



American Heart Association®

Target: Aortic Stenosis™

Roll-Out and Implementation Guide



American Heart Association®

Target: Aortic Stenosis™

About Target: Aortic Stenosis

The American Heart Association (AHA) has launched the **Target: Aortic Stenosis** initiative to help drive efforts for timely diagnosis, appropriate treatment and improved quality of care by:

- Raising awareness and understanding of aortic stenosis signs and symptoms
- Positively empowering people to better manage their risks and self-management with patient and caregiver resources

By integrating **Target: Aortic Stenosis** into your communities or health care outreach efforts, you are helping to bring awareness to the risks and the forefront of heart-health conversations, supporting people with aortic stenosis, their loved ones, and clinical teams in their efforts to identify at-risk patients and coordinate care plans to improve health outcomes.



Edwards

Edwards Lifesciences is the national sponsor of American Heart Association's Target: Aortic Stenosis.

**Empowering
aortic stenosis
patients to be
their own health
advocate**



WITHIN THIS GUIDE YOU WILL FIND

- Overview of why this matters and key facts
- How your organization can support the initiative
- Resources for patients & caregivers
- Messaging to reach patients/consumers & caregivers
- Resources for healthcare professionals
- Messaging for healthcare professionals



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Why This Matters | Key Facts

- Aortic stenosis (AS) is one of the most common and serious valve disease problems.
- It affects about five percent of people 65 years and older. That number is expected to more than double by 2050, particularly among those 70 years and older.
- Often, people with aortic stenosis think the symptoms they are experiencing are a part of aging and do not get the medical attention they need to monitor and treat the condition.
- If left undiagnosed and untreated, AS can become more severe and potentially lead to heart failure and death.
- People with aortic stenosis may not experience noticeable symptoms until the narrowed valve greatly reduces blood flow.
- Aortic stenosis can be treated and managing it appropriately can reduce the negative impact on your quality of life.
- If there are no symptoms or if symptoms are mild, the best course of action could be regular follow up and monitoring to see if the valve opening has narrowed or if symptoms develop or worsen.

HOW YOUR ORGANIZATION CAN HELP SUPPORT: CAMPAIGN IMPLEMENTATION

Following are examples of how your organization can leverage the resources provided and elevate the voice and impact of the **Target: Aortic Stenosis** campaign.



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Activate your Social Media Channels

- Share provided content across your social media platforms and encourage reposts and retweets (Facebook, Instagram, LinkedIn, Twitter).
- Follow the American Heart Association social media handles and engage (like, comment, repost/retweet campaign messages).
AHA: [Facebook](#) (@AmericanHeart), [Twitter](#) (@American_Heart), [Instagram](#) (@American_Heart) + [LinkedIn](#) (American Heart Association)
- Sample messages and graphics are included in this toolkit.



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Leverage E-newsletters and Other Digital/Print Communications Tools

- Integrate campaign messaging and calls-to-action into your e-mail or print newsletters, magazines, etc.
- Utilize digital banners and link to the campaign resources on your organization's website.

Build a Messaging Calendar with Additional Touchpoints to Drive the Conversation

- February – American Heart Month
- February 22 – Heart Valve Disease Awareness Day
- November – Caregiver Month



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Engage Your Conference/Community Event Audiences

- Distribute patient and health care provider resources at applicable events.
- Invite your patient audiences to download the discussion guide and symptom tracker and watch our patient video series.
- Invite your health care provider audience to review/utilize the patient education resources and professional education resources and webinars.

CAMPAIGN RESOURCES

FOR PATIENTS AND HEALTH CARE PROFESSIONALS

At your fingertips, we've provided a robust repository of materials to educate patients and health care professionals. Organizations can use any or all these resources to support the campaign.



