



Arrhythmia Alliance™

www.heartrhythmalliance.org

Arrhythmia Alliance Cardiac Update Meetings

STARS

Syncope Trust And Reflex anoxic Seizures®

Working together with individuals, families and medical professionals to offer support and information on syncope and reflex anoxic seizures.



Arrhythmia Alliance

www.heartrhythmalliance.org

Working together to improve the diagnosis, treatment and quality of life for all those affected by arrhythmias.

AFA
AF Association®

Working to provide information, support, and access to established, new or innovative treatment for atrial fibrillation (AF).

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Registered Charity No. 1107496

What do we do?

- ♥ We work with the public to increase awareness and education of arrhythmias.
- ♥ We produce factual publications written by experts in the field and endorsed by the Department of Health.
- ♥ We provide personalised support and advice to patients, carers and medical professionals via our helpline and online communications.
- ♥ We hold educational events for medical professionals and patients, both singly and combined.
- ♥ We work with the NHS, Department of Health and other health organisations to improve policy and best practice.
- ♥ We develop reports, surveys and evidence to show the scale of the problem and offer specific advice on reducing risk and reducing cost to the NHS. For example the White Paper "Screening for Atrial Fibrillation" co-authored by Trudie Lobban, CEO.
- ♥ We present our research at world renowned meetings such as Heart Rhythm Congress (HRC), European Society of Cardiology Congress, Europace and many more.

"How patient advocacy in partnership with community pharmacy can identify people at risk of AF in community pharmacy setting."

Presented at ESC Congress, August 2017

"How multinational community pharmacist used AF Association pulse rhythm check campaign (Know Your Pulse) to raise awareness of and identify people at risk of AF."

Presented at Europace, June 2017

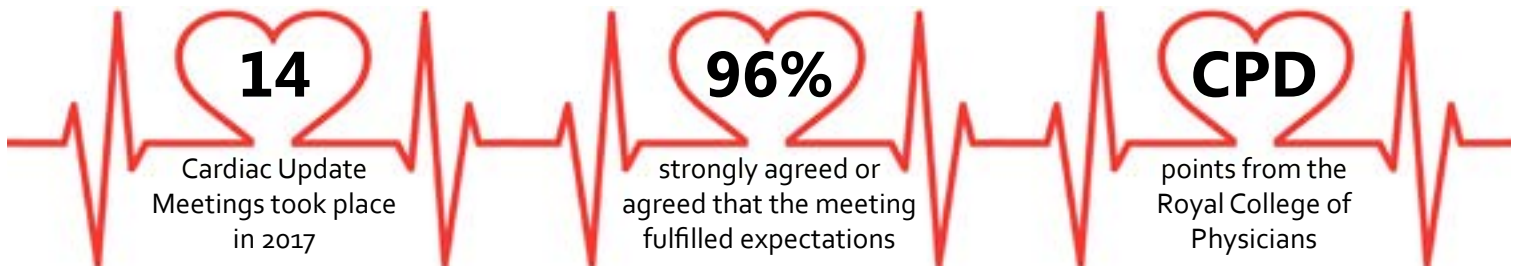
"Arrhythmia Alliance Patient Survey; Device related infection in implanted cardiac electronic devices."

Presented at HRC, October 2017

Why?

- ♥ 1 in 2 people will experience a **loss of consciousness** at somepoint in their life
- ♥ Almost **three million people** have an arrhythmia in the UK
- ♥ 1.5 million people in the UK have AF, **500,000 are not yet diagnosed**
- ♥ Approximately 30% of adults and up to 40% of children diagnosed with epilepsy in the UK **do not have the condition**
- ♥ Every year in the UK, **100,000 people die** from sudden cardiac arrest, more than lung cancer, breast cancer and AIDS combined
- ♥ Every 15 seconds, someone has an **AF-related stroke**

Arrhythmia Alliance Cardiac Update Meetings 2017



Meeting topics covered: screening for atrial fibrillation and making it a national priority, detecting and diagnosing reflex syncope, anticoagulation therapy, heart failure, device therapy and palliative and end of life care.

- ♥ "I found all the topics interesting. Lots of important take home messages."
- ♥ "Having been off work for 12 months, it certainly refreshed my memory and in attending I felt that I was able to increase my knowledge base."
- ♥ "I thought the venue was excellent with a spacious and airy breakout area."
- ♥ "I loved and appreciated everything. We were treated to all sorts of high level stuff which was even understood by me. I have passed on bits to patients and colleagues already."



Arrhythmia Alliance Cardiac Update Meetings 2018

Through sixteen Cardiac Update Meetings across the UK we aim to continue our efforts from 2017 to increase awareness of arrhythmias and their effects to primary, secondary and tertiary care. The locations below are a guide to the areas being targeted for this meeting series:

For 2018, the agenda will cover topics such as

- Identifying the undiagnosed person – which ECG is best for your patient
- Syncope and falls
- Inherited cardiac arrhythmias (Long QT, Brugada, CPVT etc.)
- Nurse led clinics
- Anticoagulation therapy to protect from an AF-related stroke – medication interactions
- Risk factors of developing heart failure with AF – What are the treatment options?
- Weight management and AF
- NICE and ESC guidance for devices to correct the arrhythmia
- Interactive session (whole group discussion) - Perfecting the patient care pathways
- How does our region compare to the rest of the UK



If you would like us to host an extra meeting in another region please do not hesitate to contact us.

*Please note: we do not distribute our meeting delegate lists; this has been the charity's policy for many years, however we will provide an occupational breakdown upon request.

