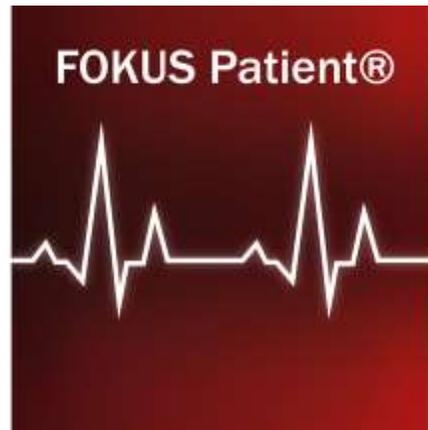


CVD and COVID-19

- how to share experiences and learn from others



Penilla Gunther, Founder of FOKUS Patient, Sweden

Member of HFPN Steering Committee and the Global Heart Hub Heart Failure Patient Council

www.fokuspatient.se

FOKUS Patient[®] - a meeting place for health care and life science from a patient perspective

- We are working with overarching areas concerning all patients, but also with all kind of diagnoses; e g Cardio-Vascular diseases
- We are affiliated members of The Global Heart Hub and Heart Failure Policy Network, co-operating with Active Citizenship Network, Patient-View and many more organisations and companies.



Do not invent the wheel yourself, if someone else has got a better idea!

A campaign during the pandemic from GlobalHeartHub about taking care of your symptoms and to seek help when you need it! A full tool-kit to put on social media, websites and also with good facts and arguments!

The image displays three vertical panels from a health campaign. Each panel has a distinct background color and contains a title, a graphic, and a message.

- Panel 1 (Left):** Light grey background. Title: "WHEN YOUR HEART SAYS SO...". Graphic: A red heart with a black arrow pointing right, containing the text "#JustGo", and a red house with a white cross. Below the graphic is the text "JUST GO".
- Panel 2 (Middle):** Light green background. Title: "WHEN YOUR HEART NEEDS YOU...". Graphic: A red heart with a green arrow pointing right, containing the text "#StepUp". Below the graphic is the text "STEP UP".
- Panel 3 (Right):** Light blue background. Title: "BECAUSE TIME IS CRUCIAL...". Graphic: A red heart with a blue arrow pointing right, containing the text "#JustTreat", and a blue silhouette of a healthcare professional. Below the graphic is the text "JUST TREAT".

Text for Panel 1:
If you are experiencing a heart or stroke emergency – this is NOT the time to 'stay at home'.
When your heart says so, #JustGo

Text for Panel 2:
Own your heart health by recognising and tracking symptoms, reaching out to your healthcare provider and following through with your treatment plan.
When your heart needs you, #StepUp.

Text for Panel 3:
COVID-19 has upended the world and we are facing an unprecedented burden of heart disease.
Because time is crucial, #JustTreat.

Take advantage of research from others to back up your own work!

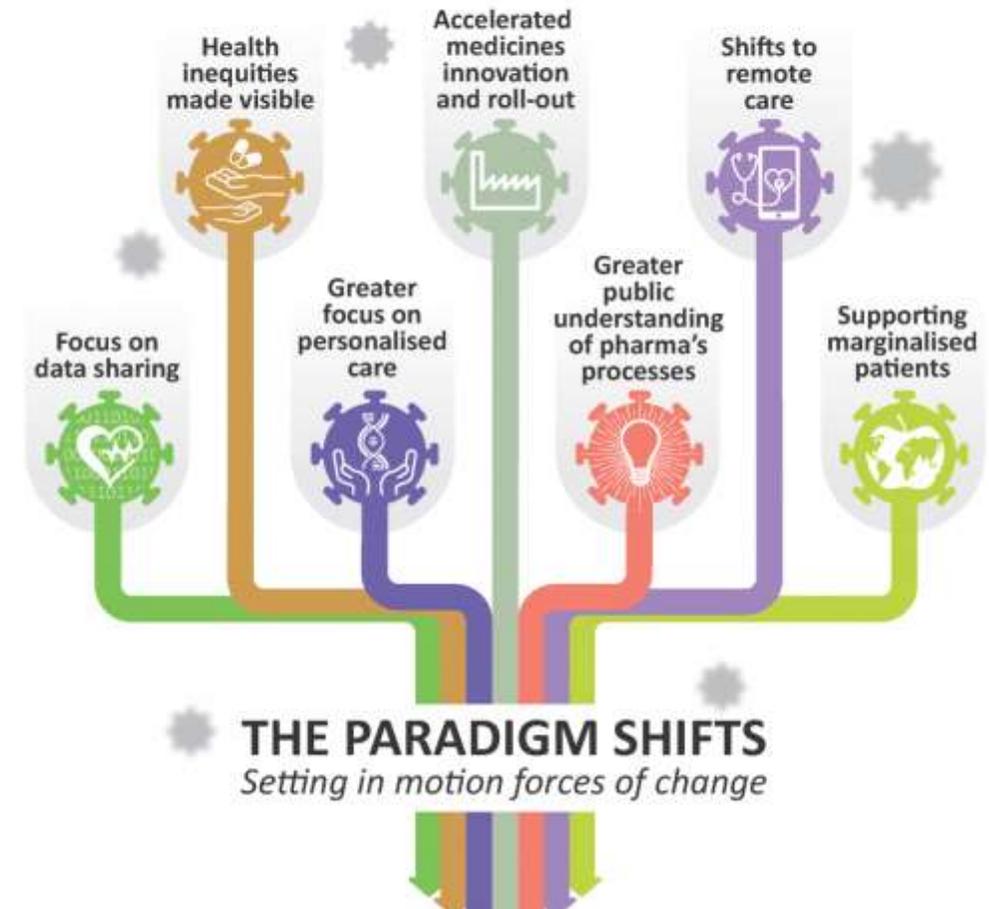
The Covid 2020 pandemic survey made by Patient-View

- Patient-group perceptions of how the Covid pandemic has affected:
 - Patients
 - Pharmaceutical-company activities
 - Patient organisations themselves.

In addition, the survey asked the 1,720 respondent patient groups from all over the world, divided in 27 therapy areas where CVD is one of them, to assess the effectiveness of their country's government in tackling the Covid-19 outbreak.

One of the conclusions: The COVID-19 pandemic has changed the gameplay on being patient centric, according to the patient community.

How the Covid-19 Pandemic is Redefining Patient Centricity for Pharma



The importance of keeping in touch with your network for getting news and new knowledge

- Being a member of **Heart Failure Policy Network** is one example of both listening, learning and also to be able to contribute yourself to new reports and action taken, also during the pandemic.
- September 7, **“Action Statement on Heart Failure”** was launched and endorsed by 27 organisations in Europe, which is a call to action for the European Union (EU) to address the growing burden of heart failure. It was developed to help advocates engage European institutions on heart failure, and to support growing calls for an EU Action Plan on Cardiovascular Disease.
- ***Our own organization might be small, but together we will have a stronger voice!***

This Action Statement is endorsed by:

