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Country: **Germany**

Titel of the project: **2011 German National Prevention Campaign – FIGHT against ATRIAL FIBRILLATION = FIGHT against STROKE**

Project details

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Award amount: €100,000

The purpose of the prevention campaign is to close the gap between current medical research in AF and practical treatment, informing AF patients and those at risk about the risks of AF and motivating these groups to have their medical condition diagnosed. An essential focus of the campaign are the methods for recognizing AF outside of fibrillation periods.

The idea of this project makes use of the impetus provided by competition to promote the campaign among the general public. Medical researchers have known for a long time that atrial fibrillation is becoming a major medical concern affecting the population of Germany and throughout the world. It is hard to ignore the countless research publications, conventions and medical studies on the topic of atrial fibrillation; in particular the ESC Guidelines for Management of Atrial Fibrillation, published in 2010, has set forth in an impressive, clear manner the epidemiology and pathophysiology of atrial fibrillation as well as the prognostic implications and existing options for treating this condition. There is nonetheless a tremendous gap between current medical research findings on AF, on the one hand, and the knowledge and awareness of the consequences of atrial fibrillation among those potentially at risk or suffering from AF and even among medical practitioners, on the other hand. This presents the road map for the project idea. The purpose of the 2011 German National Prevention Campaign FIGHT against ATRIAL FIBRILLATION = FIGHT against STROKE® is to bridge this gap. The idea community • Stiftung Pflegebrücke, a legal personality recognized by the City of Hamburg • VERBUND mobile cardiac telemonitoring, an officially recognized legal personality under the chairmanship of Prof. T. Meinertz, • GNC GesundheitsNetzwerkCentrum, gGmbH, • PD Dr. med. Monica Patten, scientific supervision • Dr. Nicole Kikillus, EXIST grant recipient contributes her specialized experience with AF to the effort, initiating, as an open and independent umbrella platform, the founding of FORUMAF National Prevention Campaign an officially recognized legal personality pursuant to § 22 BGB with Circle of activities I – information and support Those potentially at risk of AF will be made aware, using all available channels of communication, of the predictable course of the condition, from paroxysmal to permanent atrial fibrillation, and of the prevalence of stroke occurring as a result of AF; this group will also be specifically offered testing for the condition using pulse measurement, event/loop event recorders and long term ECG as specified by ESC and supported with social-medical counseling; the application will be applied in the campaign with lasting effect; Circle of activities I – advertise and change Jointly with the professional associations for general practitioners and family doctors, publicity will be made to encourage early diagnosis of AF as part of health examinations specified in SGB V and to actively influence their patients in this regard; one aspect of the project is to cooperate with KBV and health insurers to have the guideline for long

term ECG in practical treatment changed in order for ECG telemonitoring to be approved and funded. Circle of activities III – care and support A nationwide care network, active 24/7, will be established for outpatients undergoing antithrombotic treatment using marcumar, dabigatran, warfarin and similar drugs, in a joint effort with health insurers, KBV, mobile care associations, professional medical associations and the manufacturers of these drugs; the goal of the network will be to achieve through coordinated effort an optimum system of coagulation monitoring, to enhance care quality and to support physicians by reducing their care load. Circle of activities IV – continued development and implementation Medical practitioners will be provided with a diagnosis algorithm to be used in stroke prevention, with this instrument able to diagnose paroxysmal and persistent forms of atrial fibrillation with clear significance, even in the interim between fibrillation episodes. The realization and implementation for medical practitioners is a part of the project in connection with the research work by Dr. Nicole Kikillus, EXIST grant recipient. All authorities and players within the healthcare system, and specifically the initiators and supporters of the competition as well as all of those contributing ideas to the 1mission-1million competition, will be encouraged to take an active role in the forum, so that no idea is ignored and broad-based synergies result. Corporate social responsibility is to serve as the foundation for an efficient campaign.

Audience

Type

- AF Patients
- Healthcare professionals
- Carers of AF Patients
- General public
- Public authorities
- research and scientists
- institutions involved in AF (AFNET competence network and similar); health insurers (GKV / PKV)
- KBV
- EU
- hospitals
- professional associations
- associations (e.g)
- cardiac patient sport groups)
- mobile care service providers
- pharmaceutical industry
- medical technology firms
- pharmacies
- risk patients and others

Location

Germany, Europe