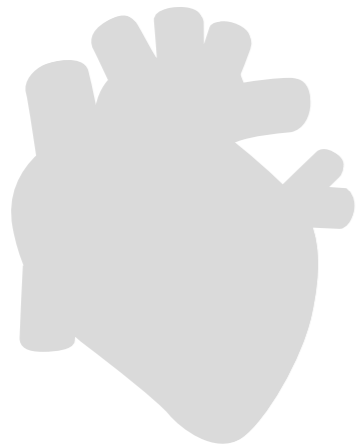
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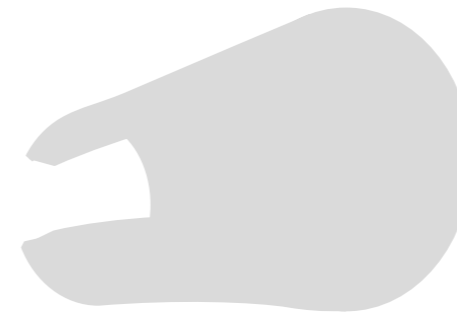
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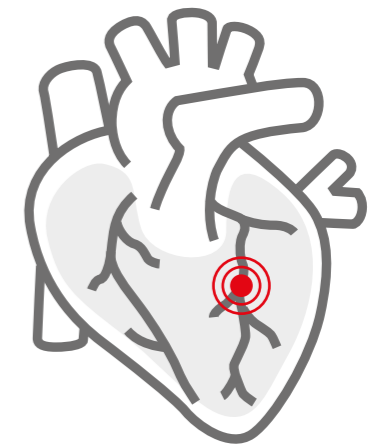
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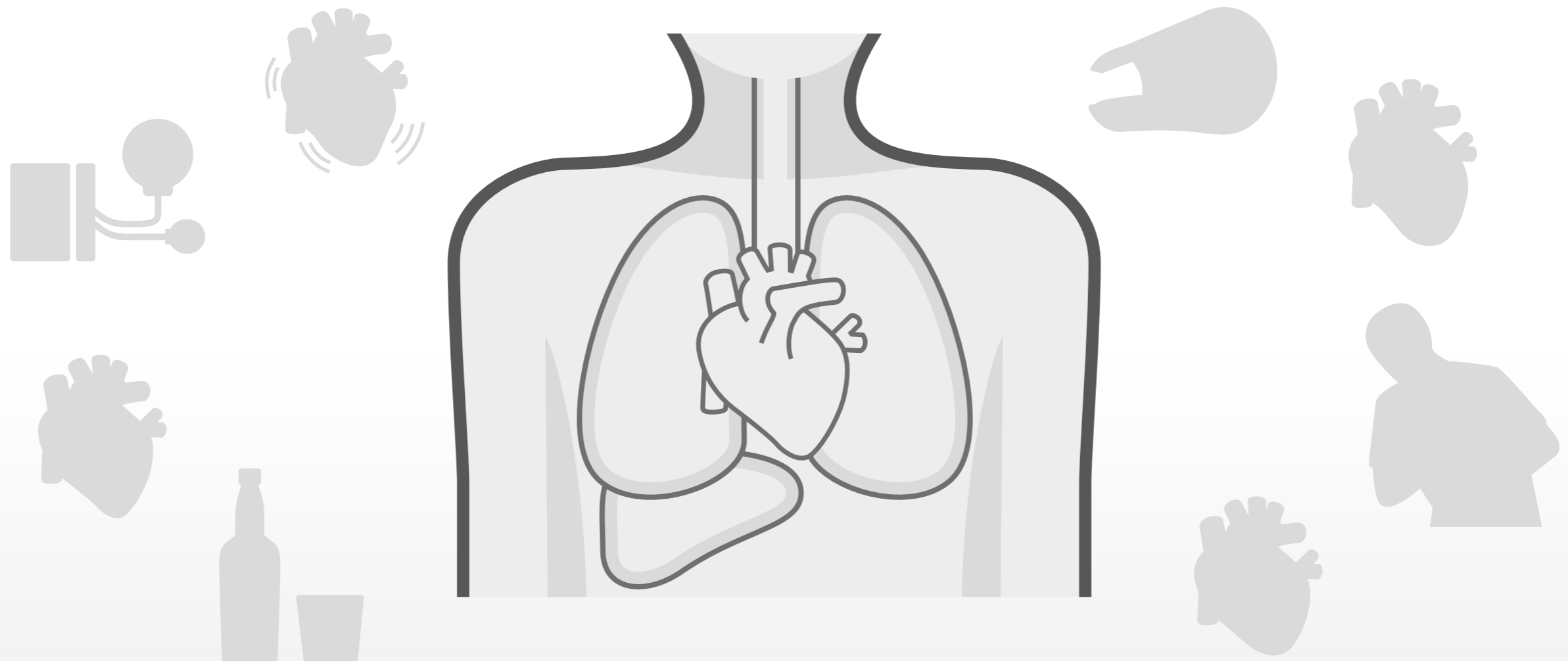
Incorrect

This is known as
a heart attack

COMMON CAUSES OF HEART FAILURE

In most cases, heart failure does not have a single cause – there are a number of conditions that may damage your heart and that could lead you to be diagnosed with heart failure