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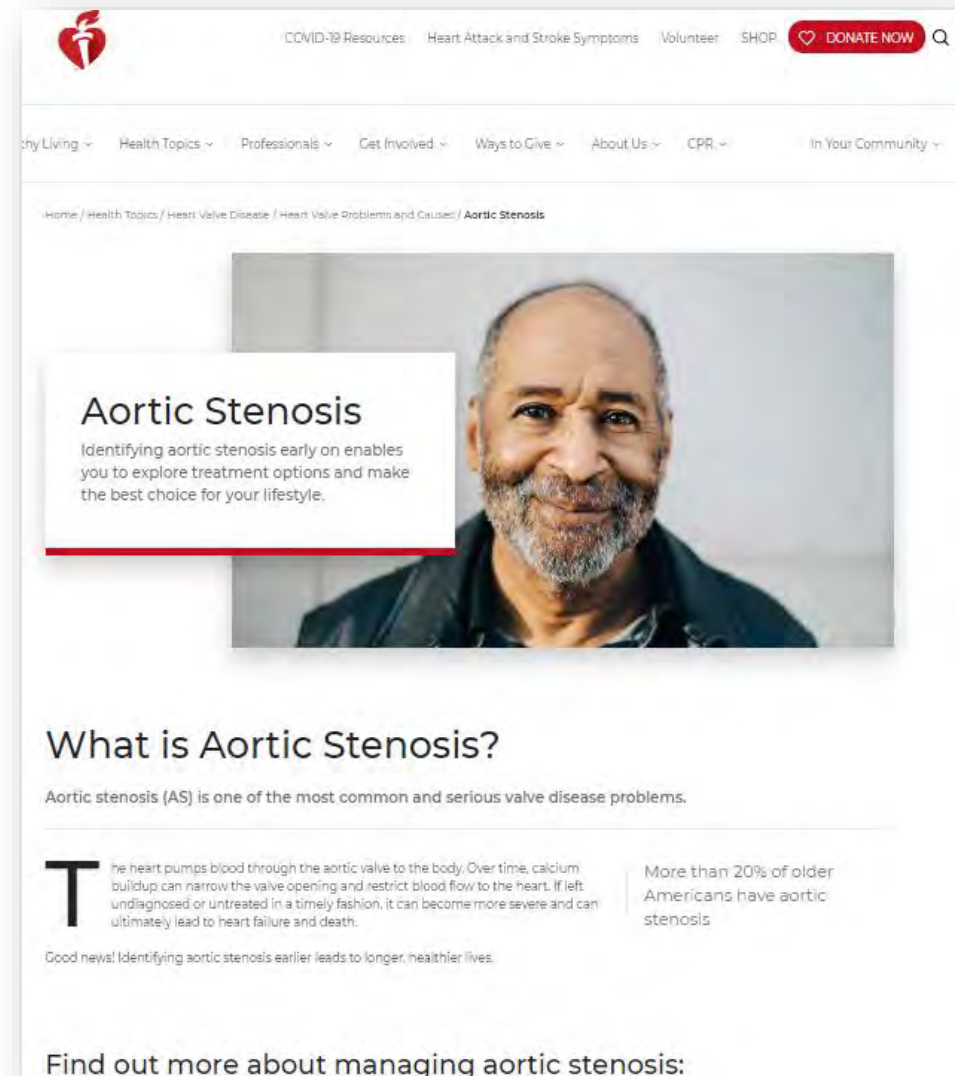
Resources for Patients and Caregivers



Heart.org/AorticStenosis

This patient/public health education [website](#) provides a comprehensive overview of aortic stenosis, including tools and resources for people living with aortic stenosis.

Patients and their loved ones review content and understand their risk, watch patient videos and stories of hope, get prepared with questions to ask their health care professional and download a guide to help them start a discussion with them.

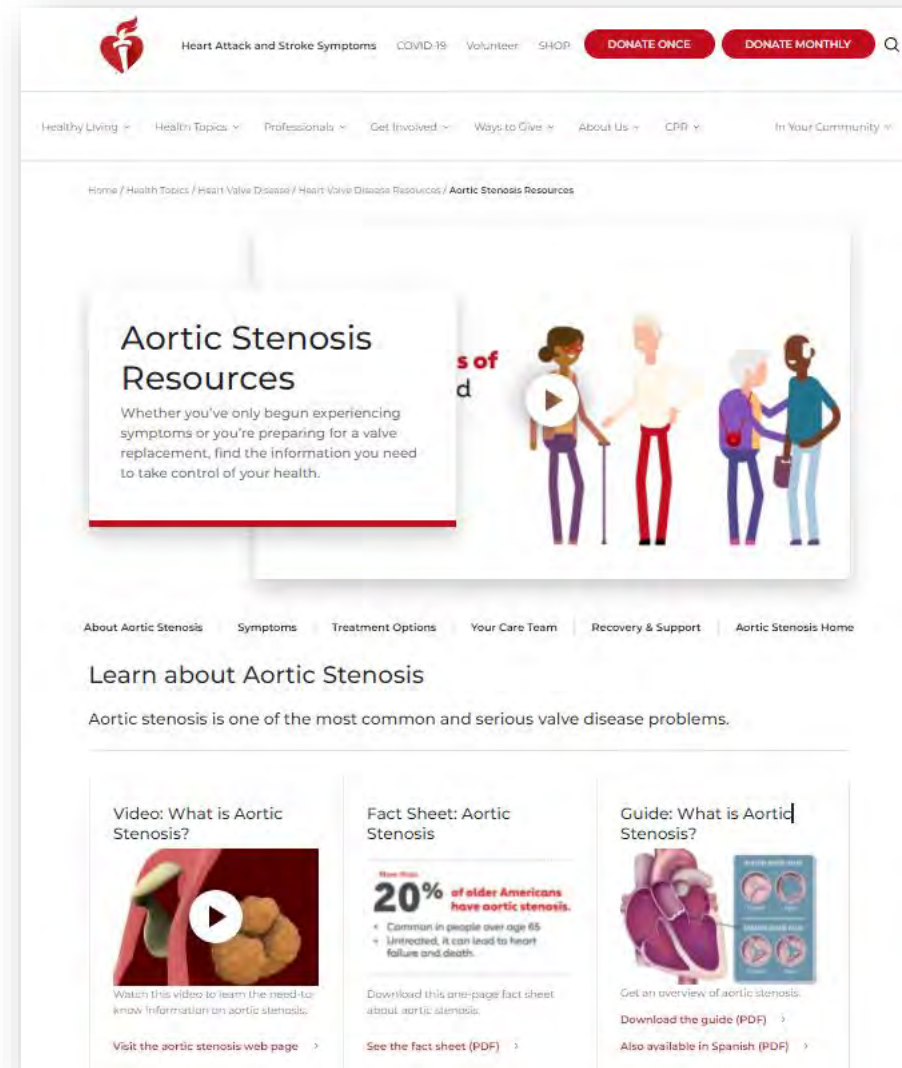


The screenshot shows the top navigation bar of the Heart.org website with links for COVID-19 Resources, Heart Attack and Stroke Symptoms, Volunteer, SHOP, and a DONATE NOW button. Below the navigation is a breadcrumb trail: Home / Health Topics / Heart Valve Disease / Heart Valve Problems and Causes / Aortic Stenosis. The main content area features a large image of a smiling man with a beard. Overlaid on the image is a white box with the title "Aortic Stenosis" and the text: "Identifying aortic stenosis early on enables you to explore treatment options and make the best choice for your lifestyle." Below the image is a section titled "What is Aortic Stenosis?" with a sub-headline: "Aortic stenosis (AS) is one of the most common and serious valve disease problems." The main text begins with a large "T" and reads: "he heart pumps blood through the aortic valve to the body. Over time, calcium buildup can narrow the valve opening and restrict blood flow to the heart. If left undiagnosed or untreated in a timely fashion, it can become more severe and can ultimately lead to heart failure and death." To the right of this text is a callout box stating: "More than 20% of older Americans have aortic stenosis." Below the main text is a line: "Good news! Identifying aortic stenosis earlier leads to longer, healthier lives." At the bottom of the page, there is a section titled "Find out more about managing aortic stenosis:"

Heart.org/ASResources

This [patient/public health education resource webpage](#) provides a comprehensive overview of all our aortic stenosis tools and resources for people at-risk or living with aortic stenosis.

From experiencing symptoms to preparing for a valve replacement, wherever one is on their patient journey, they can find the information they need to take control of their health.



The screenshot shows the top portion of the Heart.org website's Aortic Stenosis Resources page. At the top, there is a navigation bar with the American Heart Association logo, links for 'Heart Attack and Stroke Symptoms', 'COVID-19', 'Volunteer', and 'SHOP', and two prominent red buttons for 'DONATE ONCE' and 'DONATE MONTHLY'. Below this is a secondary navigation menu with links for 'Healthy Living', 'Health Topics', 'Professionals', 'Get Involved', 'Ways to Give', 'About Us', 'CPR', and 'In Your Community'. The main content area features a breadcrumb trail: 'Home / Health Topics / Heart Valve Disease / Heart Valve Disease Resources / Aortic Stenosis Resources'. A large hero section contains the title 'Aortic Stenosis Resources' and a sub-headline: 'Whether you've only begun experiencing symptoms or you're preparing for a valve replacement, find the information you need to take control of your health.' To the right of the text is an illustration of four diverse people (two women and two men) standing together, with a play button icon overlaid on the image. Below the hero section is a horizontal menu with links: 'About Aortic Stenosis', 'Symptoms', 'Treatment Options', 'Your Care Team', 'Recovery & Support', and 'Aortic Stenosis Home'. The main heading 'Learn about Aortic Stenosis' is followed by the introductory text: 'Aortic stenosis is one of the most common and serious valve disease problems.' Below this, there are three content cards. The first card is titled 'Video: What is Aortic Stenosis?' and features a play button icon over a 3D anatomical illustration of a heart valve. The second card is titled 'Fact Sheet: Aortic Stenosis' and highlights that 'More than 20% of older Americans have aortic stenosis.' It lists two key points: 'Common in people over age 65' and 'Untreated, it can lead to heart failure and death.' The third card is titled 'Guide: What is Aortic Stenosis?' and features a play button icon over a 3D anatomical illustration of a heart valve. It includes the text 'Get an overview of aortic stenosis.' and 'Download the guide (PDF)'. Below the guide card, it states 'Also available in Spanish (PDF)'.



What Is Aortic Stenosis? Fact Sheet

[One-page fact sheet](#) that provides an overview of Aortic Stenosis, who is at risk, how it's diagnosed and how to manage it and reduce the risk of heart failure and death.

Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.

The graphic is a one-page fact sheet titled "Aortic Stenosis" from the American Heart Association's "Target: Aortic Stenosis" campaign. It features a red header with the AHA logo and title. The main text explains that aortic stenosis is a narrowing of the aortic valve, which restricts blood flow. Below this, four icons represent symptoms: Fatigue, Shortness of breath, Chest pain, and Rapid fluttering heartbeat. A key statistic states that more than 20% of older Americans have aortic stenosis, and it is common in people over age 65. The text emphasizes the importance of regular checkups, specifically echocardiograms, for monitoring the valve. It also discusses early treatment as key to preventing heart failure, suggesting a healthy lifestyle for mild cases and medication or surgery for more severe cases. A final note states that after a heart valve replacement, patients should be able to resume a healthy, active life. The bottom of the graphic includes the website heart.org/AorticStenosis for more information.

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Aortic Stenosis

Aortic stenosis is one of the most common and serious valve disease problems. The heart pumps blood through the aortic valve to the body. Over time, calcium buildup can narrow the valve opening and restrict blood flow to the heart.

Stenosis means narrowing. It makes the heart work harder and can cause:

- Fatigue
- Shortness of breath
- Chest pain
- Rapid fluttering heartbeat

More than **20%** of older Americans have aortic stenosis.

- Common in people over age 65
- Untreated, it can lead to heart failure and death.

Get regular checkups
Your health care team can monitor your valve by taking images of your heart, called an **echocardiogram**, or "echo."

Early treatment is key to preventing heart failure.

- For mild or no symptoms, maintain a healthy lifestyle.

Plus

- Your doctor may recommend medication to:
 - Lower your blood pressure
 - Reduce your cholesterol

Do you need a new heart valve?
If your symptoms are severe, you may need a valve procedure. You and your doctor can discuss the option that's best for you.

- Less invasive procedure
- Surgical repair

After a heart valve replacement, you should be able to resume a healthy, active life.

Visit heart.org/AorticStenosis for more information.



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Two-page printable piece that contains a brief overview of Aortic Stenosis and provides a list of questions that patients and their loved ones can use to guide the conversation with their healthcare professionals.

Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.

Healthcare Professional Discussion Guide

American Heart Association.

Take charge of Aortic Stenosis

PATIENT/PROVIDER Discussion Guide

Be prepared to get the most out of your appointment.

Learn as much as you can about your condition.

Write down questions to ask your doctor.

Aortic stenosis is a common condition that occurs when the opening to the heart valve narrows, usually due to age.

The hardened valve opening restricts proper blood flow to the heart. This can produce symptoms such as fatigue, dizziness, shortness of breath and chest pain.

Untreated, symptoms can worsen, leading to heart failure and possibly death.

It's important to seek treatment as soon as possible

There is no cure for aortic stenosis. But you can manage early symptoms with medication and a healthy lifestyle. When the symptoms become severe or your heart function declines, your doctor may recommend replacing the damaged valve.

