

“I Love Life” Showcased During CardioEgypt 2018’s Proceedings ^[1]

Publish Date: Mar 01, 2018

- *1 in 5 people over the age of 40 will develop Heart Failure in their lifetime¹*
- *Sacubitril/valsartan Shows 20% Reduction in Risk of Cardiovascular Death Giving New Hope to Those Living with Heart Failure To Live the Life they Love^{15,16,17}*
- *Coming at the Heels of ‘I Love Life’, ‘Keep It Pumping – MENA’ is the World’s First Online Platform Dedicated to Heart Failure*

Cairo, March 1, 2018 – The Egyptian Society of Cardiology (EgSC) hosted a press conference to showcase the nationwide ‘**I Love Life**’ campaign, during its 45th Annual International Congress ‘CardioEgypt 2018’, held February 26th – March 1st 2018 at the Hilton Heliopolis. CardioEgypt 2018 is widely regarded as the largest, most comprehensive annual cardiovascular meeting in North Africa and the Middle East.

Against the backdrop of CardioEgypt 2018, leading cardiology experts shared the latest on ‘**I Love Life**’; an awareness campaign that aims to improve the lives of patients with Heart Failure, sharing the latest therapeutic developments, raising awareness, and inspiring patients to live the life they love unhindered by Heart Failure.

Speaking at the conference, **Dr. Mohamed Sobhy, Professor of Cardiology, Alexandria University and Head of CardioAlex (CVREP)**, said “Heart failure impacts more than 60 million people worldwide ², and it is a fact that 1 in 5 people over the age of 40 will develop Heart Failure in their lifetime ¹. Known as the ‘Cinderella’ of cardiovascular diseases, it is rarely identified as a critical health issue. In spite of its prevalence and associated risks, awareness and education remains lacking.”

He continued, “I Love Life was launched in 2017 to send a message that Heart Failure patients need not stop living the life they love. Although people living with Heart Failure face a higher risk of death and have a worse quality of life than those with almost any other chronic condition ^{3,4}, with the aid of new treatments, such as sacubitril/valsartan, living a longer and better life with Heart Failure is now a real possibility rather than an aspiration.”

Dr. Magdy Abdel Hamid, Professor of Cardiology at Cairo University and Head of the Egyptian Society for Cardiology (EgSC), gave an overview of the disease and the challenges it poses, saying “Heart failure is a serious chronic condition that occurs when the heart is unable to pump enough blood to the body^{5,6}. It is one of the most common cardiovascular diseases in Egypt, with almost 1.8 million patients¹¹. Today, there are 540 physicians and 20 cardiologists per 1 million patients in Egypt⁹; a dangerously low number. This is a disease of epidemic proportions. This is why ‘**I Love Life**’ is a campaign of the utmost significance in today’s world, encouraging patients and caregivers alike to be more conscious of the condition, empowering and equipping them to demand better treatment, and to support the collective patient voice to drive Heart Failure outcomes.”

With Heart Failure emerging as a growing health problem of epidemic like proportions, **Dr. Khaled Shokry, Head of Cardiology at Kobry El Kobba Hospital,** said “Heart failure should be taken very seriously. Its tremendous costs to the world economy aside, Heart Failure has mortality rates that are 2-3 times higher than advanced cancers¹³. Despite the favorable survival trends, Heart Failure remains highly fatal, with half of patients diagnosed with heart failure dying within 5 years¹⁴. Even more devastating is the detrimental effect Heart Failure has on patients’ quality of life, with 50% reporting symptoms consistent with depression and a daily struggle to perform even the simplest activities⁴.”

However, there is hope; with the advent of new treatments and a better understanding of the disease, a better quality of life is a real possibility. **Dr. Hossam Kandil, Professor of Cardiology, and Head of the Cardiology Department, Cairo University,** spoke of the giant leaps achieved in treating Heart Failure, saying “Heart Failure treatment has undergone a transformation, in every sense of the word. Today, with the availability of sacubitril/valsartan - a first-in-class medicine containing sacubitril, a neutral endopeptidase inhibitor and valsartan, an angiotensin II AT1 receptor blocker¹⁵ – it is now possible for patients with Heart Failure to live the life they love. Over 8,400 patients participated in PARADIGM-HF, the largest ever clinical trial conducted in Heart Failure, and which was stopped early on the back of compelling evidence¹⁷. The study revealed that sacubitril/valsartan demonstrated an overall 20% reduction in risk of cardiovascular death alone and a 16% reduction in risk of all-cause death^{15,16,17}. A reduction in hospitalization was also evident within the first 30 days after randomization, with an overall 21% reduction established^{15,16,17}.”

Dr. Sameh Shahin, Professor of Cardiology, Ain Shams University and former Head of the Egyptian Society for Cardiology (EgSC) highlighted the role of EgSC in activating patients and caregivers, saying “The EgSc is the largest and oldest body providing Continuous Medical Education in the field of cardiology in Egypt. A two-year nationwide study implemented by EgSC in cooperation with the European Society of Cardiology, and with over 2,145 patients enrolled, revealed that the disease affects men twice as much as women. It also 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.¹⁶”

Speaking of EgSC’s role in supporting the ‘I Love Life’ campaign, he said “EgSC’s aim is to maximize awareness of Heart Failure to; improve the quality of life of people with Heart Failure; define the severity of the disease to all audiences; and amplify patients’ voices by communicating with the media, policy makers, and regulators. We are working hard to tackle the lack of data that points to the unmet needs of patients, and provides us with a deeper understanding of the economic consequences of Heart Failure helping us develop better Heart Failure and cardiovascular disease prevention and management policies.”

Dr. Basyouni Abuseif, Novartis Egypt Country President highlighted the vital role Novartis Egypt continues to play in addressing Heart Failure in Egypt, saying “Novartis has always been dedicated to finding new ways to help people live better, longer lives. Our mandate is to research, develop, and manufacture drugs that treat many conditions, including Heart Failure, and we are committed to delivering them to as many patients as possible. Living with Heart Failure can take a significant toll on patients and their families, and repeated hospitalizations make things worse. It means a lot to us that we are able to offer a first-in-class treatment option that benefits many Egyptian patients in dire need of treatment.”

Dr. Abuseif continued, saying “Our activities supporting Heart Failure patients encompass a number of endeavors. They include supporting the Egyptian Association for Care of Heart Failure Patients (EACHFP), Egypt’s first Heart Failure patient advocacy group; the ‘I Love Life’ nationwide awareness campaign, sending the message that Heart Failure patients should not stop living the life they love and offering patients renewed hope for a better life; and, last but not least, the launch of the ‘mena.keeptitpumping’: The first and only online Arabic/English platform dedicated to Heart Failure in the Middle East & North Africa Region. Launched in October 2017, the online portal, is an effort dedicated to awareness activities, educational content, and the provision of tools and resources to enable those living with Heart Failure to manage their condition. We firmly believe that the more people understand Heart Failure, the better our chances of changing its course forever. We look forward to continuing the journey in support of Heart Failure patients in Egypt by all means we can.”

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