News Release

EMBARGOED UNTIL 2PM WEDNESDAY 21 NOVEMBER 2018

AF ASSOCIATION HEALTHCARE PIONEERS REPORT 2019


Trudie Lobban MBE said “The AF Association Healthcare Pioneers Report 2019 demonstrates truly innovative best practice covering identification, diagnosis, management, treatment and care of patients with atrial fibrillation (AF), which we summarise as Detect, Protect, Correct and Perfect. Each year we share the Report with Commissioners and healthcare professionals across the NHS plus policy makers and MPs urging them to use these case studies as a benchmark to drive improvement in processes and patient pathways for the diagnosis, treatment, and care of AF patients.”

“This years' entries were once again of a very high standard demonstrating the ongoing innovative work aimed at improving the lives of AF patients. I would like to thank everyone who entered, and especially commend those chosen as this year’s AF Association Healthcare Pioneers Report 2019 winners.”

Winners included programmes on the implementation of a secondary care service for screening, optimisation and support for prevention of AF-related stroke and the introduction and evaluation of a pharmacist-led anticoagulation initiation service in primary care.

The Report has been released during the AF Association Global AF Aware Week which aims to raise awareness worldwide of atrial fibrillation. This year the focus is on promoting ‘Know Your Pulse to Know Your Heart Rhythm.’ Knowing your pulse can save your life, it is the easiest way to detect an arrhythmia (irregular heart rhythm). If your resting heart rate is irregular, too fast, or too slow, it is possible that you have an undiagnosed arrhythmia.

Despite the prevalence of AF, a recent survey of over 3800 people diagnosed with AF, found that more than 50% were not previously tested for AF with a routine pulse check, or an ECG. At the age of 40, we each have a 25% life-time risk of developing AF, meaning you are five times more likely to

TRUSTEES: Prof. A John Camm, Mrs Jayne Mudd, Prof. Richard Schilling, Dr Matthew Fay
Medical Advisory Committee: Mr Sotiris Antoniou, Prof. Martin Cowie, Dr Adam Fitzpatrick, Dr Andrew Grace, Mrs Angela Griffiths, Dr Dhiraj Gupta, Prof. Richard Hobbs, Dr Yassir Javaid, Prof. Gregory Lip, Dr Derick Todd, Sharron Gordon
CEO: Mrs Trudie Lobban MBE
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Providing information, support and access to established, new or innovative treatments for atrial fibrillation

suffer an AF-related stroke. We are encouraging everyone to ‘Know Your Pulse’ during AF Association Global AF Aware Week – it could save your life.

For more information on AF Association visit: www.afa.org.uk

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Media resources

1) To read the Healthcare Pioneers 2019 report and view the list of winners visit http://www.heartrhythmalliance.org/afa/uk/healthcare-pioneers-2019
2) For more information on AF Association Global AF Aware Week, visit http://www.heartrhythmalliance.org/afa/uk/af-aware-week

Notes to editors

1) AF Association provides support, information and guidance to anyone affected by atrial fibrillation. It works in partnership with patients and clinical experts to advance the education of both the medical profession and the general public on the risks, detection and treatment of AF.
   • Atrial Fibrillation (AF) is the most common heart rhythm disturbance encountered by doctors.
   • It can affect adults of any age, but it is more common as people get older. In the over 65-year-old age group, it affects about 10% of people.
   • Atrial fibrillation or AF occurs when chaotic electrical activity develops in the upper chambers or atria, and completely takes over from the sinus node. As a result, the atria no longer beat in an organised way, and pump less efficiently. The AV node will stop some of these very rapid impulses from travelling to the ventricles, but the ventricles will still beat irregularly and possibly rapidly.

2) For more information or to arrange an interview, please contact Anna Kennett on 01789 867532 or email a.kennett@heartrhythmalliance.org

AF Association website can be found at www.afa.org.uk