

"LOVE LIVE" - Healthcare organizations mark the launch of nationwide heart failure awareness campaign ^[1]

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- *Study reveals Egyptian heart failure patients affected by the disease at an average age of 57, nearly 10-13 years younger than their European counterparts¹*

Cairo, 13 October, 2017 - The Magdi Yacoub Heart Foundation, the Egyptian Association for Care of Heart Failure Patients (EACHP), the CardioAlex Rep Foundation (CVREP), the Egyptian Society of Cardiology (EgSC) and Novartis marked the launch of "Love Life", a nationwide campaign shedding light on heart failure and latest therapeutic developments. The campaign offers patients renewed hope for a better life and motivates those living with the disease and their caregivers to discuss their symptoms with their doctor. Heart failure need not stop patients from living the life they love.

"The epidemic of heart failure continues unabated," said **Sir Magdi Yacoub, Professor of Cardiothoracic Surgery at London's Imperial College and founder of the Magdi Yacoub Heart Foundation in Aswan**. "Against this background, recent advances in understanding the causes and drivers of progression of the disease have resulted in considerable advances in its management. The use of a combination of drugs and left ventricular assist Devices offers the exciting prospect of reversing both the structural and functional changes in the heart. Timely application of the right form of therapy is needed to ameliorate the burden of the heart failure epidemic."

"Heart failure is a major and growing global public health problem which impacts more than 60 million people worldwide. Heart failure is even deadlier than many types of cancers, **due to its progressive nature**, patients cannot be perceived as stable. Nearly 50% of patients are at high risk of dying within five years of diagnosis⁷," **Dr. Mohamed Sobhy, Professor of Cardiology at Alexandria University and Head of CVREP** said, "Patients require frequent hospitalization which increases mortality rates, represents a substantial economic burden and has a detrimental effect on quality of life."

"63% of heart failure patients report symptoms consistent with depression.⁴" Self-care

behaviors and caregivers therefore play a vital role in the lives of heart failure patients,” said **Dr. Sameh Shaheen, Professor of Cardiology at Ain Shams University and Head of the Egyptian Society for Cardiology (EgSC)**. “Patients are not well-informed about their condition in Egypt and many people believe heart failure is simply a natural result of ageing and therefore do not seek treatment. We encourage patients to take an active role in understanding their condition, know what causes their symptoms and how to manage them when they get worse. This will lead to better health outcomes on the long-run.”

“In Egypt, heart failure is one of the most common cardiovascular diseases – nearly 1.8 million people are affected by heart failure, with 1.2 million of these suffering from heart failure with reduced ejection fraction⁵,” said **Dr. Mahmoud Hassanein, Professor of Cardiology at the University of Alexandria and Chairman of EACHFP**. “A two-year nationwide study implemented by Egyptian Society of Cardiology (EgSC) in cooperation with the European Society of Cardiology, and over 2,145 patients enrolled, revealed that Egyptian heart failure patients are affected by the disease 10-13 years younger than their European counterparts, and that nearly 60% of patients are smokers.⁶”

“Around 50% of hospitalized heart failure patients die within five years of diagnosis.⁷ The goals of treatment in patients with heart failure are to improve their symptoms, functional capacity and quality of life, prevent hospital admission and reduce mortality.”² said **Dr. Magdy Abdel Hamid, Professor of Cardiology at Cairo University and Head of the Heart Failure Working Group and Secretary General of Egyptian Society of Cardiology**.

Heart failure is an extremely serious illness, linked to mortality rates that often exceed those of cancer,” said **Dr. Hossam Kandil, Professor of Cardiology and Head of the Cardiology Department, Cairo University**, “Over the last few years most clinical trials have failed to demonstrate a reduction in mortality rates or an improvement in quality of life, leading many in the medical community to consider the development of new treatments impossible. It is also worth noting that pacemakers and artificial hearts - two of the treatments available for heart failure – are prohibitively expensive.

“The recent PARADIGM-HF trial using sacubitril/valsartan showed impressive results and an overall improvement in the treatment of heart failure positioning it as a significant treatment milestone. The use of this new drug alongside existing medications lowers mortality rates and improves quality of life by up to 20% for some patients.”

“Very simply, ‘Love Life’ is an awareness campaign sending the message that heart failure patients should not stop living the life they love. They have to discuss their symptoms with their doctors and ask for treatment,” Dr Kandil said, “According to a study, sacubitril/valsartan demonstrated an overall 20% reduction in risk of cardiovascular death alone and 16% in risk of all-cause death. A reduction in hospitalization was evident within the first 30 days after randomization, with an overall 21% reduction established”.

“It is interesting to note that Novartis has established the largest global clinical program in the heart failure disease area across the pharma industry to date, FortiHFy, comprising more than 40 active or planned clinical studies is designed to generate an array of additional data on symptom reduction, efficacy, quality of life benefits and real-world evidence with sacubitril/valsartan, as well as to extend understanding of heart failure,” **said Dr. Adel El-Etriby, Professor of Cardiology, Ain Shams University.**

“We are very proud to support heart failure patients with awareness, education and patient access programs that can activate, engage and empower them with the knowledge and confidence to effectively self-care, giving them greater control over their health and allowing them to adopt a positive mental attitude, which can lead to better health outcomes in the long-term. We look forward to continuing the journey by all means we can,” **said Dr. Basyouni Abuseif, Country President, Novartis Egypt.**

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