Empowering women to take charge of their heart health

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Who We Are & Why We Are Different

- The nation’s only patient-centered organization serving the 42 million American women living with or at risk of heart disease
- Real women – the “boots on the ground” in the fight against heart disease
- A community of thousands of members nationwide, including women heart patients, their families, physicians and health advocates all committed to helping women live longer, healthier lives.
Mission & What We Do

To improve the health and quality of life of women living with or at risk of heart disease and to advocate for their benefit

- **Educate** women on the importance of taking charge of their heart health
- **Support** women living with heart disease and connect them with one another
- **Advocate** for research funding and policies that meet the needs of women with heart disease
- **Partner** with hospitals committed to advancing women’s heart health nationwide
Our Community

❤️ 32,000 registered members
  - 27,000 electronic newsletter subscribers

❤️ 19,000+ active online patient support community

❤️ 50,000 unique visitors monthly [www.womenheart.org](http://www.womenheart.org)

❤️ 700 WomenHeart Champions, survivors trained as community educators/spokespersons at Mayo Clinic

❤️ 130 local support networks in 42 states meeting monthly

❤️ Founding partner of NHLBI’s *The Heart Truth®* campaigns (AHA, Office of Women’s Health)
2015 Heart Failure Campaign

- Literature review
- National patient survey (19,000 patients)
- WomenHeart@Work presentation, Heart Month
- Focus groups
- Key Opinion Leader Workshop
- Congressional Briefing – day after Wenger Awards - Hospitals
- Patient education module
- Red Bag of Courage patient education brochure
- Manuscript - *Relationships among Self-efficacy, physical Limitations, and Self-care Behaviors among Women Living with Heart Failure*
- St Jude Medical, Novartis, Amgen
2015 Cholesterol/FH Campaign

- National patient survey – FH Foundation
- Focus groups
- Key Opinion Leader Workshop
- Congressional Briefing (several partners)
- Red Bag of Courage patient education infographic
- Patient education module for use in 124 Support Networks nationwide
- On-going media support and promotion
- FH/Cholesterol Manuscript; *Journal of Clinical Lipidemiology*
- Amgen, Genzyme
Award-Winning Atrial Fibrillation Campaign

- Honored with National Forum for Heart Disease & Stroke Prevention’s 2015 Heart Health and Stroke Free Award
- Year-long traditional and social media campaign
- National satellite media tour
- Launched first Virtual Support Network for Women with AFib and their caregivers
- Created patient education infographic with 100,000+ distribution over the next year through Red Bag of Courage, online, and in media
- BMS, BI
WomenHeart National Hospital Alliance

- Comprised of hospitals committed to advancing women’s heart health
- Serves as an important partnership to support women with heart disease
- Raises awareness for clinicians
- Positions hospitals in gender sensitive cardiovascular care
- Showcases women’s cardiovascular services
- Increases patient satisfaction
- Provides community benefit
- Gives hospital visibility with WomenHeart physician leaders and corporate and media partners

www.womenheart.org
National Hospital Alliance capacity building campaign

- Goal: reaching women in underserved communities with high poverty
- Call for application led to 5-fold amount of grants we had
- 2015 funding for 13 hospitals thanks to corporate sponsorship
- Edwards Lifesciences, AstraZeneca, Boston Scientific, Burlington Stores
- Notable new NHA Members:
  - Chickasaw Nation Medical Center
  - Captain James A. Lovell Federal Health Care Center