Sponsorship Opportunities

**Sponsorship of individual A-A Cardiac Update Meetings
- £750 + VAT per meeting**

TO INCLUDE:

An exhibition table will be provided with complimentary passes for up to two attendees (including refreshments and lunch)

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Logo of sponsor and website link published on the Arrhythmia Alliance, AF Association and STARS websites

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Entitled to include one item in the delegate bags

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Acknowledgement of sponsors with logo on meeting agenda

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Additional industry passes available at £30 per delegate



**To discuss or confirm your sponsorship of the 2018 A-A Cardiac Update Meetings
please contact Kirstie Fensom:**

@ k.fensom@hearhythmalliance.org ☎ +44 (0)1789 867 525

The story began...

In 1993, Trudie Lobban established STARS (Syncope Trust And Reflex anoxic Seizures) following a long struggle to obtain an accurate diagnosis and ongoing support for her young daughter Francesca, who had RAS (reflex anoxic seizures). Since then STARS has grown exponentially, reaching internationally, providing information and guidance for adults and children experiencing unexplained loss of consciousness.



Trudie recognised that this knowledge gap was not only for her daughter's condition, but for all arrhythmias, and so with world renowned arrhythmia expert Prof John Camm, founded umbrella charity Arrhythmia Alliance (A-A). Our vision is that every person affected by an arrhythmia will receive information, support and rapid access to appropriate treatment.

AF Association was formed in 2007 in response to overwhelming requests from medical and patient stakeholders seeking medically approved, informed and up to date information on atrial fibrillation (AF) and atrial flutter (Afl). AF Association is the UK's only charity dedicated to supporting those affected by, or involved in, the care of AF.



Our resources have been translated in over 15 languages

www.hearhythmalliance.org holds 61 international websites

Find us on Facebook, Twitter & HealthUnlocked

Our resources are written by experts in the field and endorsed by the Department of Health

Our helpline receives in excess of 200 calls every week

About us...

When A-A was formed, the word 'arrhythmia' was mentioned only once in the National Service Framework for heart disease. Following a successful lobbying campaign by A-A, a whole **chapter on Arrhythmias and Sudden Cardiac Death** was included.

We are recognised as a **national and international central information point** for reliable factual information, with our information resources available 24/7 via our website in a variety of languages. We also have dedicated sites for Medical Professionals including Heart Rhythm Specialists, Heart of AF and Heart of Syncope.

Arrhythmia Alliance Heart Rhythm Congress is the UK's largest annual arrhythmia specialist event, offering an unrivalled opportunity for healthcare professionals, commissioners and service providers with an interest in the management of arrhythmias to network and share knowledge, experience and innovation. Our annual **Patients Day** as part of Heart Rhythm Congress offers a unique opportunity for patients and care-givers to share similar experiences with other sufferers, and with experts in the field.



“resources available 24/7 via our website in a variety of languages”

“Our Know Your Pulse events are the first step for many in gaining diagnosis”

Our annual **Arrhythmia Alliance World Heart Rhythm Week** in June encourages supporters old and new to raise awareness of arrhythmias by holding activities around the world. Our Know Your Pulse events are the first step for many in gaining diagnosis of a potentially life-threatening condition.

Similarly **AF Association Global AF Aware Week** in November focuses on our Detect, Protect, Correct & Perfect campaign, asking all of our supporters to spread the word about the most common arrhythmia; whether this is by simply sharing and displaying information, holding an AF Awareness activity, or fundraising and donating to the AF Association.

The **All-Party Parliamentary Group on AF and All-Party Parliamentary Group on Arrhythmias** continue to champion awareness of these conditions from within the heart of Westminster. The Groups work with a broad range of parliamentarians from across the political spectrum to highlight the issues from within parliament.

If you'd like more information on becoming involved in any/all of these activities please contact Trudie Lobban by emailing trudie@hearhythmalliance.org

Dates for the Diary

Arrhythmia Alliance Cardiac Update Meetings
January - July 2018

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Arrhythmia Alliance London Arrhythmia Summit
16 March 2018

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Arrhythmia Alliance World Heart Rhythm Week
4-10 June 2018

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Arrhythmia Alliance Heart Rhythm Congress - Patients Day
7 October 2018

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Arrhythmia Alliance Heart Rhythm Congress
7-10 October 2018

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AF Association Global AF Aware Week
19-25 November 2018



**Heart
Rhythm
Congress**

The International Convention Centre (ICC),
Birmingham UK

www.heartrhythmcongress.org

Defibs Save Lives
Make your community HeartSafe



www.defibssavelives.org

THE HEART OF AF

A one-stop educational resource for healthcare professionals

Promoting best practice in AF care by professionals, for professionals

Access and share: information, educational resources, models of management guides to implement and commission AF services

www.heartofaf.org



Know Your Pulse

IT COULD SAVE YOUR LIFE

www.knowyourpulse.org

International Heart Rhythm Specialists



International Heart Rhythm Specialists houses an international list of healthcare professionals, including doctors, general practitioners, nurses and cardiac physiologists, who have an interest in heart rhythm conditions (arrhythmias), including atrial fibrillation and syncope.

www.heartrhythm-specialists.org

HEART OF SYNCOPES

A one-stop educational resource for healthcare professionals

Promoting best practice in Syncope & PoTS care by professionals, for professionals

Access and share: information, educational resources, models of management guides to implement and commission Syncope & PoTS services

www.heartofsyncope.org