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Country: **Romania**

Titel of the project: **1 EURO 1 PATIENT**

## Project details

### **Gheorghe-Andrei Dan**

University Hospital Colentina

Award amount: €100,000

The project is part of the “FACTS” program. It is a nationwide public information campaign to raise awareness on atrial fibrillation and stroke. Strategy is “inform, engage, act”. Target audience: patients with neglected or undertreated atrial fibrillation.

FACTS: Atrial Fibrillation - Awareness, Consciousness and Therapeutic Strategy is an academic program which started in October 2010 with a national atrial fibrillation registry. The enrolment in this registry will end in October 2011 when the educational part of the program will start. “1 Euro 1 Patient” aims to communicate our initiative, to reach-out on a national level, to create buzz and to generate emotional impact. The project will be implemented by two non-profit organizations: the “N.Gh.Lupu” Foundation for Internal Medicine and the Romanian Federation of Medical Students' Associations. The health surveys are showing that in our country the incidence of ischemic stroke is increasing and the first diagnose of atrial fibrillation with the occasion of a stroke is very high. The strengths of our project are: increased aging population, increasing access to information through social and mass-media, rely on volunteering from medical students. Our country has a population of 21,6 mil.; we expect a number of 216 000 people with AF with only 50% diagnostic rate. Among the 108000 people with AF, only 65% have anticoagulant treatment, and among them, only 45% have a good control of their treatment. Therefore, the primary target of our audience are the 108 000 patients who don't know they have AF and are at risk of stroke; we expect a 70% rate of success for our campaign (75 600 patients). The figures mentioned before are collected from the results of RELY study – the patients enrolled in Romania, and from the national market studies. The secondary target are the patients who already know they have atrial fibrillation, but they don't receive anticoagulants even if they are at risk for stroke, or they don't have a proper anticoagulant treatment; in this group we expect to touch another 46 700 patients. Indirect targets are patients' family, friends, and relatives, mass-media and KOL (physicians, endorsers). At the end of our campaign we expect “to gain” 100 000 patients with 100 000 Euros. The campaign strategy is: INFORM, ENGAGE and ACT. INFORM – press materials/press campaign with TV and radio spots/events, website/facebook, public service advertising. ENGAGE – partnerships with mass-media, pharmacies/drug stores, supermarket networks permitting to place informative posters, to distribute flyers and to organize winning award campaigns for patients. ACT – opportunistic screening programs/patients became active and informed partners/informed patients “adopt” uninformed patients. The project is planned to last one year (October 2011 – October 2012); at the end of this period we expect to lower the incidence of atrial fibrillation related stroke.

## **Audience**

### **Type**

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

### **Location**

Romania, Europe