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PHARMA SUMMIT 23

PARTNERING TO IMPROVE
HUMAN HEALTH



Janis Morrissey,
Director of Health
Promotion, Information
and Training



**Irish Heart
Foundation**

Proudly supported by:



Putting the Patient Voice at the Heart of Service Delivery

Janis Morrissey

Director of Health Promotion, Information & Training



Irish Heart
Foundation

Outline

1. Overview of
the Irish Heart
Foundation

2. Flagship
programmes

3. Collaboration
with pharma
partners



WHO WE ARE AND WHAT WE DO

The Irish Heart Foundation is a community of people who fight to protect the cardiovascular health of everyone in Ireland.

OUR VISION

A future where no hearts are broken by preventable heart disease and stroke.

OUR MISSION

To eliminate preventable death and disability from heart disease and stroke and to support and care for those living with these life-changing conditions.

WE WORK TO ACHIEVE OUR MISSION THROUGH:



Caring for and speaking out for people in the community living with stroke and heart conditions and their families.



Innovating and leading in health promotion and prevention to change health behaviours and reduce cardiovascular risk.



Building a nation of lifesavers through CPR training.



Campaigning and advocating for policies that support people to live healthier lives.

OUR VALUES



We believe equal access to heart and stroke services for prevention, diagnosis, treatment and care is a basic human right.

We believe tackling health inequality is where we will make the greatest difference to the overall health of the nation.



We design our programmes in collaboration with the people who need them and their families, so they are appropriate, relevant and effective.

We believe in partnership and collaboration with other organisations rather than going it alone and we don't duplicate the work of others.

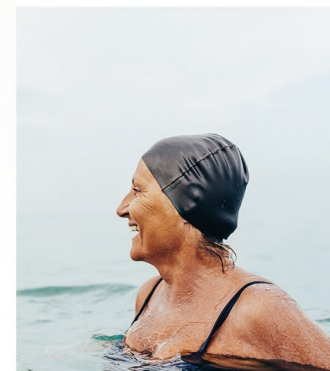


We base all our programmes on the best available advice and evidence and always aim for the maximum impact and cost-effectiveness.



We are not afraid to be outspoken or tell it as we see it where public policy or vested interests are failing to protect or threatening people's health.

We are relentless in furthering the cause of people impacted by heart disease and stroke.



We support and enable people to lead healthier lives.

We work with people to understand their needs and develop information, tools and training to support them to make small, sustainable changes in their lives.



A NEW STRATEGY 2021-2024

The title of our new four-year strategy *Defending, Empowering and Caring for Irish Hearts 2021-2024*, reflects our three key organisational pillars:

DEFEND

We will **DEFEND** against the commercial, environmental and societal threats to heart health such as junk food marketing, tobacco, air pollution and unacceptable gaps in patient care.



EMPOWER

We will **EMPOWER** patients and the general public to stand up for their hearts by giving them the tools and the information they need to lead healthy lifestyles and make informed decisions about their health.



CARE

And we will continue to **CARE** for each and every heart impacted by cardiovascular disease through online, telephone and community-based support programmes.



Patient Advocacy

DEFEND

We will **DEFEND** against the commercial, environmental and societal threats to heart health such as junk food marketing, tobacco, air pollution and unacceptable gaps in patient care.



The patient voice adds value to advocacy campaigns by:

Included in campaign development plans

In media Interviews to create public awareness

At public speaking opportunities to decision makers

Suggested as a patient representative on bodies/ organisations involved in policy formation

Recommended as case study for research

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1. Raising awareness of key health risks and CPR training
2. Evidence-based targeted health behaviour change interventions

**FARMERS HAVE HEARTS
CARDIOVASCULAR
HEALTH PROGRAMME**

**HIGH-RISK
PREVENTION PROJECT
IN GENERAL PRACTICE**


National Campaigns

2022: [Her Heart Matters](#)

2023:

Major Hypertension Campaign



#HerHeartMatters



**1 in 4
women**
die from heart disease
and stroke

From age 40, a woman's risk of heart disease and stroke increases as she moves into menopause.

