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Country: **Greece**

Titel of the project: **ASK FREE LINE - A Greek Nationwide Telephone & Web  
Helpline for Atrial Fibrillation**

## Project details

### **Panos Vardas**

Hellenic Cardiovascular Research Society

Award amount: €100,000

Our project includes the following: a. Set-up of a telephone helpline that will provide free of charge contact with heart rhythm advisors b. Set-up of a URL page addressed to general public, patients and physicians c. Distribution of newsletters to the network of physicians of the Greek territory

The Hellenic Cardiovascular Research Society (HCRS) is a non-profit organization assembling experts in the Cardiovascular Field in Greece. One of the missions of HCRS, is to improve prevention, diagnosis and treatment of cardiovascular diseases. The proposed project is a nationwide campaign which will be organized and implemented by our society aiming to enhance public awareness on atrial fibrillation focusing on the key role of atrial fibrillation as a risk factor for stroke occurrence. Our project includes (a) the telephone helpline, (b) the website applications and (c) the newsletters for physicians.

I. AF Helpline – Set-up of a nationwide telephone helpline providing information pertaining to atrial fibrillation. Queries about atrial fibrillation management, related stroke risk and recommended way of stroke prevention will be answered free of charge by qualified heart rhythm advisors. Helpline will operate on working hours. All telephone calls will be confidential. AF helpline will be promoted by advertisements in media with teasers and key logos and will be disseminated via the well-organized network of the HCRS clinical investigators and cardiologists that covers the entirety of the Greek territory.

B. Website applications. Set-up of a URL page ([www.heartofstroke.com/fightAFinGreece](http://www.heartofstroke.com/fightAFinGreece)) presenting key issues on atrial fibrillation. The website will be presented in Greek aiming to familiarize general public, patients and physicians with the pivotal association of atrial fibrillation with stroke occurrence. Furthermore, recommended ways of stroke risk assessment and prevention will be presented. Visitors will be able to pose queries that will be answered realtime. We will also include interactive applications that calculate the CHA2DS2VASc score and the respective patient's annual stroke risk based on the recently issued ESC guidelines on atrial fibrillation. Our URL page will also be linked to social network media (i.e. facebook and twitter). The HCRS will set up a CHA2DS2VASc score software that can be downloaded free of charge on i-phone via the abovementioned URL page.

C. Newsletters. Our Society will publish paper-print or digital newsletters and distribute them by mail or via internet to the society's network of collaborators and to all physicians (internal medicine, general practitioners and cardiologists) based on catalogues provided by national medical societies. Physicians should be informed of key issues such as: (a) CHADS2 score and CHA2DS2VASc score, (b) thromboembolic risk in relation to the type of atrial fibrillation, (c) elderly age (especially more than 75) as a major risk factor for stroke per se, (d) recommendations for anticoagulant treatment among elderly patients, (e) information about novel anticoagulants.

## **Audience**

### **Type**

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

### **Location**

Greece, Europe