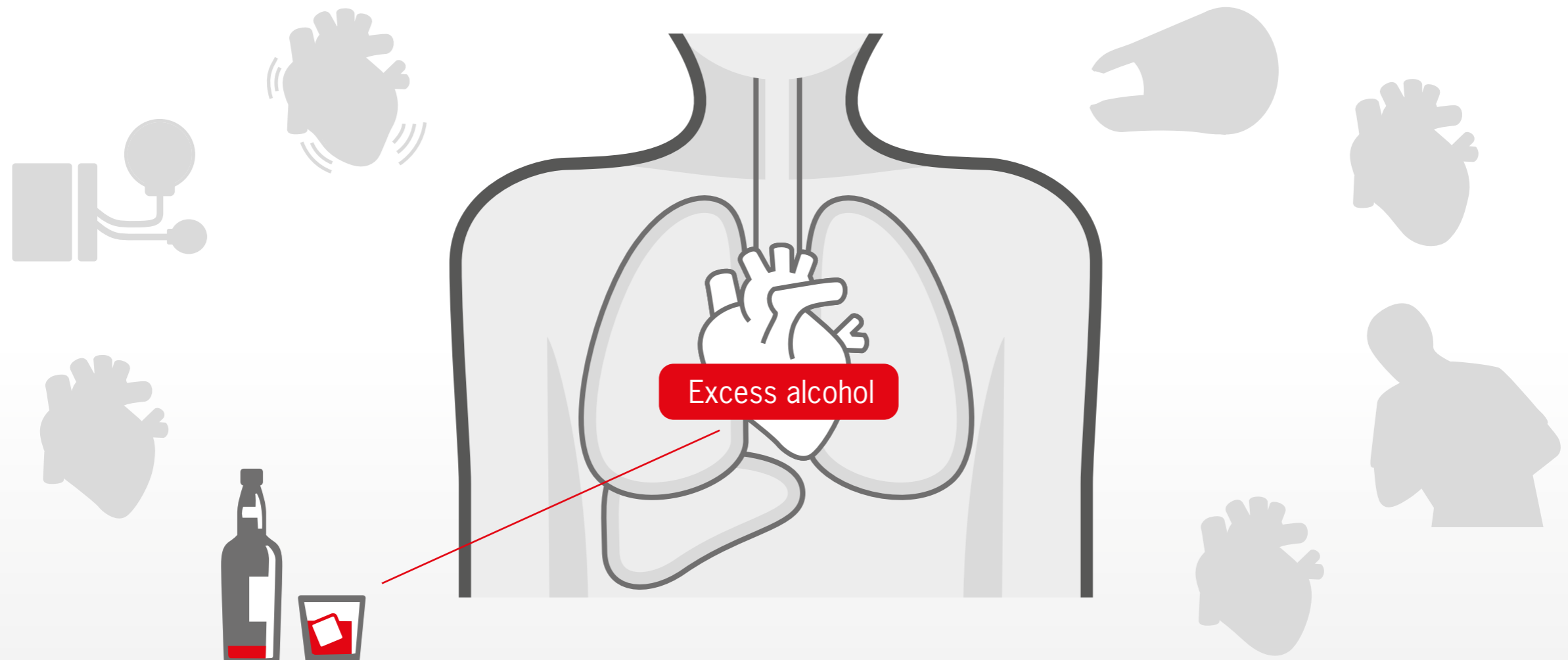
Select the silhouettes below



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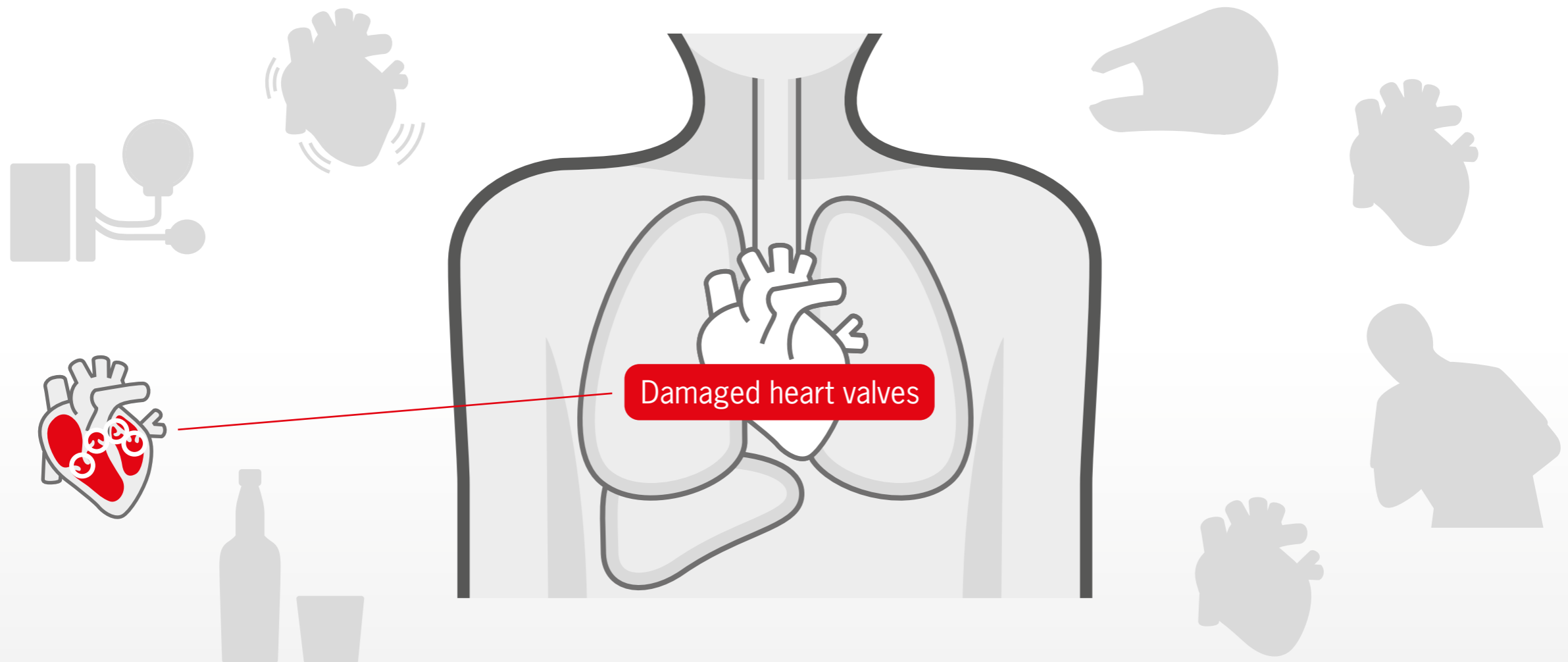
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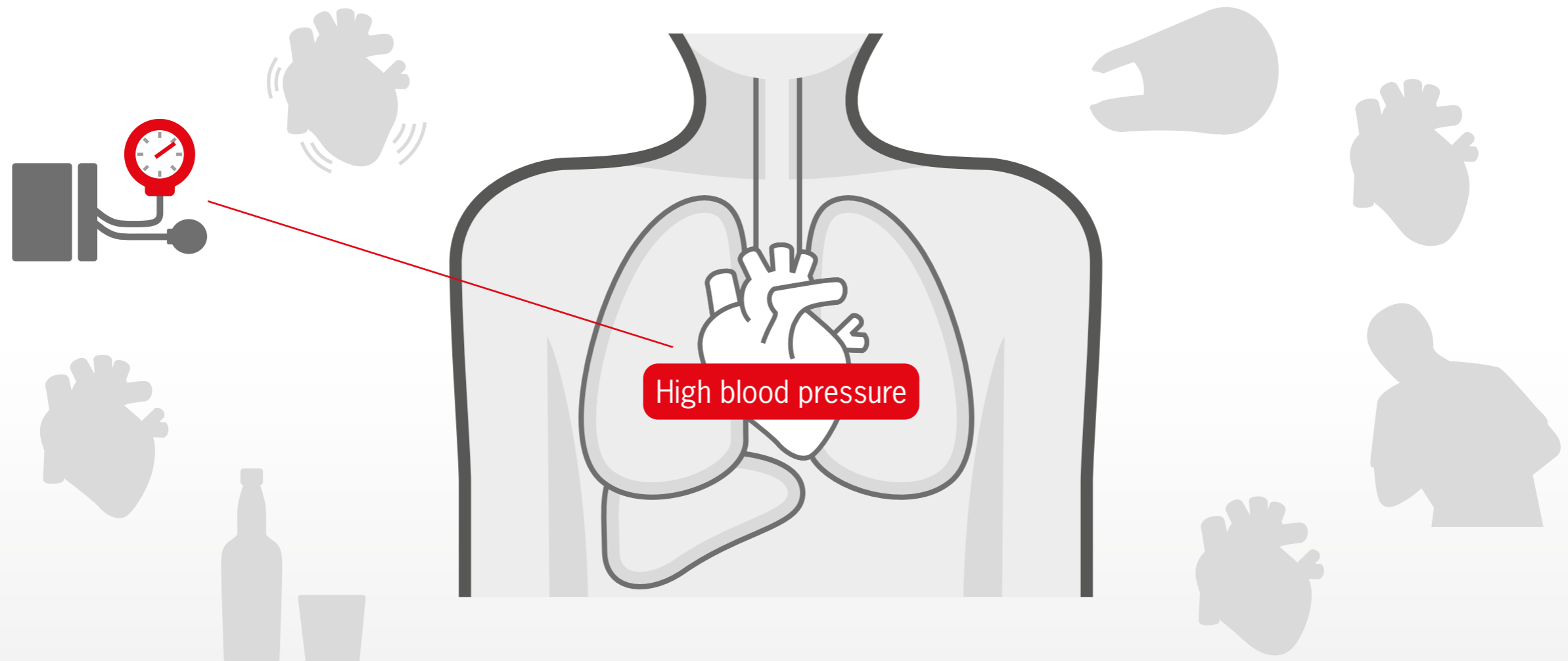
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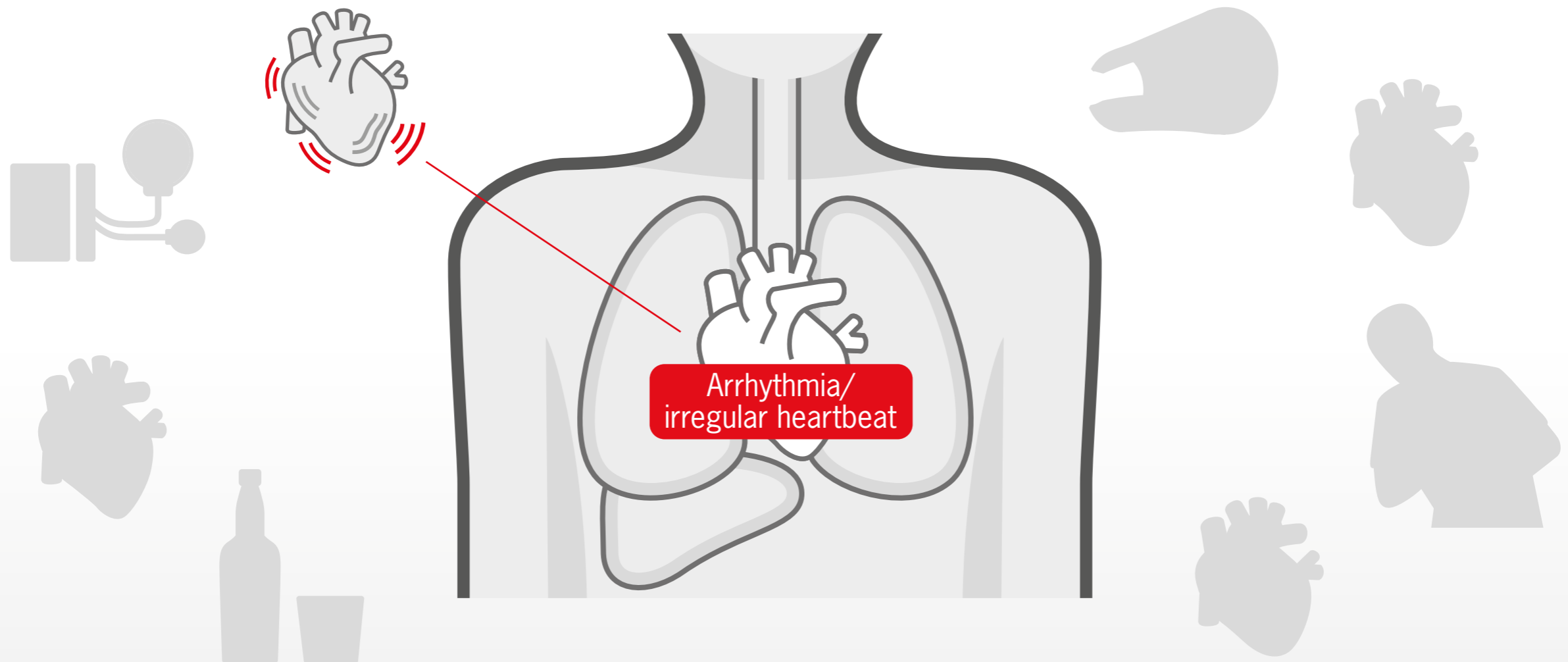
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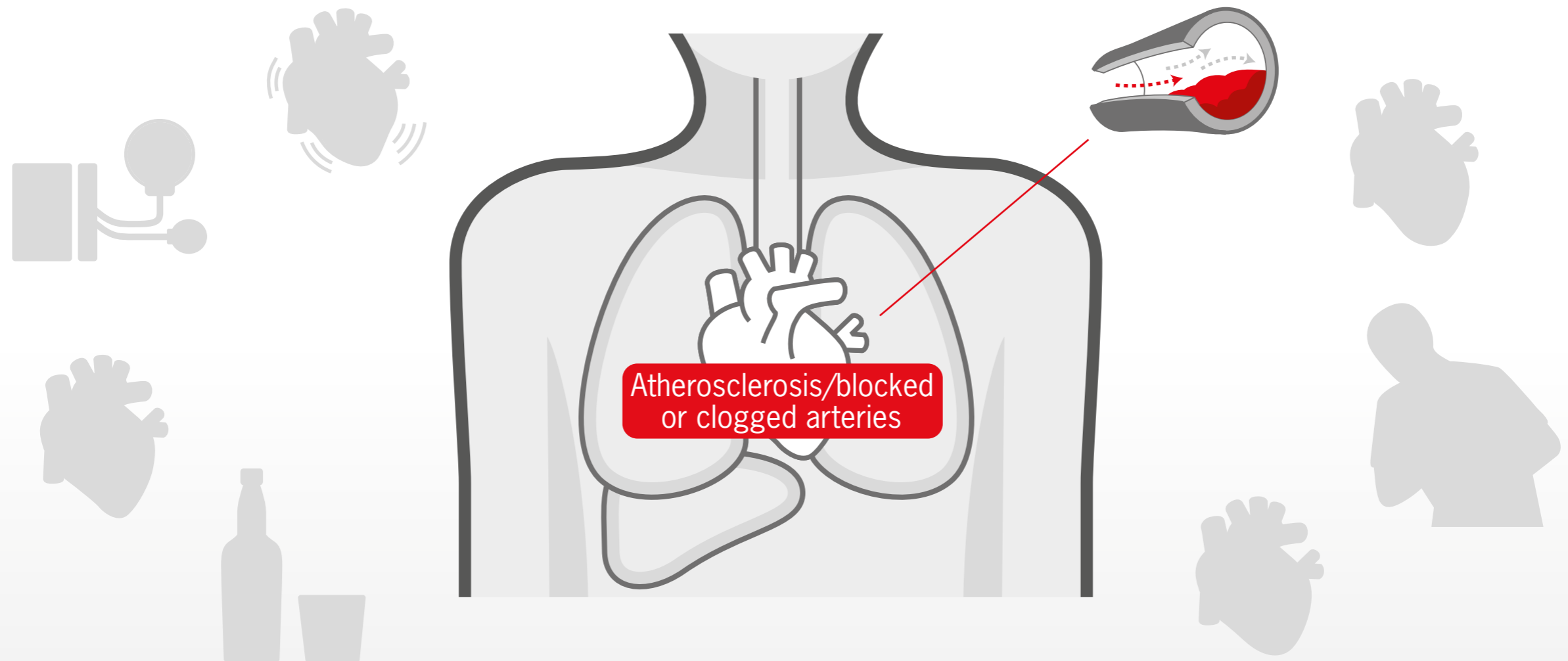