Visit Irishheart.ie



Farmers Have Hearts

- Farmers are a high risk group for CVD.
- Since 2013, IHF has led this programme conducting 1000 heart health checks in marts each year.
- Comprehensive CVD risk assessment, lifestyle advice and GP referral.



Assessing the effectiveness of a gendered approach to a behaviour change programme designed to improve the health status of Irish farmers.

- At Week 26, more than one in two farmers (53.6%) reported having visited their GP as a result of taking part in the programme.
- At Week 52, the proportion of farmers having ≥ 4 CVD risk factors (39.0%) had significantly decreased compared to baseline (45.1%).



HIGH-RISK PREVENTION PROJECT IN GENERAL PRACTICE

- Element of HSE Chronic Disease Management Programme
- Since 2021, led by Irish Heart Foundation, supported by the HSE
- To design and implement a lifestyle behaviour change pilot programme for HRPP patients in disadvantaged communities
- Co-design with patient, GP, Practice Manger, Practice Nurse and HSE
- 6 GP practices - 2 rural and 4 urban disadvantaged areas

The advertisement features the HSE logo at the top left and the Irish Heart Foundation logo at the top right. A central graphic shows a heart icon inside a square frame, with the text "'Your Heart' Wellbeing Programme" to its right. Below this, the text "Reduce your risk of heart disease and stroke" is displayed. A photograph shows a doctor in a dark suit sitting and talking to a smiling woman in a blue jacket. At the bottom left, a list of support areas is provided: "Get supports to improve your" followed by "Blood pressure", "Cholesterol", "Eating habits", and "Activity levels". At the bottom right, a red speech bubble contains the text "Talk to your Doctor or Nurse to sign up for this FREE Wellbeing Programme today". At the very bottom, it says "For heart health information www.irishheart.ie".

