

CVD and COVID-19

- how to share experiences and learn from others



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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. The first panel is white and features a red heart and a red house with a white cross, with a black arrow pointing from the heart to the house containing the text '#JustGo'. The second panel is light green and features a red heart and a green arrow pointing up and to the right containing the text '#StepUp'. The third panel is light blue and features a red heart and a blue icon of a person with a stethoscope, with a blue arrow pointing from the heart to the person containing the text '#JustTreat'.

WHEN YOUR HEART SAYS SO...

#JustGo

JUST GO

If you are experiencing a heart or stroke emergency – this is NOT the time to 'stay at home'.

When your heart says so, #JustGo

WHEN YOUR HEART NEEDS YOU...

#StepUp

STEP UP

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.

BECAUSE TIME IS CRUCIAL...

#JustTreat

JUST TREAT

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!

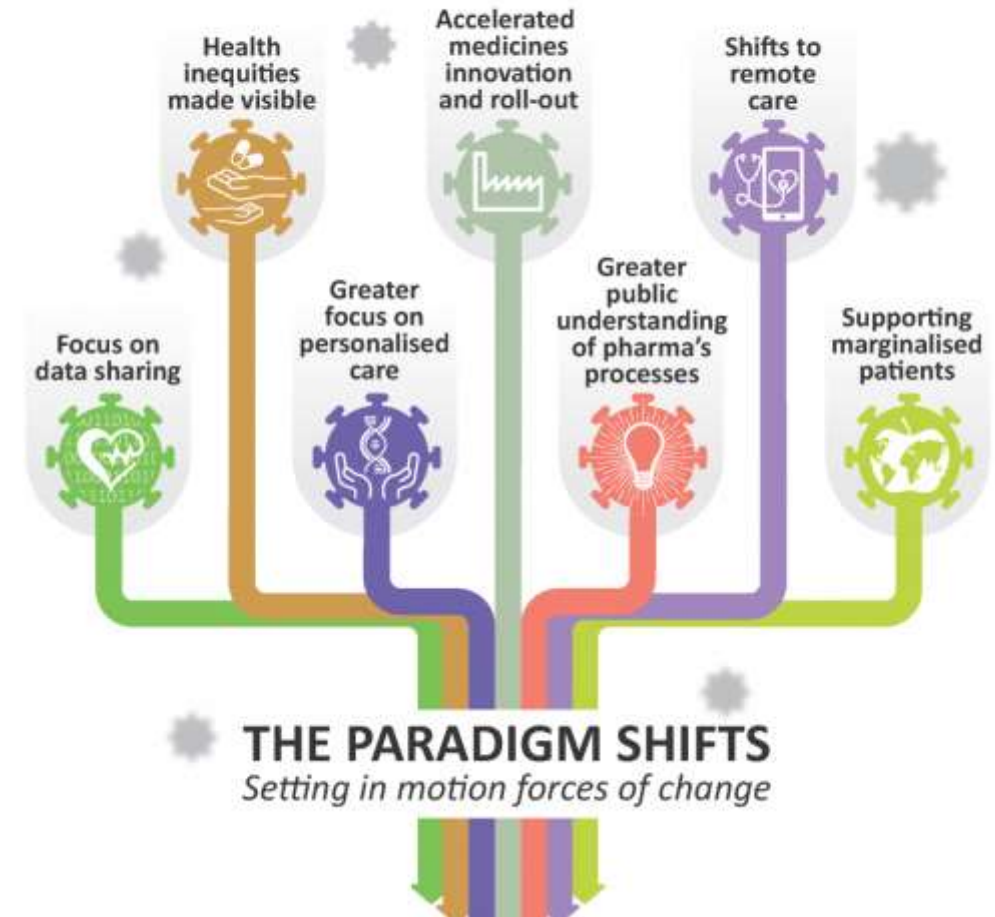
The Covid 2020 pandemic survey made by Patient-View

- 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:

