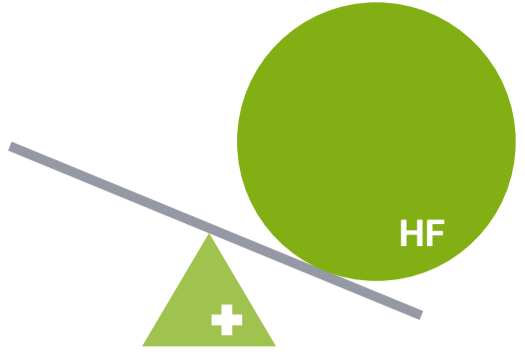


Make HF a national priority

HF is the biggest threat to our health care systems and we are approaching tipping point



At least

15 million

adults live with HF in Europe¹



1 in 5 adults are at risk of developing HF over their lifetime²

And it's getting worse

Country	% change in of hospitalisations	Time period
France	14.4	2002 to 2008
Germany	39.8	2000 to 2007
Netherlands	21.0	2000 to 2010
Norway	2.4	1999 to 2008
Spain	22.3	2000 to 2011
Sweden	11.4	2001 to 2011
England	-13.1	2001-02 to 2011-12

adapted from Cowie 2014³

The prevalence of HF is expected to increase by 25% by 2030⁴

25%



HF is an incredibly debilitating condition⁵

? Most people do not know what heart failure is...

...and would not recognise symptoms if they had them.

86%

have heard of heart failure⁶

03%

can correctly identify its symptoms⁶

1. Dickstein et al. Eur J Heart Fail 2008;10: 933-89.
2. Lloyd-Jones et al. Circulation 2002;106: 3068-72.
3. Cowie et al. ESC HFA 2014.
4. Heidenreich et al. Circulation 2011.
5. Jeon et al. BMC Hth Serv Res 2010;10:77.
6. Remme et al. Eur Heart J 2005;26: 2413-21.