At your appointment:

- Your doctor will ask about your symptoms. How long have you had them? Have they gotten worse? Do they interfere with daily living? [Download our symptom tracker here.](#)
- Be prepared to discuss any family history of heart disease.
- Your blood work and vital signs will be checked.
- Your doctor may order images of your heart, or an echocardiogram, to examine the condition of the valve.
- Medication may be recommended.
- Your doctor may discuss valve replacement procedures with you.



Aortic Stenosis Symptom Tracker

[One-page tracker](#) for patients to record the symptoms that they have been experiencing and frequency in order to share with their healthcare professional.







Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.

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DATE: / /

Aortic Stenosis Symptom Tracker

Check symptoms that apply to you, noting the frequency. Then bring this tracker to your next appointment to review with your doctor.

	Pain, tightness or pressure in the chest	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Lightheadedness or dizziness	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Shortness of breath	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Rapid, fluttering heartbeat	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Fainting	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Difficulty sleeping or sitting up	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Swollen ankles or feet	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Difficulty walking short distances	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Fatigue	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always

Which of these symptoms happen most frequently?

Which activities cause you to feel winded or short of breath?

For more information: heart.org/AorticStenosis

It's important to track your symptoms to determine if they are getting better or worse. Talk to your health care professional about the treatment that's right for you.



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[Two-page FAQ on AS & COVID-19](#) to help patients understand risks and ways to remain healthy while living with AS.

[Video](#): Suzanne Arnold, MD discusses common questions for those living with or facing treatment for aortic stenosis during COVID-19


Uses: patient/provider conversations, patient education

Aortic Stenosis & COVID-19



Aortic Stenosis & COVID-19:
WHAT YOU NEED TO KNOW

If you have an underlying heart condition such as aortic stenosis, you may face a higher risk for complications if you get COVID-19. But with planning and good communication with your health care team, you can manage your risk and remain healthy.



What are the risks of having your valve procedure during the pandemic versus waiting?

Hospitals are following special precautions and protocols to keep you as safe as possible. But the risk of getting COVID-19 in the hospital or after you return home should be balanced with the risk of waiting to have a procedure until the COVID-19 infection rates are lower.


Your doctor will discuss these risks with you and make a recommendation. Contact your health care team to learn more about specific safety procedures in place to protect patients like you.

Should I reschedule my appointment, surgery or procedure?

Hospitals and your health care team are continually evaluating the situation in light of COVID-19. It's important to actively monitor your condition and stay in touch with your doctor and members of your health care team to decide whether you need treatment for your AS right away or if it's OK to wait.

Talk with your heart doctor to share updates on symptoms and ask questions to ensure the most up-to-date information is considered. Your doctor will discuss options which may include proceeding with treatment or to continue monitoring based on factors such as:

- Symptoms, especially if getting worse
- Latest echo (echocardiogram) results
- Frequency of hospitalizations
- Other medical conditions





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What is Aortic Stenosis? Video

This [two-minute video](#) is designed to help those at-risk and recently diagnosed patients to learn more about aortic stenosis, understand its symptoms, how to get a diagnosis and treatment options.

Uses: patient/provider conversations, electronic patient education, media/press events, community events.

It affects **millions of older adults**, and that number is increasing.





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Aortic Stenosis Care Team

The addition of the [Aortic Stenosis Care Team webpage](#) educates patients and their caregivers about the team of health care professionals who will help manage and treat their aortic stenosis.

The screenshot shows the American Heart Association website with the following elements:

- Navigation bar: Heart Attack and Stroke Symptoms, COVID-19, Volunteer, SHOP, DONATE ONCE, DONATE MONTHLY, and a search icon.
- Search bar: Search ex: heart disease
- Section Header: Your Aortic Stenosis Care Team
- Diagram: A circular diagram titled "YOUR AORTIC STENOSIS CARE TEAM" with the American Heart Association logo in the center. The team members are: PRIMARY CARE PHYSICIAN, GENERAL CARDIOLOGIST, CARDIAC SONOGRAPHER, HEART FAILURE SPECIALIST, NURSE PRACTITIONER OR PHYSICIAN ASSISTANT, VALVE CLINIC COORDINATOR, and INTERVENTIONAL CARDIOLOGIST OR CARDIOTHORACIC SURGEON.
- Table of Contents: Heart Valve Disease, About Heart Valves, Heart Valve Problems and Causes, Heart Valve Disease Risks, Signs and Symptoms, Getting an Accurate Diagnosis, Treatment Options, Aortic Stenosis Care Team, Options and Considerations for Surgery, Medications for Heart Valve Symptoms, Options for Heart Valve Repair, Options for Heart Valve Replacement, Types of Replacement Heart Valves, Newer Heart Valve Surgery Options, What is TAVR? (TAVI), Ross Procedure, Recovery and Healthy Living Goals, Personal Stories, Heart Valve Disease Resources, Heart Valve Disease Awareness Day.