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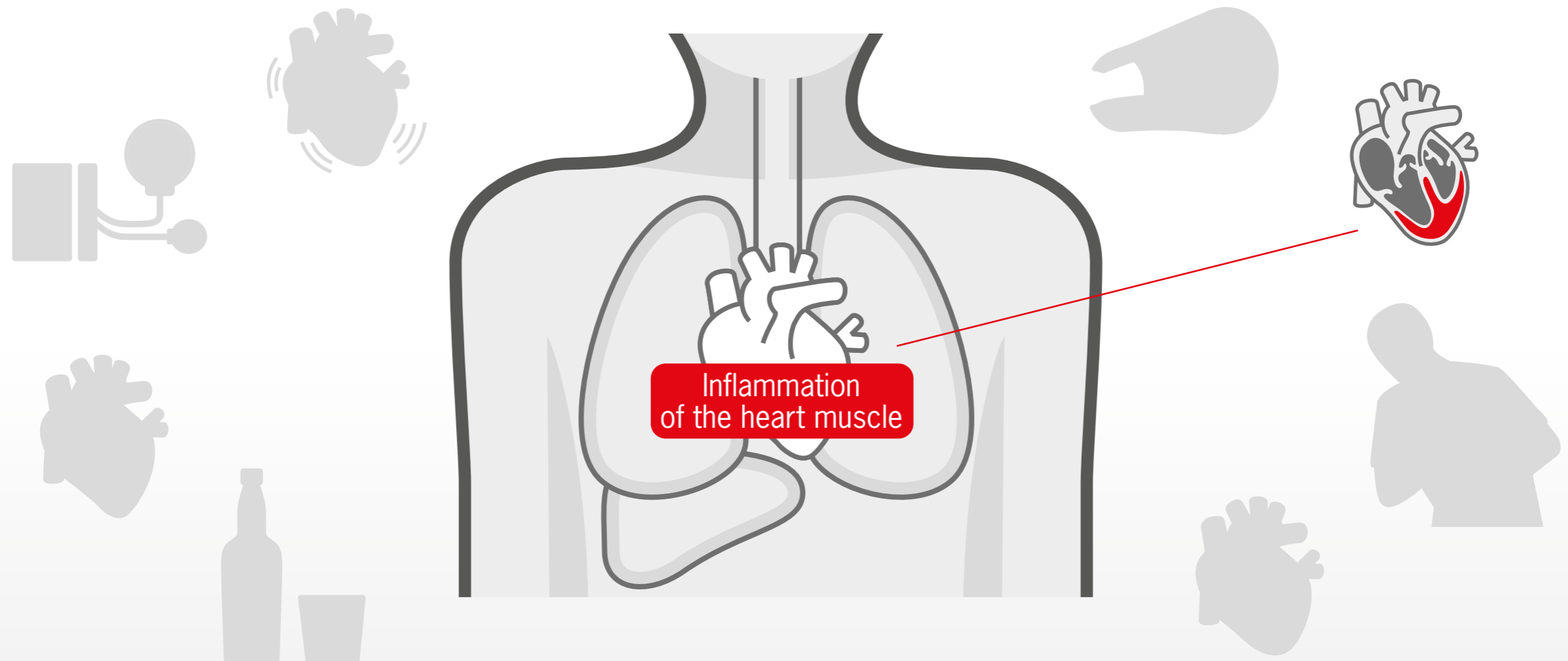
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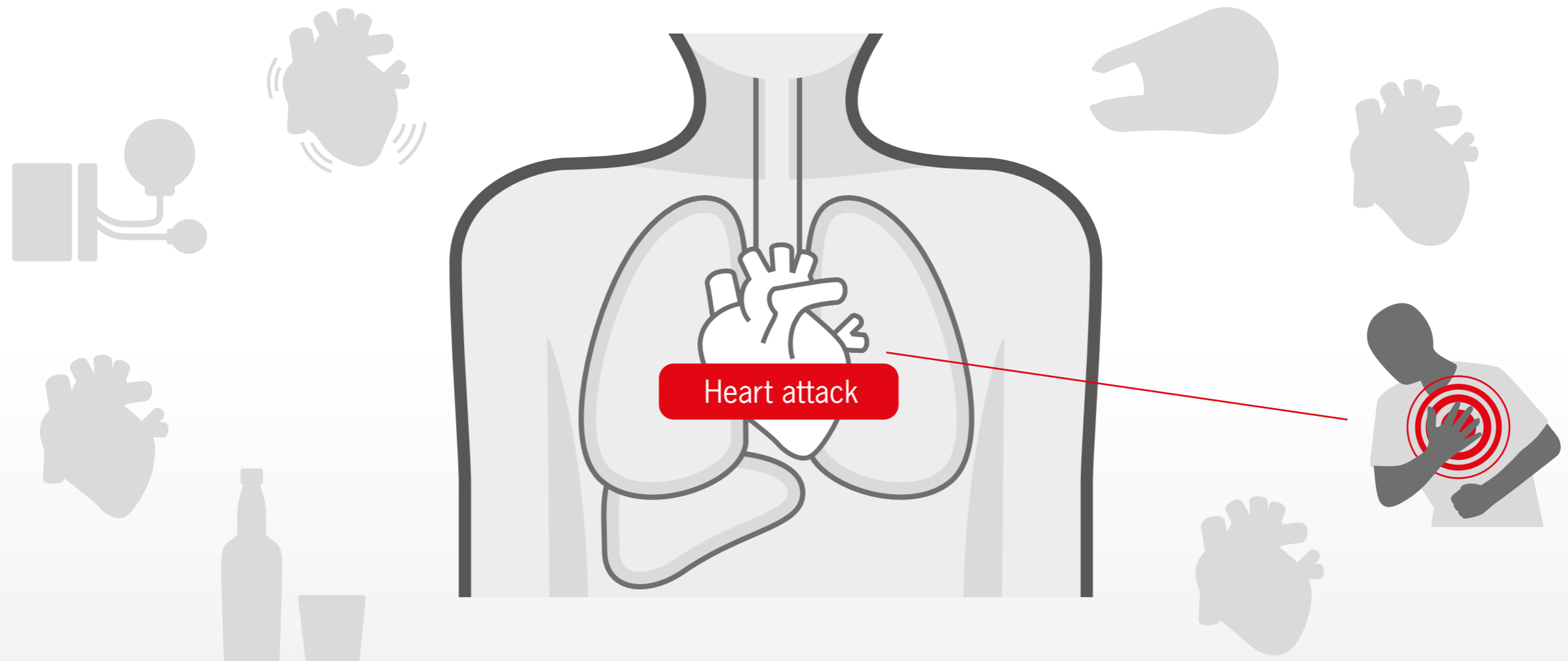
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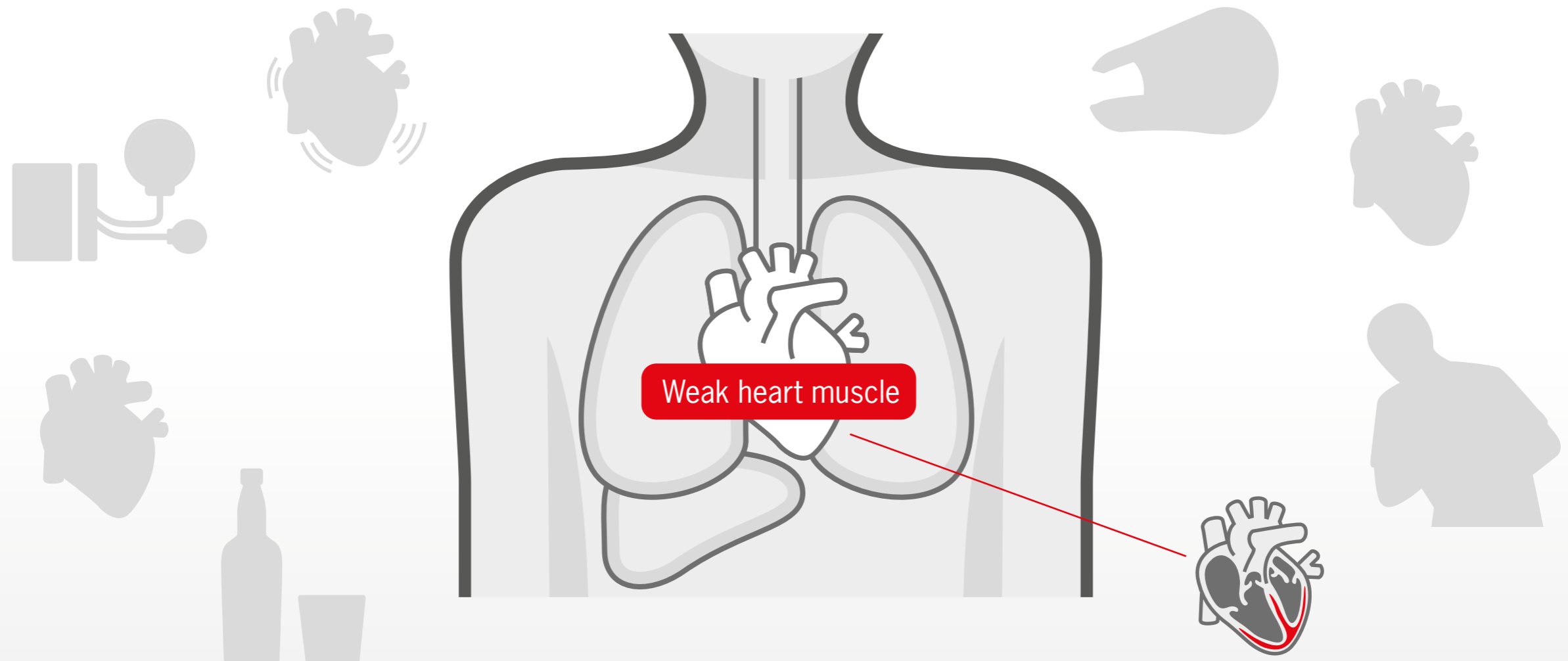
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COMMON CAUSES OF HEART FAILURE

In most cases, heart failure does not have a single cause – there are a number of conditions that may damage your heart and that could lead you to be diagnosed with heart failure

Select the silhouettes below



WHAT IS THE LIFE TIME RISK OF HEART FAILURE?

A

1 in 500 people

B

1 in 50 people

C

1 in 5 people

FIND OUT MORE

Heart failure is a major and growing public health problem – select the silhouettes below



WHAT IS THE LIFE TIME RISK OF HEART FAILURE?

A 1 in 500 people

B 1 in 50 people

C 1 in 5 people

0.2%

Incorrect

FIND OUT MORE

Heart failure is a major and growing public health problem – select the silhouettes below

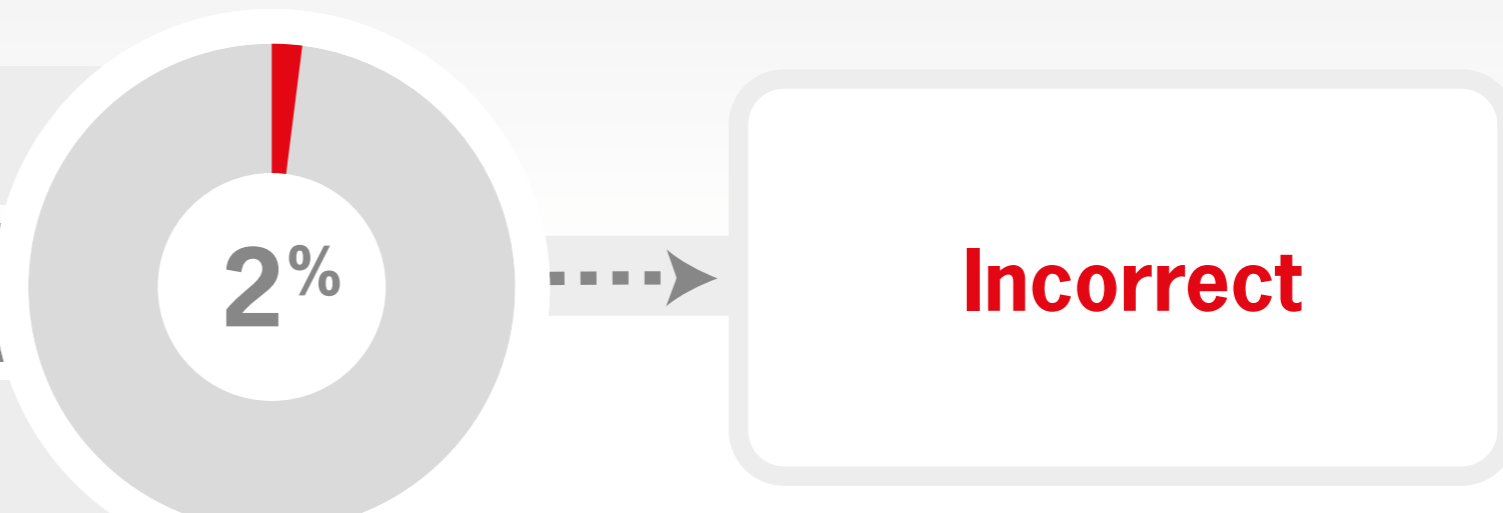


WHAT IS THE LIFE TIME RISK OF HEART FAILURE?

A 1 in 500 people

B 1 in 50 people

C 1 in 5 people



Incorrect

FIND OUT MORE

Heart failure is a major and growing public health problem – select the silhouettes below



WHAT IS THE LIFE TIME RISK OF HEART FAILURE?

A**1** in **500** people**B****1** in **50** people**C****1** in **5** people**20%****Correct**

About 1 in 5 individuals (20%)
will develop heart failure
at some point in their lives



FIND OUT MORE

Heart failure is a major and growing public health problem – select the silhouettes below



WHAT IS THE LIFE TIME RISK OF HEART FAILURE?

A**1** in **500** people**B****1** in **50** people**C****1** in **5** people

FIND OUT MORE

Heart failure is a major and growing public health problem – select the silhouettes below



Around 26 million
people suffer from
heart failure worldwide

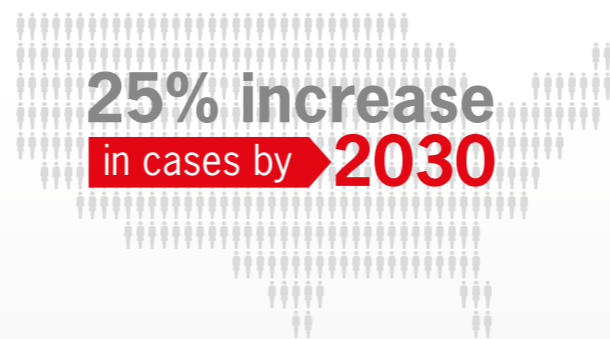


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FIND OUT MORE

Heart failure is a major and growing public health problem – select the silhouettes below



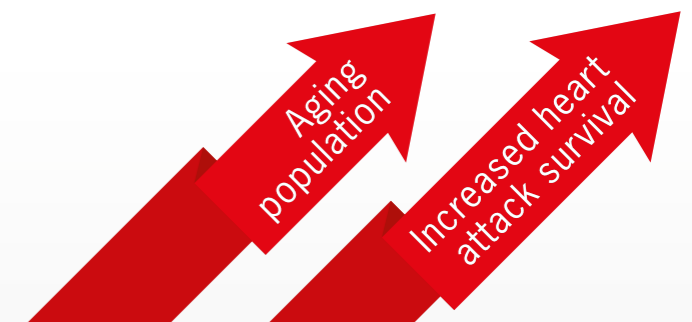
As we age and become
less healthy, this number
is expected to increase
by over 25% by 2030

WHAT IS THE LIFE TIME RISK OF HEART FAILURE?

A**1** in **500** people**B****1** in **50** people**C****1** in **5** people

FIND OUT MORE

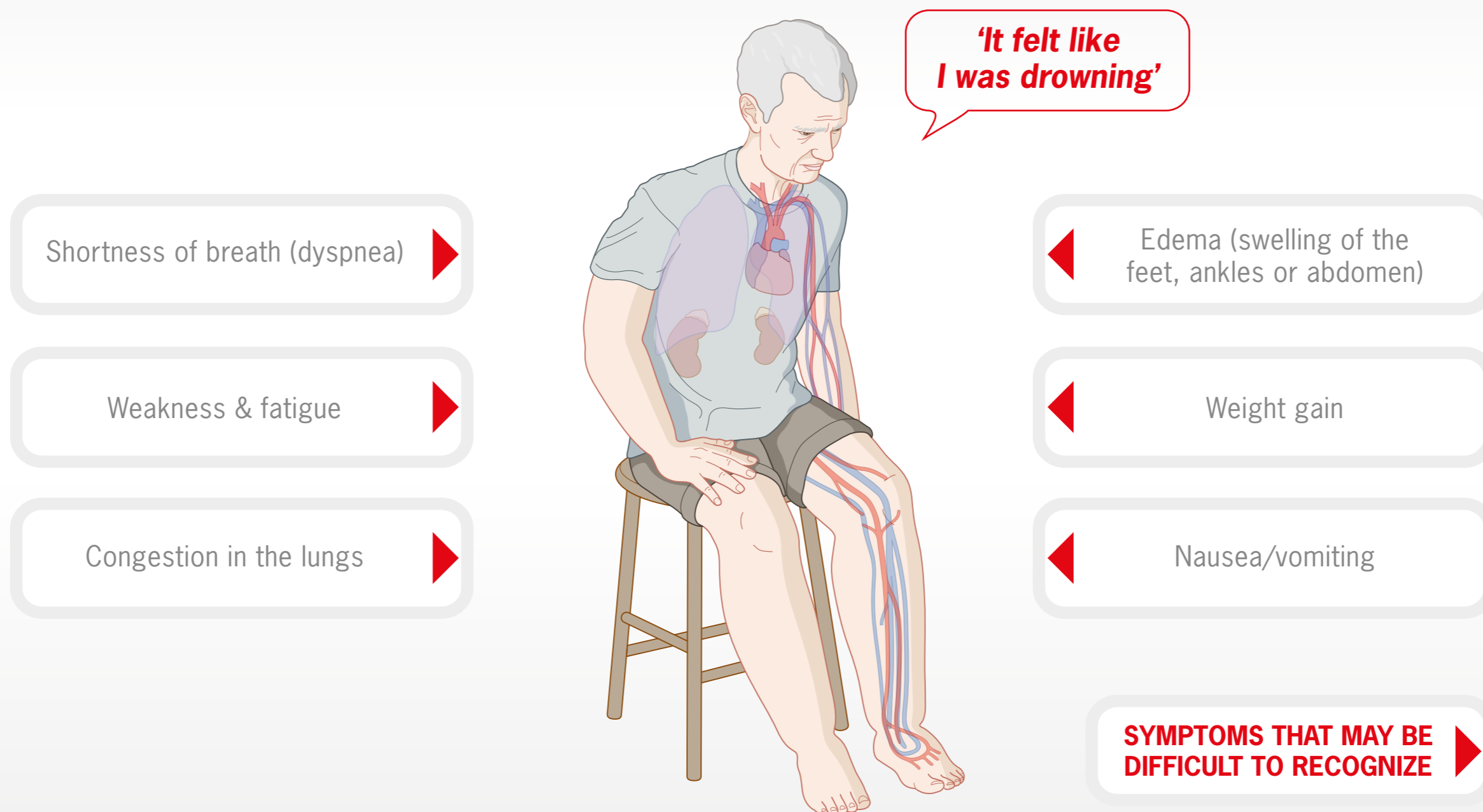
Heart failure is a major and growing public health problem – select the silhouettes below



An aging population and an increase in the number of people surviving heart attacks both contribute to the rise in heart failure

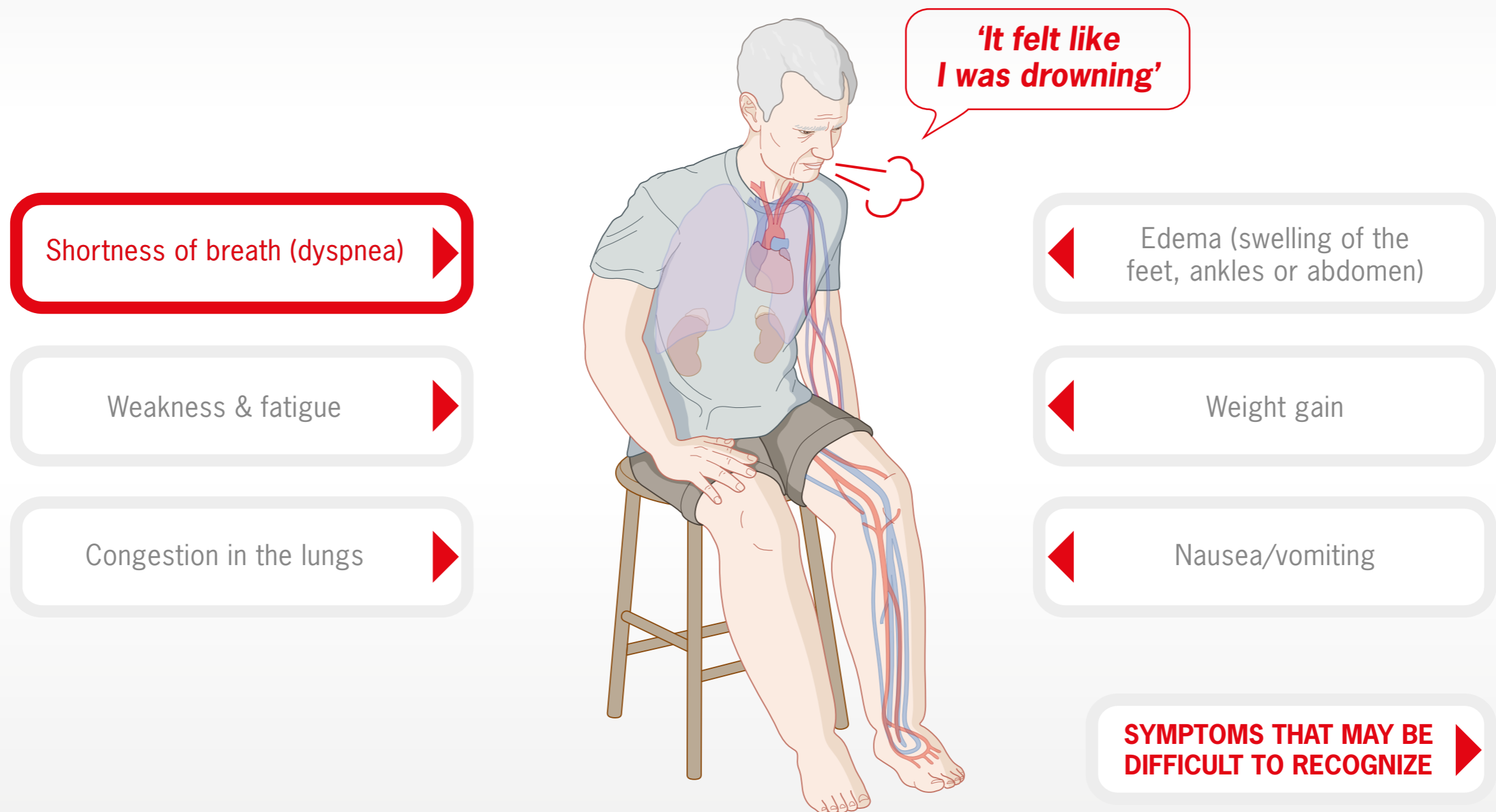
THE SIGNS & SYMPTOMS OF HEART FAILURE WORSEN OVER TIME

