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Country: **Germany**

Titel of the project: **'YOUR HEARTpoint'**

## Project details

### **Detlef Dr. Klomfass**

Temos GmbH

Award amount: €100,000

'YOUR HEARTpoint' is an information and prevention service, the aim of which is to reach out to people in pharmacies and provide information on atrial fibrillation. The medium-term goal is to develop and implement an initially national and self-sustaining programme, including any 'AF (Atrial Fibrillation) telecare services', with the aim of sensitisation, provision of information and sustainable prevention: locally and people-oriented!

The aim of the 'YOUR HEARTpoint' service is to inform and sensitise people to the issue of atrial fibrillation and the associated risks of stroke. After provision of initial information and 'clarification', those interested or 'predestined' can take part in a limited period of 'AF telecare services'. Various target groups of the population are addressed at so-called 'IPs or Information Points'. Authorised pharmacies act as PIs, as they are frequented by walk-in customers, the chronically sick, health-oriented people and nursing staff, and are thus ideal information and service points in the field of 'heart/cardio' for a broad market. The aim is for information/advice to be provided through supported specialists (PTAs). In the scope currently defined, the project is initially regionally restricted to the two health regions Cologne/Bonn ('HealthRegion Cologne/Bonn') and 'North (GRN)'. In both regions the protagonists are already collaborating, and there is a vigorous exchange with the relevant boards, using established communication processes and control/support mechanisms. As well as use of pharmacies as 'PIs' and decentralised local support in the two health regions, complementary telecare activities are being carried out by GNC-GesundheitsNetzwerkCentrum GmbH, an institution of the nursing foundation Stiftung Pflegebrücke in Hamburg. The latter is to ensure provision of the relevant 'AF telecare services' for selected persons, plus evaluation. A telemedical diagnostic system (easy-to-handle mobile ECG system) is also to be provided, and any ECGs will be evaluated by GNC if there is a suspicion of AF, whereby the method can be used both for symptomatic AF and AF attacks. The centralised project manager Temos GmbH, a 2010 spin-off of the German Aerospace Centre (DLR) specialising in solutions in the field of 'Telemonitoring for the mobile society' and in (re)definition of relevant treatment paths, will be taking over the process chain, implementation of mobile transmission and overall project management. Technical and support hotlines will be set up for the duration of the project. To ensure sustainability of the project and – our goal for the overall project design – to facilitate national implementation of an 'AF telecare services' programme, which will later also be self-sustaining, as part of this project, the plan is to offer the total package 'YOUR HEARTpoint'. This will include various (marketing-) communication and technological components as well as the requisite service modules pharmacies and the relevant organisations, the aim being: 1. To establish 'YOUR HEARTpoint' as a synonym for heart-related issues with a focus on AF and as the relevant information point in Germany 2. To start up 'YOUR HEARTpoint' locally as part of the project, with the 'local pharmacy' as an information point and regional point of contact 3. To facilitate identification of high-risk individuals by means of mobile professional ECG screening using the corresponding validated methods, supported by a telemedical centre, and then to involve GPs/specialists in the event of any irregularities 4. Depending on the design of the concept, to also evaluate cooperative models together with other partners such as care institutions and health-insurance funds. 5. As a consequence, the development of self-sustaining business models. The aim is furthermore to also create structures to initially establish this approach as a licence concept on the German market – e.g. for pharmacists – and for preparation of further dissemination of 'YOUR HEARTpoint' in the European Union. The overall process and the elementary components of 'YOUR HEARTpoint' are being developed and continuously adapted in both regions, and the content is being optimised, so as to create an efficient 'overall solution package' for AF and stroke prevention.

## **Audience**

### **Type**

- Healthcare professionals
- Carers of AF Patients

### **Location**

Germany, Europe