

## Trudie C. Lobban MBE



Founder & Trustee of Arrhythmia Alliance (*The Heart Rhythm Charity*)

Founder of Syncope Trust and Reflex anoxic Seizure group (*STARS & STARS-US*)

Founder & CEO of Atrial Fibrillation Association (*AFA*)

In 1993 Trudie Lobban established STARS ([www.stars.org.uk](http://www.stars.org.uk)) as a result of her own daughter being diagnosed with Reflex Anoxic Seizures (RAS). Trudie brought together a multi-disciplinary group of professionals consisting of paediatricians, geriatricians, neurologists and cardiologists to form the STARS Medical Advisory committee.

May 2004 saw the first Arrhythmia Awareness Week and the establishment of Arrhythmia Alliance A-A). The Arrhythmia Alliance ([www.heartrhythmcharity.org.uk](http://www.heartrhythmcharity.org.uk)) is a coalition of charities, patient groups, healthcare professionals, Department of Health, Government and industry allies all working together. The A-A, under the leadership of Trudie Lobban, played a large role in the lobbying of government for a new Chapter in the National Service Framework for Coronary Heart Disease on Arrhythmias.

In 2006, the first Heart Rhythm Congress was held ([www.heartrhythm.org.uk](http://www.heartrhythm.org.uk)), again the brainchild of Trudie Lobban, in partnership with HRUK. This plays stage to a wealth of exhibitions, meetings, live cases, courses and conferences for medical professionals, industry, patients and carers.

In October 2007, Trudie established the Atrial Fibrillation Association ([www.atrialfibrillation.org.uk](http://www.atrialfibrillation.org.uk)) following the demand from both patients and clinicians worldwide. Professor A John Camm as Founding Trustee together with Trudie launched AFA at HRC 2007.

Trudie sits on a number of medical boards such as:

- Expert Group of National Service Framework Chapter 8 - Arrhythmia & Sudden Cardiac Death
- Department of Health Implementation Board
- Sudden Cardiac Death Sub Committee
- National Heart Rhythm Management Device Taskforce (and Chair of Patient Information and Education - sub-committee)
- Steering Group – British Heart Foundation Arrhythmia Care Co-ordinator
- Steering Group – British Heart Foundation Teen Site
- Chair of Arrhythmia Awareness Week Committee
- Council member of Heart Rhythm UK
- Founder & Chair of Heart Rhythm Congress
- National Campaign for Cardiac Rehab - committee member
- Council member British Cardiovascular Society
- Council member British Heart Foundation Cardio & Vascular Coalition Committee
- Member of Medical Technology Groups
- STARS Medical Advisory Board
- A-A Executive Committee
- On committee for International Alliance of Patient Organisations
- National Institute Clinical Excellence Guideline Committee for Transient Loss of Consciousness

Trudie Lobban is recognised as a world expert at representing patients and their carers as well as working closely with all those involved in the care and treatment of people affected by cardiac arrhythmias and sudden cardiac death and has contributed to medical papers and books as well as presenting at national and international meetings from Japan to USA and Norway to South Africa.