Impairing a person's quality of life and impacting family and friends



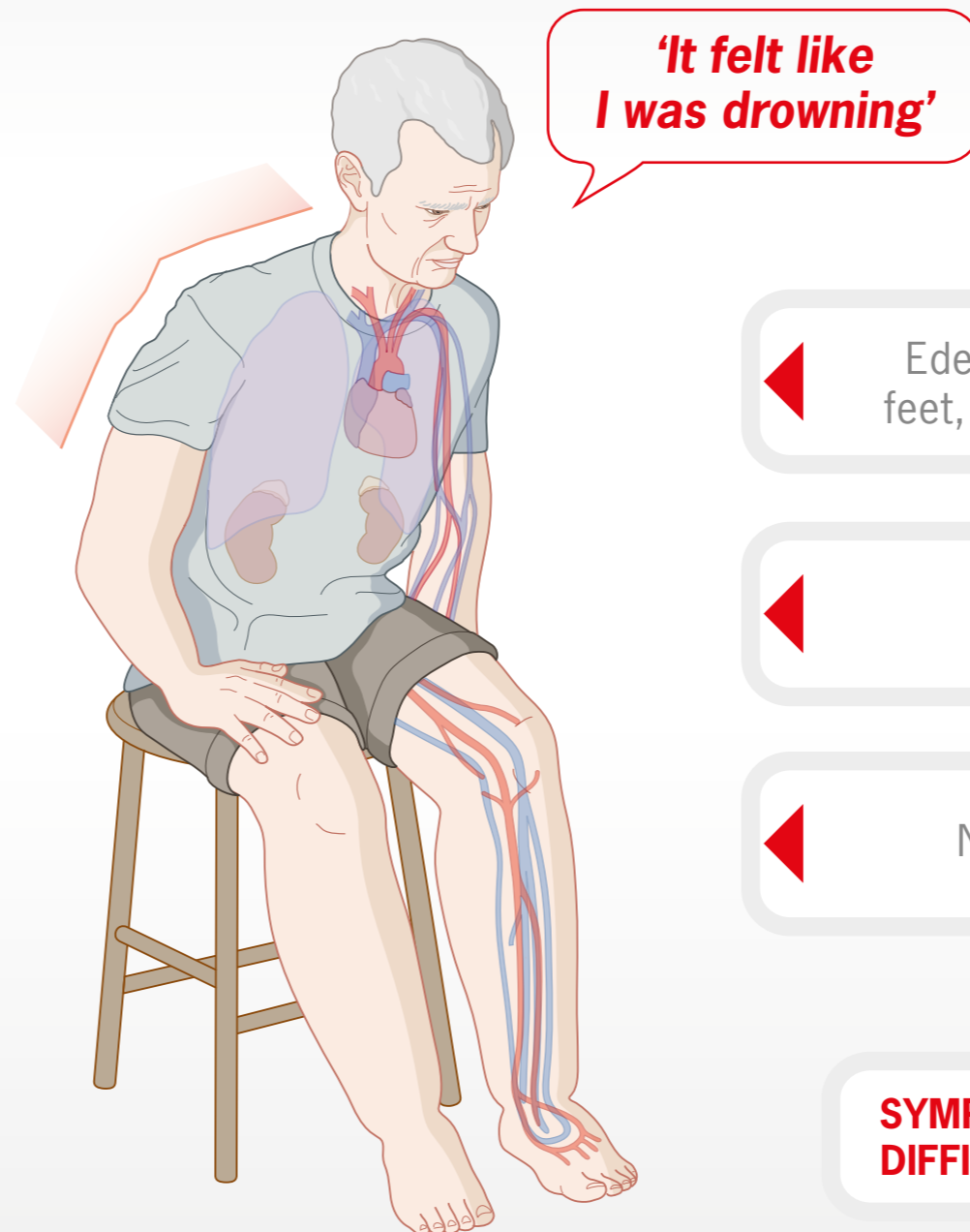
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THE SIGNS & SYMPTOMS OF HEART FAILURE WORSEN OVER TIME

Impairing a person's quality of life and impacting family and friends



Shortness of breath (dyspnea)

Weakness & fatigue

Congestion in the lungs

Edema (swelling of the feet, ankles or abdomen)

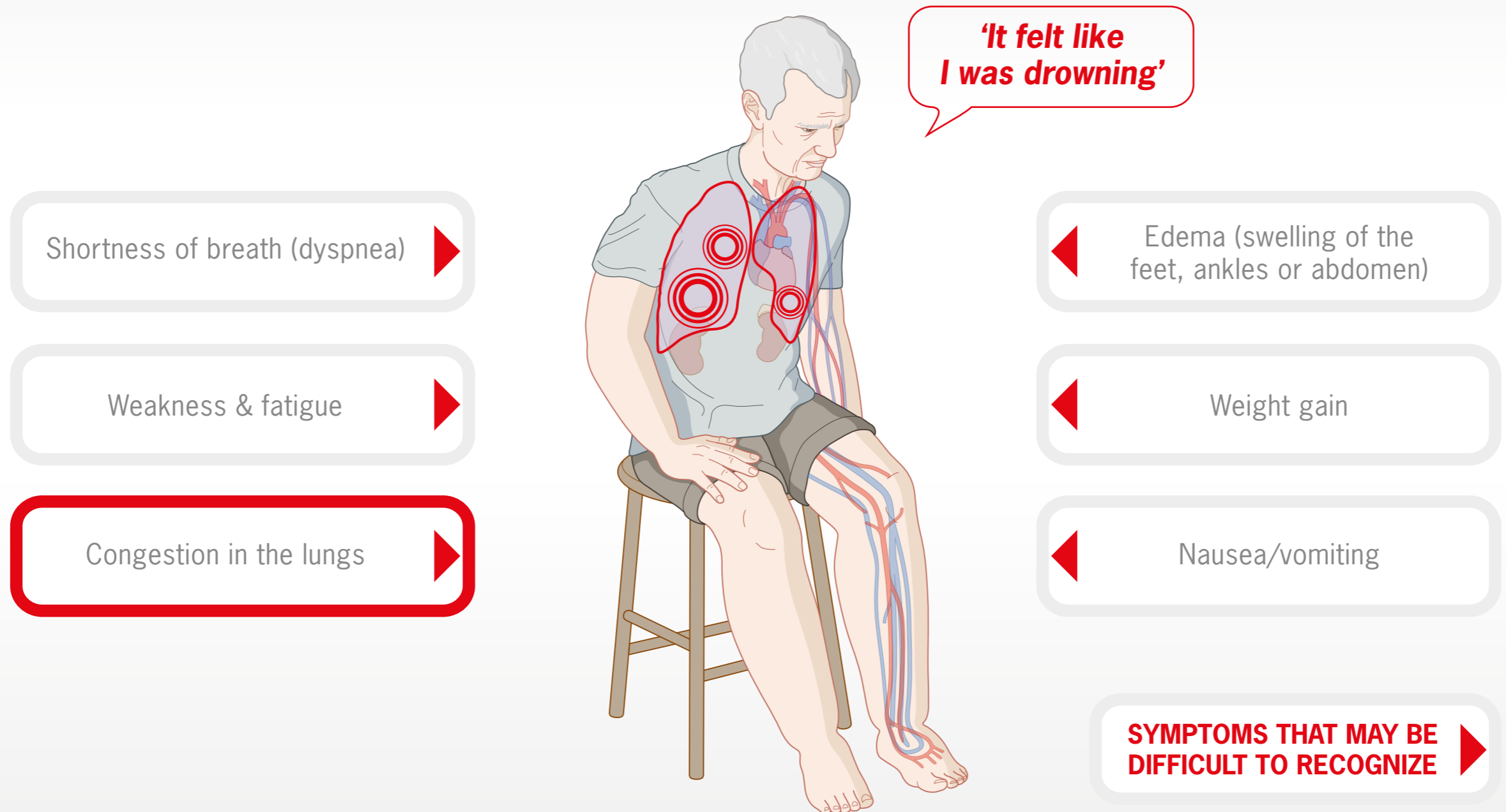
Weight gain

Nausea/vomiting

**SYMPTOMS THAT MAY BE
DIFFICULT TO RECOGNIZE**

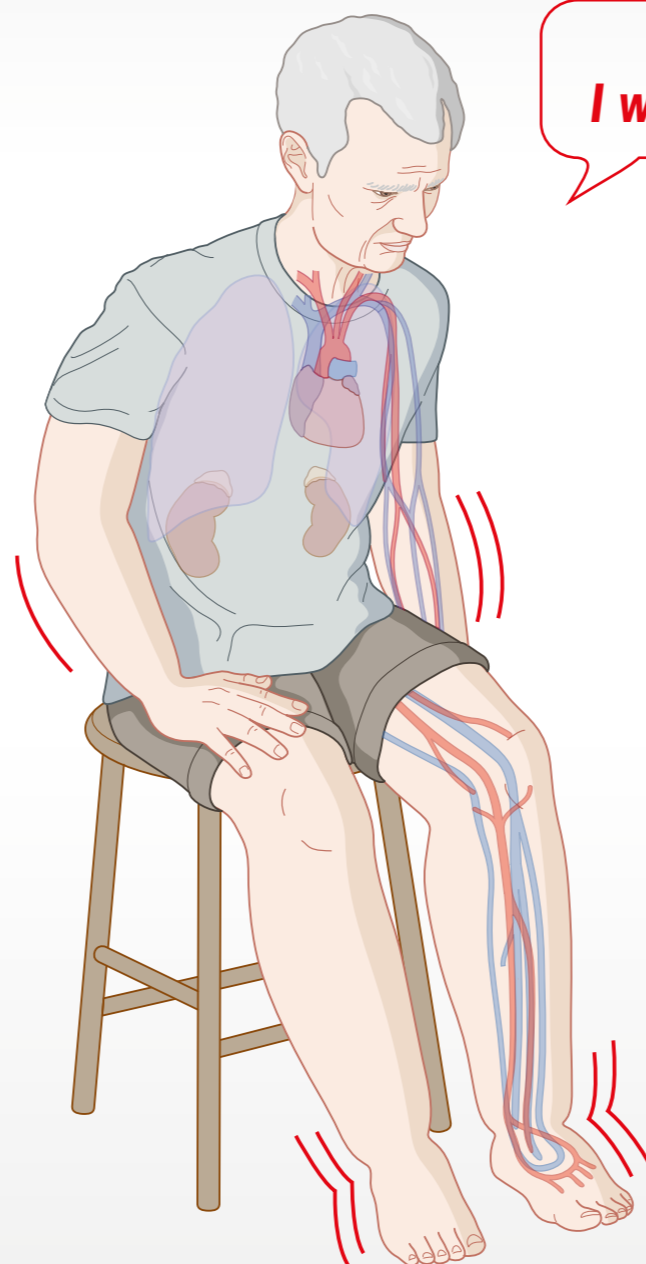
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THE SIGNS & SYMPTOMS OF HEART FAILURE WORSEN OVER TIME

