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published in <https://www.heartofstroke.com/all-applications>**

Country: **Europe**

Titel of the project: **KNOW YOUR PULSE RHYTHM IPHONE APPLICATION (APP)**

Project details

Atrial Fibrillation Association (AFA)

Award amount: €10,000

ENHANCE AN EXISTING IPHONE APPLICATION TO DETECT AN IRREGULAR HEART RHYTHM, RAISE AWARENESS OF AF AND ENCOURAGE DIAGNOSIS.

THE ATRIAL FIBRILLATION ASSOCIATION (AFA) IS A MEMBER OF THE ARRHYTHMIA ALLIANCE (A-A) COALITION AND TOGETHER THEY ARE COMMITTED TO THE GOAL OF INCREASING AWARENESS OF HEART RHYTHM CONDITIONS SUCH AS ATRIAL FIBRILLATION (AF). THE A-A LAUNCHED A 'KNOW YOUR PULSE' GLOBAL AWARENESS CAMPAIGN IN JUNE 2010 TO COINCIDE WITH WORLD HEART RHYTHM WEEK. THE KEY OBJECTIVE OF THE CAMPAIGN IS TO INCREASE AWARENESS OF PULSE CHECKING AND ENCOURAGE PEOPLE TO CHECK THEIR OWN PULSE MORE FREQUENTLY. IN TURN, THE CAMPAIGN COMMUNICATES THAT BEING AWARE OF YOUR PULSE IS IMPORTANT BECAUSE IT MAY HELP IDENTIFY AN ABNORMAL HEART RHYTHM SUCH AS ATRIAL FIBRILLATION (AF). TO FURTHER SUPPORT AND SPREAD THE CAMPAIGN'S AWARENESS MESSAGE, WE WOULD LIKE TO ENHANCE AN EXISTING IPHONE APPLICATION DESIGNED TO DETECT AN IRREGULAR HEARTBEAT. ACCORDING TO THE "GLOBAL MOBILE HEALTH MARKET REPORT 2010-2015," (DEVELOPED BY RESEARCH2GUIDANCE) FIVE HUNDRED MILLION PEOPLE WILL BE USING MOBILE HEALTH APPS BY 2015. IT IS CLEAR THEREFORE THAT MOBILE TECHNOLOGY IS BECOMING A KEY COMMUNICATION TOOL. THE MAIN OBJECTIVE OF THIS PROJECT IS TO INCREASE AND DIVERSIFY THE AUDIENCE REACH OF THE 'KNOW YOUR PULSE' AWARENESS MESSAGE AND TO PROVIDE AN ACTION-ORIENTED TOOL TO FACILITATE DIAGNOSIS. THE TECHNICAL DETAILS OF THE PROJECT WILL INVOLVE ENHANCING A PRE-EXISTING IPHONE APPLICATION DEVELOPED AS PART OF THE 'KNOW YOUR PULSE' CAMPAIGN. THE CURRENT APPLICATION IS LIMITED TO SIMPLY MEASURING HEART RATE RATHER THAN HEART RHYTHM AND IS DESIGNED MORE TO ENCOURAGE REGULAR PULSE TESTING THAN DETECT POTENTIAL RISKS. ENHANCING THE TOOL TO ENABLE IRREGULAR RHYTHM DETECTION WOULD HELP RAISE AWARENESS OF ARRHYTHMIAS SUCH AS ATRIAL FIBRILLATION AND IMPROVE DIAGNOSIS BY SUGGESTING PATIENTS CONSULT A DOCTOR WHERE IRREGULARITY IS INDICATED. IN THIS WAY, THE PROJECT SHARES THE OBJECTIVES OF THE 1 MISSION 1 MILLION CAMPAIGN. HEART RHYTHM WOULD BE MONITORED BY PLACING THE PHONE ON THE PATIENT'S NECK (RATHER THAN TAPPING THE BEAT AS WITH THE CURRENT APPLICATION), ENABLING THE MICROPHONE TO CAPTURE THE RHYTHM AND TRANSFORM THE DATA INTO A GRAPH. THIS GRAPH CAN THEN BE USED BY PHYSICIANS TO DETERMINE WHETHER THERE COULD BE AN IRREGULARITY. IN ORDER TO ENSURE THE ACCURACY OF THE APPLICATION, THE AFA WILL ENGAGE PHYSICIANS TO REVIEW IT BEFORE IT BECOMES AVAILABLE TO PATIENTS AND CARERS. THERE WILL ALSO BE AN OPTION ON THE APPLICATION TO REQUEST MORE INFORMATION TO EDUCATE ABOUT COMMON HEART ARRHYTHMIAS SUCH AS AF, AS WELL AS LINKS LEADING DIRECTLY TO PATIENT AND MEDICAL INFORMATION ON THE AFA INTERNATIONAL WEBSITE. BEING AN ENHANCEMENT TO A PRE-EXISTING TOOL, THE PROJECT WILL FIT INTO THE €10,000 CATEGORY AND DEVELOPMENT WILL BE IMPLEMENTABLE STRAIGHT AWAY. THE PROJECT IS SIMPLE, EASILY TO IMPLEMENT AND WILL CONTRIBUTE TO THE MISSION OF HELPING TO REDUCE AF-RELATED STROKE BY 1 MILLION WORLDWIDE.

Audience Type

- AF Patients
- Healthcare professionals
- Carers of AF Patients
- General public

Location

Europe