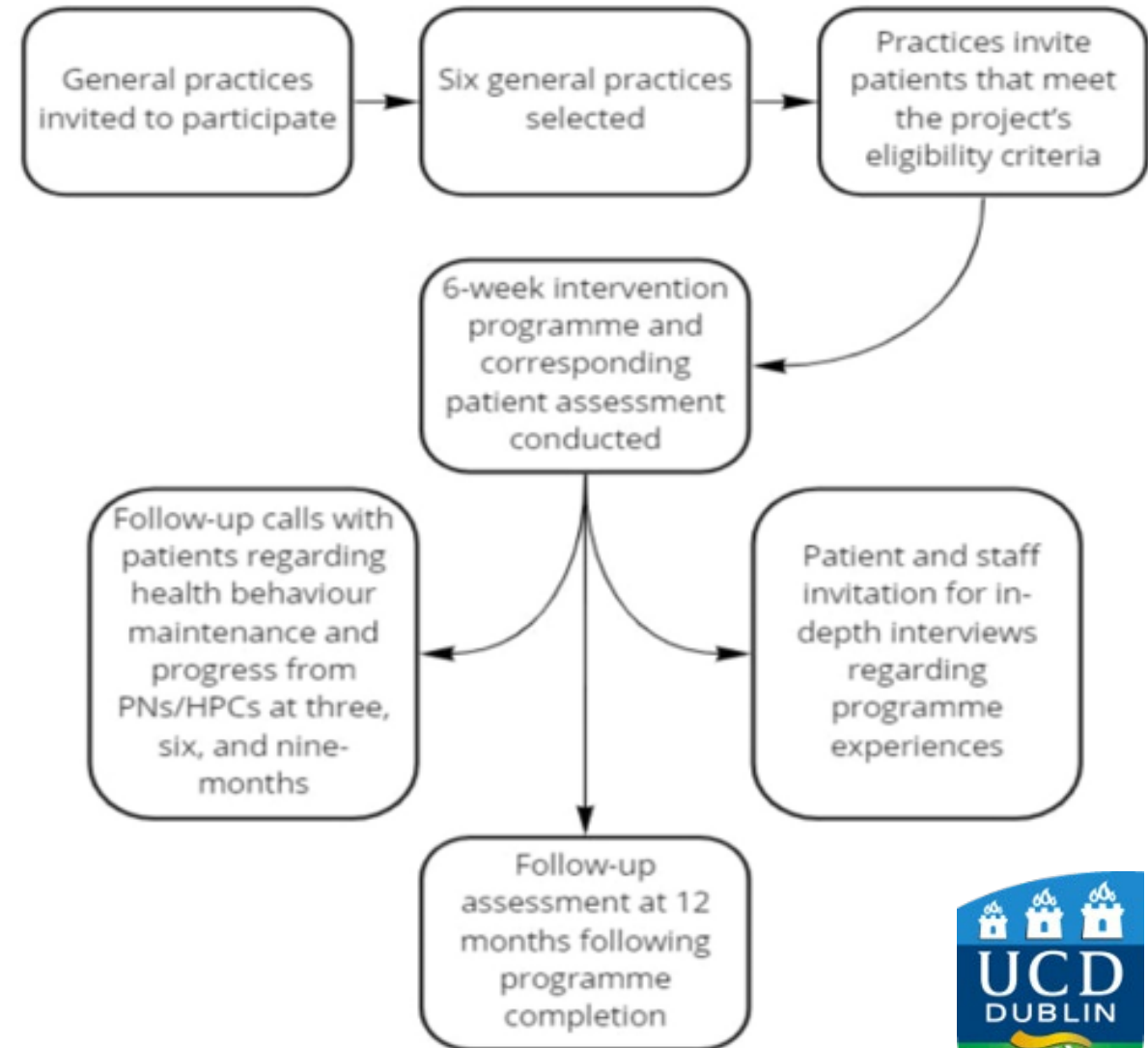
Structure

Programme based in community GP practice in disadvantaged areas

3 x practices: Practice Nurse-led arm

3 x practices: Health promotion professional-led arm

Figure 1. Flowchart of project recruitment, intervention delivery, and evaluation procedures.



PN, practice nurse; HPC, Health Promotion Coordinator.



Scale

- Invited: 452
- Started: 304 (recruitment rate of 67%)
- Completed: 260 (patient retention rate = 86%)
- Baseline data: 243 participants
- Preliminary 12-month follow-up: 72 participants



Intervention Overview

- Collaborative style
- Motivational interviewing
- Goal setting
- Relapse prevention



**'Your Heart'
Wellbeing
Programme**

Reduce your risk of heart disease and stroke



Your Heart Wellbeing in practice



Chronic disease management programme



Initial lifestyle assessments



Open conversation &
collabarotive coaching

6 weeks 1-1 consults



Goal setting



3,6,9 & 12 month follow up

Table 1. Patients body composition pre and post measurements

Body Composition			Mean Diff
Body Weight (kg)	99kg	100.99kg	-1.99kg*
Body Mass Index	35.89	35.06	-0.84*
Waist Circumference (cm)	116.69	114.75	-1.93*

* Significant difference p<0.05

Patients reported less time sitting each day than at baseline.

Dietary habits linked to CVD risk improved such as daily fruit and veg intake, reduced intake salty and snack foods and increased healthy fats

Patients' mean weight, BMI and waist circumference showed statistically significant decreases from baseline.

Table 2. Patients pre and post reported dietary habits

Daily Diet Recall	Baseline n (%)	Follow up n (%)	Diff n (%)
Snacks or salty foods	40 (55.6 %)	28(38.9%)	-12(-16.7)
Fried or fast foods	17(23.6%)	8(11.1%)	-9 (-12.5%)
Fruit intake	53 (73.6)	60 (83.3)	+7 (10)
Veg intake	59 (81.9)	64 (88.9)	+5 (7)
Healthy fats	33 (45.8)	53 (73.6)	+20 (27.8)

Feasibility and Accessibility

Mary, 60 years old:

“Information is wealth. There were many little tips and general information along the way. I thought it was a great help. Everybody should have the support that (practitioner) gave”

Paul, 70 years old: *“I liked that I had access to them (PN) once a week, that I was speaking to her every week, and that I could talk to them about any issues that I had.”*

Paddy, 68 years old: *“I think I have turned my life around and will continue to do so, with covid over the phone was very timely”. In terms on managing health issues .. “I’m less out of breath and feel 1000 times better, I’ve only used my inhaler once this month...I would’ve used it once a day before...”*

Noel, 54 years old: *“It was great, she gave me (practice nurse) a lot of input and insight into my food habits. She put me on the right road”.*

Susan, 64 years old: *“I have to say I found it brilliant, it was the kickstart I needed. I know I had to make changes but then I got on the programme and talking to (the practice nurse) gave me motivation to do what I needed to do”.*

CARE

And we will continue to **CARE** for each and every heart impacted by cardiovascular disease through online, telephone and community-based support programmes.



Information services



Heart support



Stroke support

Information Services

www.irishheart.ie

IRISH HEART FOUNDATION
Fighting Heart Disease & Stroke

A HEALTHY CHOLESTEROL
to reduce your risk of heart disease and stroke

www.irishheart.ie

IRISH HEART FOUNDATION
Fighting Heart Disease & Stroke

MANAGE YOUR BLOOD PRESSURE
and reduce your risk of heart disease and stroke

www.irishheart.ie

IRISH HEART FOUNDATION
Fighting Heart Disease & Stroke

HEALTHY EATING
to reduce your risk of heart disease and stroke

Cardiac Rehab for All
A resource for patients recovering from a cardiovascular event

Irish Heart Foundation

www.irishheart.ie

IRISH HEART FOUNDATION
Fighting Heart Disease & Stroke

STEP BY STEP THROUGH STROKE
A GUIDE FOR THOSE AFFECTED BY STROKE AND THEIR CARERS

Guide to Entitlements for People with Heart Failure

FOOD SHOPPING CARD
Check how much fat, sugar and salt is in your food

	Sugars	Fat	Saturates	Salt
HIGH per 100g	Over 22.5g	Over 17.5g	Over 5g	Over 1.5g
MEDIUM per 100g	Between 5g and 22.5g	Between 3g and 17.5g	Between 1.5g and 5g	Between 0.3g and 1.5g
LOW per 100g	5g and below	3g and below	1.5g and below	0.3g and below

The amount you eat of a particular food affects how much sugars, fat, saturates and salt you will get from it.

Irish Heart Foundation
www.irishheart.ie

Patient Support Services Development

2016

IHF began establishing a national network of stroke and heart failure support groups.

Today

We have built an entirely new service, creating a pathway of practical, social, emotional and assistive support so we are there for stroke survivors and heart patients whenever they need us.

When the pandemic hit, the HSE national stroke and heart failure services appealed to us for help with patients who were being discharged earlier or whose appointments were being cancelled.

2020

Irish Heart Foundation | Patient Support Pathways



Stroke Service



Holistic assessment of need - IHF Nurse



Stroke Connect
Phone service - up to **8 weeks of support**



Long term Services
Online, face-to-face and Young Stroke Survivor Network



Short Term Services
Online



Clinical Speech and language

Pillars of the Service



Emotional support

- Counselling
- Peer to Peer Support
- Clinical Psychology



Information

- Nurseline
- Digital and print resources
- Website/Facebook



Carers support

- Facebook
- Signposting



Stay Connected

Newsletter, email & digital / print resources, Nurseline



Heart Service



Heart Connect
6 support calls
over 6 months



Heart Failure support
- Referral from Clinic



Monthly Zooms
Phone service - up to **8 weeks of support**



Talk Series
Patient and Expert meet through Facebook



Face to Face
5 regional face-to-face meetings



Short Term Services
Online



Other Cardiac Conditions

- Long QT Syndrome
- Sudden Cardiac Death
- ICDs
- Post MI Cardiomyopathies

Heart Connect Pilot – HSE CHO 5

- Phone support service for heart failure patients
- Themed monthly support call for 6 months
- Offering social and practical support and increasing awareness of self-management
- Signposting into IHF and external services.