Impairing a person's quality of life and impacting family and friends



***'It felt like
I was drowning'***

Shortness of breath (dyspnea) ▶

Weakness & fatigue ▶

Congestion in the lungs ▶

◀ Edema (swelling of the
feet, ankles or abdomen)

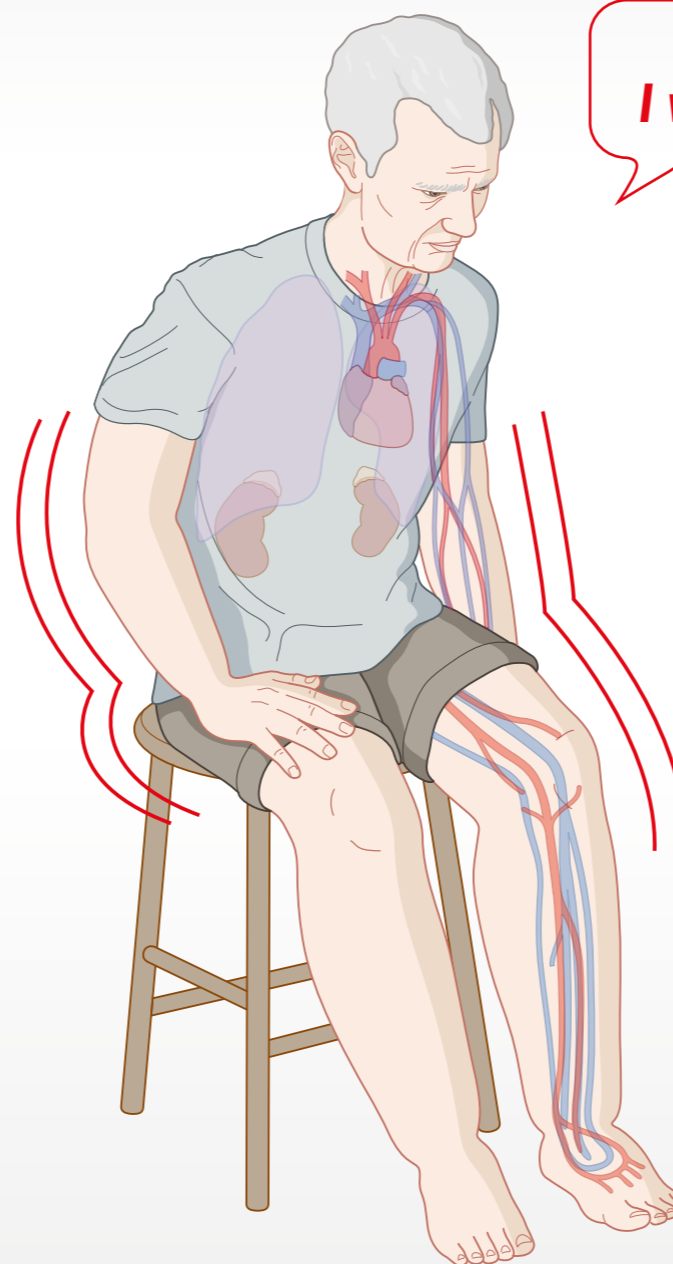
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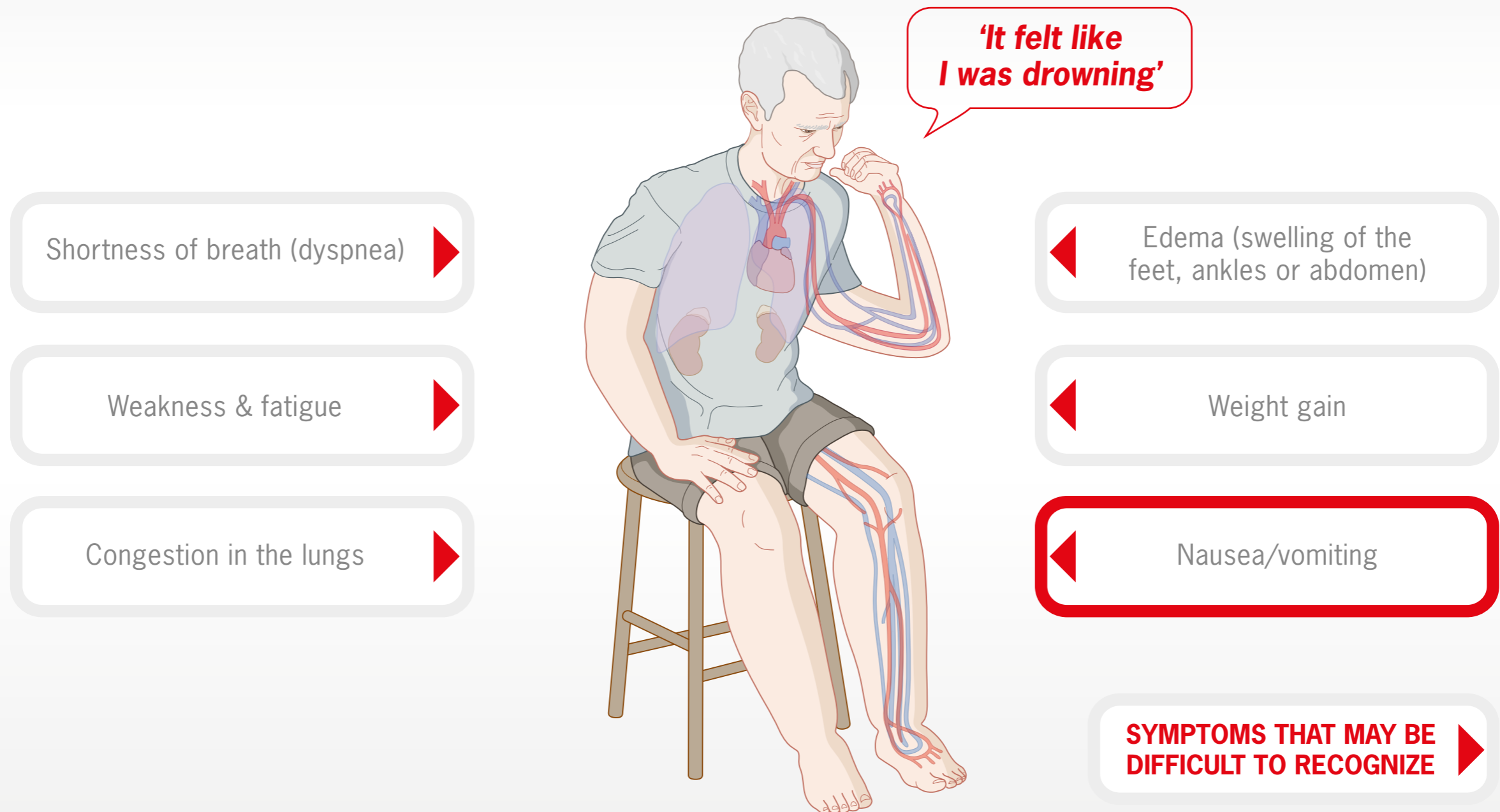
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**SYMPTOMS THAT MAY BE
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THE SIGNS & SYMPTOMS OF HEART FAILURE WORSEN OVER TIME

Impairing a person's quality of life and impacting family and friends



SYMPTOMS MAY BE DIFFICULT TO RECOGNIZE

Patients are often misdiagnosed as having COPD or other conditions

Only **29%** of patients consider heart failure symptoms to be a 'severe complaint'

