



Empowering women to take charge of their heart health

*Presented by
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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
- ♥ 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



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



Workplace

Partners

Peers

Pharma

Government

WomenHeart
Patients

Doctors

WomenHeart

Legislators

Media

Hospitals