Outcomes

- Readmissions were avoided in 9 out of 123 participants suggesting thousands of bed days could be avoided if run nationally.
- Consistently positive patient feedback.



Volunteer Network



Patient Support
Telephone Volunteers



Patient Support E-
Volunteers



In Person Volunteers



Office Based
Volunteers



Advocacy Volunteers

Scale of Unmet Need

- Almost 9,000 CVD deaths a year – roughly 30% of all mortality in Ireland.
- Around 80,000 people discharged from hospital with a CV condition p.a. The vast majority have no access to dedicated supports vital to their wellbeing.
- Heart Failure the biggest cause of hospital readmission - often easily preventable
- Stroke the biggest cause of acquired disability in Ireland

Condition	Estimated Number
Stroke	90,000
Heart Failure	90,000 + 250,000 impending cases
Coronary Artery Disease	170,000
Arrhythmias	150,000
Inherited Cardiac Conditions	100,000+ carry a mutated gene for inherited cardiac condition
Adult Congenital Heart Disease	16,000
Heart Valve Disease	100,000 (over 65s)
Hypertension	1.5million+ (including 64% of over 50s)

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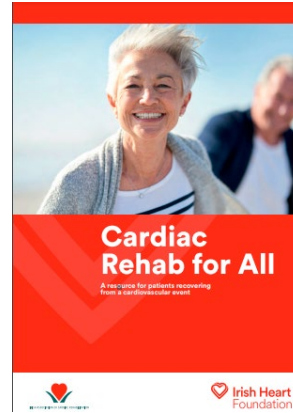
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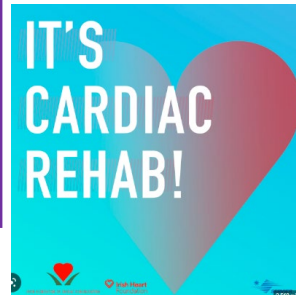
Working together with industry partners

- We rely on 92% of our annual funding from the generosity of the Irish public and companies. Support from pharma, device, and diagnostics companies is essential.
- We look to partner with companies who share our values and want to join us in our mission to protect and support hearts across Ireland.
- Different industry partners support different elements of our work, which include:
 - Awareness campaigns
 - Information and literature
 - Community-based prevention programmes
 - Heart and Stroke Patient Support Services
 - Research



Heart Failure
Support
Services

Stroke
Support
Services



Examples of Working Together with Pharma Partners

Area	Project examples	Partner
Prevention	Mobile Health Unit Hands for Life CPR training	Pfizer and Medtronic Abbott co-sponsor
Heart and Stroke Support Services	Stroke Support Services Heart Failure Support	Pfizer, Daiichi Sankyo, Ipsen, Bayer, Boehringer Ingelheim Novartis, CSL Vifor, Roche Diagnostic
Awareness	FAST Atrial fibrillation Heart Failure	Pfizer Novartis
Research	Stroke Bursaries Heart failure	Daiichi Sankyo Novartis
Information	Cardiac Rehab for All Cholesterol	Pfizer and A Menarini Amgen

"I feel the IHF can provide an extra support to patients that enables them to be empowered with their own self-care. This has the potential of having a huge impact not only on the quality of life of the patient but also on the use of our health resources.

Norma Caples, Heart Failure Nurse, WUH and former nursing lead National Heart Programme



"Stroke can be devastating for an individual, their families and carers. The support of the IHF Stroke Support Service is an imperative aspect of post stroke care, and the return to life and living after stroke

**Dr Paula Hickey
Consultant Geriatrician Sligo University Hospital**



I'm speechless to the kindness, care and consideration I've been given by the IHF Coordinators



"Fantastic Talk, great to hear Younger Stroke Survivors talk and share their experience. I'm not alone"



"YSS has really kept me going through all my anxiety and the stressful times"

Thank You

Email: jmorrissey@irishheart.ie

Twitter: @Janis_Morrissey

LinkedIn: <https://www.linkedin.com/in/janis-morrissey>



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