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Resources for Patients and Caregivers

Messaging and Creative

Resources available for download at:

www.heart.org/TargetAS

Symptom Awareness Campaign

Patient/Consumer Campaign

Driving to heart.org/AorticStenosis





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Newsletter Copy

Patient/Consumer



It's not aging, it's aortic stenosis

Aortic stenosis is one of the most common and serious valve diseases for people over 60. General physical decline could signal it, so know the symptoms:

- Chest pain
- Irregular heartbeat
- Shortness of breath
- Dizziness or fainting
- Swollen ankles or feet

Talk to your doctor and manage it.

heart.org/AorticStenosis



Time for a heart-to-heart

Aortic stenosis (AS) is a serious heart valve ailment that can mimic common signs of aging. It usually strikes people over 60. A painless echocardiogram can reveal whether you have AS.

Talk with your doctor to learn more.

heart.org/AorticStenosis



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Social Media and Graphics

Patient/Consumer

Social media is a powerful tool for spreading the word and getting others involved. Please share the following messages, images, and posts or retweet from @AmericanHeart

- Alliance for Aging Research
 - Main Accounts
 - Facebook - [@AllianceforAgingResearch](#)
 - Twitter - [@Aging_Research](#)
 - Instagram - [agingresearch](#)
 - LinkedIn - <https://www.linkedin.com/company/alliance-for-aging-research/>
 - Heart Valve Disease Awareness Day Accounts
 - Facebook - [@ValveDiseaseDay](#)
 - Twitter - [@valvediseaseday](#)
 - Instagram - [valvediseaseday](#)
- Heart Valve Voice US
 - Facebook - [@HeartValveVoiceUS](#)
 - Twitter - [@HeartValveUS](#)
 - LinkedIn - <https://www.linkedin.com/company/heart-valve-voice/>

Social Media

Patient/Consumer

Image



A painless echocardiogram tells you whether you have aortic stenosis, the heart ailment that can mimic common signs of aging. heart.org/AorticStenosis

Image



Due to COVID-19, people sometimes delay doctor visits. Doing so could be a mistake for those with aortic stenosis, a heart valve ailment. heart.org/AorticStenosis

GIF

Time for a heart-to-heart

A loved one over 60 has lost vitality mysteriously. The problem could be aortic stenosis. Encourage a visit to the doctor. heart.org/AorticStenosis

GIF

**It's not aging,
it's aortic stenosis**

Aortic stenosis is a heart valve ailment that often affects those over 60. Symptoms like fatigue and physical decline mimic aging. See a doctor. heart.org/AorticStenosis



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Target: Aortic Stenosis™

Digital Banners

Patient/Consumer

Should link to:
heart.org/AorticStenosis

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Target: Aortic Stenosis™



It's not old age, it's aortic stenosis.

Fatigue, physical decline could be signs of heart ailment.

Get a checkup.

200 px X 680 px

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Target: Aortic Stenosis™



Don't let aortic stenosis shut you down.

Know the symptoms: chest pain, irregular heartbeat, shortness of breath, fatigue, dizziness or fainting, swollen ankles or feet.

See your doctor.

280 px X 680 px

American Heart Association
Target: Aortic Stenosis™

Don't let aortic stenosis shut you down.



See your doctor.

970 px X 250 px
300 px X 250 px
300 px X 600 px
728 px X 90 px

160 px X 600 px
300 px X 50 px
320 px X 50 px

Animated Option *(rotating symptoms listed)*

American Heart Association
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It's not old age, it's aortic stenosis.



Know the signs and symptoms.

970 px X 250 px
300 px X 250 px
300 px X 600 px
728 px X 90 px

160 px X 600 px
300 px X 50 px
320 px X 50 px



American Heart Association®
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Full Page Ad

Patient/Consumer

It's not old age, it's aortic stenosis

Don't mistake a serious heart valve ailment for advancing years

Learn about aortic stenosis. Untreated, heart failure and death can result from this narrowing of the aortic valve opening.