Fewer than 1 in 10 people can identify 3 common symptoms of heart failure

Many patients are treated with diuretics (water pills) for **ankle swelling**

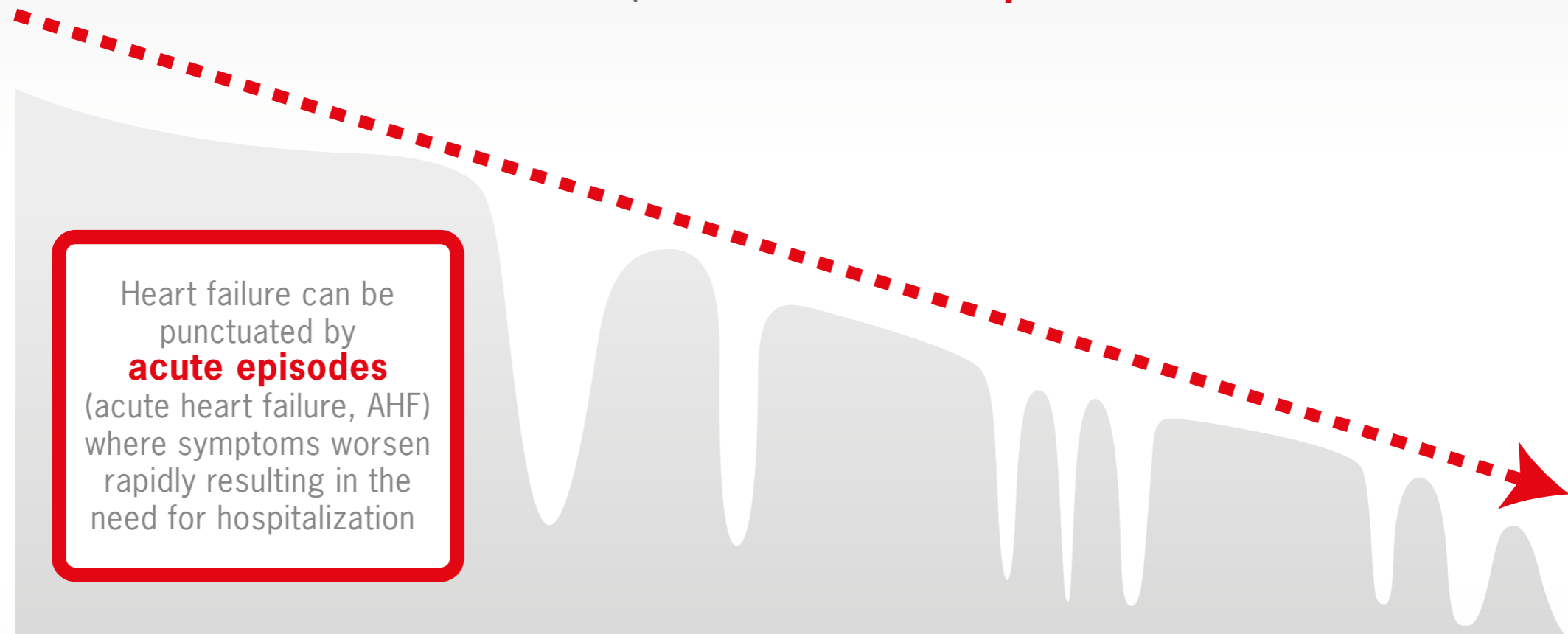


Patients often try to control symptoms such as breathlessness on exertion by adopting a **sedentary life-style**

1 in 4 people would **wait a week or more**, or would not seek medical advice at all, when experiencing the symptoms of heart failure

HEART FAILURE IS A CHRONIC PROGRESSIVE CONDITION

Often interspersed with **acute episodes**



AHF often triggers a cycle of repeat hospitalizations

Patients have a poor prognosis if hospitalized – **half** of patients will die within 5 years of diagnosis

WHAT IS
HEART FAILURE?

COMMON
CAUSES

PREVALENCE
& INCIDENCE

SIGNS &
SYMPTOMS

MORTALITY
RATES

COST

MYTH
OR FACT

URGENT
NEED

HEART FAILURE REPRESENTS A MAJOR AND GROWING PUBLIC HEALTH BURDEN

What is the estimated
global cost of heart
failure per year?

Answer

By how much is
the global cost
set to increase?

Answer

What percentage of
the cost of heart failure is
due to pharmacological
treatment?

Answer

Lloyd-Jones et al. Heart disease and stroke statistics–2010 update: a report from the American Heart Association. *Circulation*. 2010;121:e46-215. Neumann et al. Heart failure: the commonest reason for hospitalization in Germany – medical and economic perspectives. *Dtsch Arztebl Int*. 2009;106:269–75. Berry et al. Economics of chronic heart failure. *European Journal of Heart Failure*. 2001;3:283-291. Stewart et al. The current cost of heart failure to the National Health Service in the UK. *European Journal of Heart Failure*. 2002;4:361-371. Forman et al. Influence of age on the management of heart failure. *American Heart Journal*. 2009;157:1010-1017. Healthcare Cost and Utilization Project 2009 <http://1.usa.gov/s083eF> Accessed August 2013

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Answer

Over
\$45
billion
and growing



By how much is
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Answer



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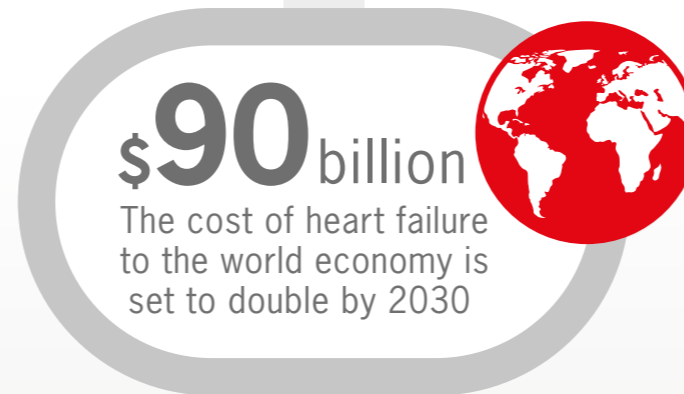
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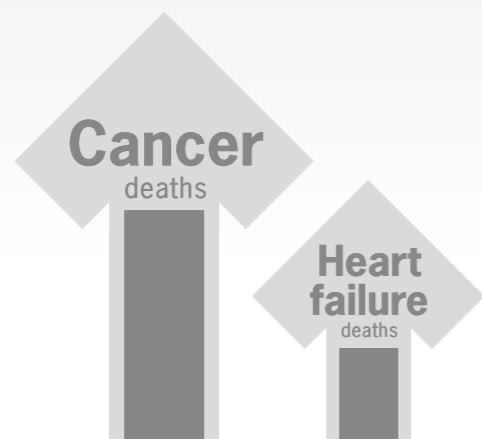
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MYTH OR FACT



Heart failure patients have a better prognosis than cancer patients

Myth or Fact ?



The signs and symptoms of heart failure are easy to recognize

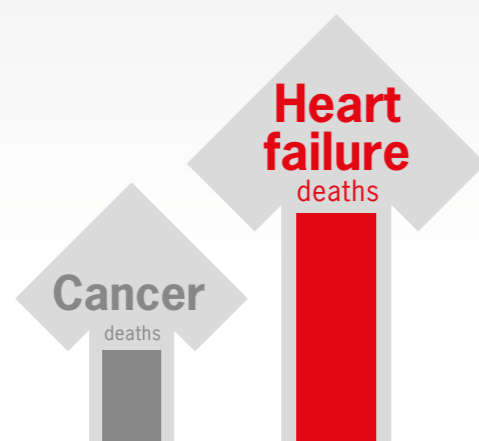
Myth or Fact ?



Heart failure affects mostly men

Myth or Fact ?

MYTH OR FACT



Heart failure patients
have a better prognosis
than cancer patients

Myth or Fact ?

Myth

Heart failure causes
more deaths than some
advanced cancers, including
breast and bowel cancer



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of heart failure are
easy to recognize

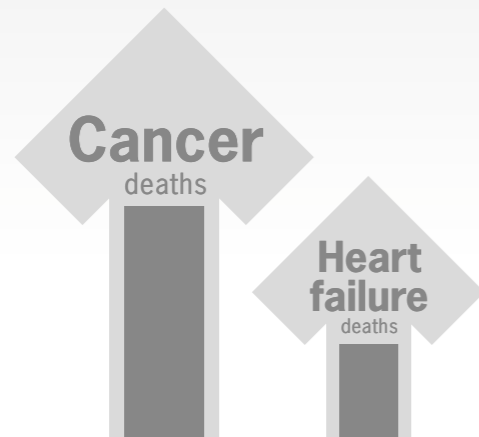
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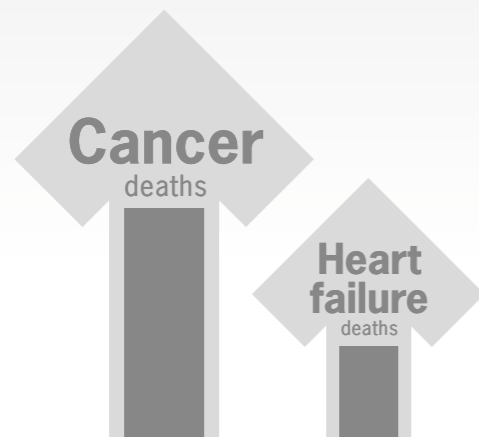
Despite the incidence, only 3% of the general public in Europe can identify the signs and symptoms of heart failure



Heart failure affects mostly men

Myth or Fact ?

MYTH OR FACT



Heart failure patients
have a better prognosis
than cancer patients

Myth or Fact ?



The signs and symptoms
of heart failure are
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Myth or Fact ?



Heart failure affects
mostly men

Myth or Fact ?



Myth

There is a widespread
misconception that heart failure
is a man's disease. But heart
failure is also a devastating
health problem for women

MORE NEEDS TO BE DONE



Heart failure is a growing public health problem



Despite significant progress in other heart conditions, high risk of hospitalization and death from heart failure has not changed in a decade



Public awareness of the signs and symptoms of heart failure is low

There is an urgent need to increase people's ability to recognize the symptoms of heart failure, and to help heart failure patients live longer and in better health