Aortic stenosis can mimic general signs of aging — so doctors and loved ones can miss it.

Seek treatment if you experience:

- Chest pain
- Irregular heartbeat
- Shortness of breath
- Fatigue
- Dizziness or fainting
- Swollen feet or ankles

Talk with your doctor and manage it.

heart.org/AorticStenosis

Take Control Campaign

Patient/Consumer Campaign

Driving to [Heart.org/ASResources](https://www.heart.org/ASResources)

(Content below provides specific jumplinks for this landing page)





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Target: Aortic Stenosis™

Newsletter Copy

Patient/Consumer

Mild/Moderate Version

Get ahead of aortic stenosis

Your symptoms may be mild. And, maybe you haven't noticed any physical problems. For now. But aortic stenosis can sneak up on you and if left untreated, the condition can worsen leading to heart failure and death. Take control of your aortic stenosis before it gets control of you. Watch this video.

Direct link: <https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources#learnaboutas>

Image Options:





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Newsletter Copy

Patient/Consumer

Severe Version

Take aortic stenosis to heart

Severe aortic stenosis requires treatment for a positive outcome. Get with your doctor to learn which procedure (TAVI or SAVR) and valve (mechanical or tissue) best suits you. Watch this video to empower your discussion about the options.

Direct link: <https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources#learnaboutas>

Image Options:



Digital Banners

Patient/Consumer

Should link to:
heart.org/ASresources



Aortic stenosis sneaks up on you.

Here's how to keep your guard up – and live better.



200 px X 680 px



Take control of your aortic stenosis before it takes control of you.

Our guides can help.



Aortic stenosis sneaks up on you.
Here's how to keep your guard up – and live better. ▶



Take control of your aortic stenosis before it takes control of you.

Our guides can help.

535 px X 120 px



Take control of your aortic stenosis before it takes control of you.

Our guides can help.

970 px X 250 px
300 px X 250 px
300 px X 600 px
728 px X 90 px

160 px X 600 px
300 px X 50 px
320 px X 50 px

Animated Option *(rotates through messaging)*



Aortic stenosis sneaks up on you.

970 px X 250 px
300 px X 250 px
300 px X 600 px
728 px X 90 px

160 px X 600 px
300 px X 50 px
320 px X 50 px



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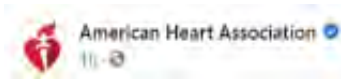
Social Media and Graphics

Patient/Consumer

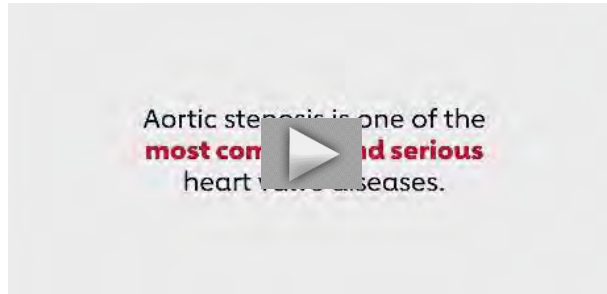
Social media is a powerful tool for spreading the word and getting others involved. Please share the following messages, images, and posts or retweet from @AmericanHeart

- Alliance for Aging Research
 - Main Accounts
 - Facebook - [@AllianceforAgingResearch](#)
 - Twitter - [@Aging_Research](#)
 - Instagram - [agingresearch](#)
 - LinkedIn - <https://www.linkedin.com/company/alliance-for-aging-research/>
 - Heart Valve Disease Awareness Day Accounts
 - Facebook - [@ValveDiseaseDay](#)
 - Twitter - [@valvediseaseday](#)
 - Instagram - [valvediseaseday](#)
- Heart Valve Voice US
 - Facebook - [@HeartValveVoiceUS](#)
 - Twitter - [@HeartValveUS](#)
 - LinkedIn - <https://www.linkedin.com/company/heart-valve-voice/>

SOCIAL MEDIA - Undiagnosed

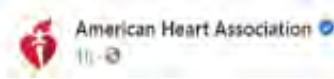


What is Aortic Stenosis? It's a common and serious heart valve disease that affects mainly people over age 65. If it goes undiagnosed, it can become severe and potentially lead to heart failure and death. Learn what you need to know, watch the full video:



URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#learnaboutas

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AHA Aortic Stenosis v5.mp4

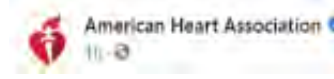


If you are 65+ and experience symptoms that could be related to aortic stenosis (chest pain, irregular heartbeat, shortness of breath, fatigue and/or dizziness), download our Symptom Tracker to track your symptoms and frequencies to share with your doctor.



URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#symptoms

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DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_09



If you believe you may have aortic stenosis, download our discussion guide to be prepared for your doctor visit. Learn what to expect and what questions to get answered. It's important to understand as much as you can about your condition and managing your aortic stenosis.

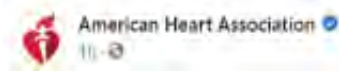


URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#hcteam

Image file names:
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DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_03
DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_03



SOCIAL MEDIA – Mild/Moderate



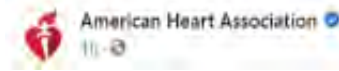
Your aortic stenosis may progressively become more severe over time. It's important to track your symptoms and their frequencies to determine if they're getting better or worse. Don't forget to document any new symptoms. Download our symptom tracker to help.



URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#symptoms

Image file names:

- DS-18541_TAS_Patient_04_SoMe_02kk_1080sq_04
- DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_04
- DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_04



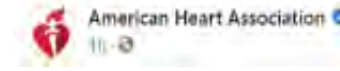
Aortic stenosis is a lifelong condition that may get worse over time. You can manage the condition through monitoring your symptoms, treatment and a healthy lifestyle. Use our discussion guide when talking to your doctor about living with your aortic stenosis.



URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#hcteam

Image file names:

- DS-18541_TAS_Patient_04_SoMe_02kk_1080sq_05
- DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_05
- DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_05



You've been recently diagnosed with aortic stenosis. Now what? Early diagnosis and treatment can improve your quality of life. Take control of your aortic stenosis by knowing what lies ahead in your patient journey. Full Video:



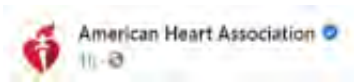
URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#learnaboutas

File name:

DSD-177_AHA_AorticStenosis_Mix_01.mp4



SOCIAL MEDIA – Mild/Moderate



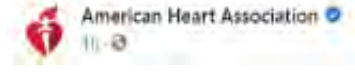
If you've been diagnosed with aortic stenosis, it's important to know your treatment options and be a part of those decisions with your doctor. Refer to our valve replacement decision aid when having those discussions.



URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#treatment

Image file names:

- DS-18541_TAS_Patient_04_SoMe_02kk_1080sq_07
- DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_07
- DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_07



If you are living with aortic stenosis and have no symptoms or mild symptoms, schedule regular appointments with your doctor. Aortic Stenosis sneaks up on you – keep your guard up and live better.



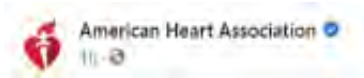
URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537

Image file names:

- DS-18541_TAS_Patient_04_SoMe_02kk_1080sq_08
- DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_08
- DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_08



SOCIAL MEDIA – Severe Diagnosed

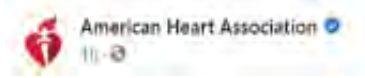


A severe aortic stenosis diagnosis can leave you feeling scared and lost about what comes next and the impact this condition will have on your life. Take control of your aortic stenosis by knowing what lies ahead in your patient journey. Full Video:



URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#learnaboutas

File name:
DSD-177_AHA_AorticStenosis_Mix_01.mp4

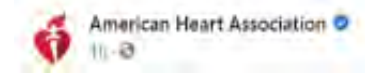


Taking control of your aortic stenosis means that you and your loved ones work with your heart team to determine the treatment plan that's right for you. Refer to our valve replacement decision aid when having those discussions.



URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#treatment

Image file names:
DS-18541_TAS_Patient_04_SoMe_02kk_1080sq_06
DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_06
DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_06



With a severe aortic stenosis diagnosis, you may need to have your aortic valve replaced. You and your heart team will discuss the SAVR and TAVI (also known as TAVR) procedures to determine the best option for you. Know the risk and benefits of each procedure.



URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#treatment

Image file names:
DS-18541_TAS_Patient_04_SoMe_02kk_1080sq_02
DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_02
DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_02



American Heart Association®

Target: Aortic Stenosis™

SOCIAL MEDIA – Severe Diagnosed



What is a heart team? If you are being considered for valve repair or replacement, you'll have a specialized team of health professionals who will treat and help manage your aortic stenosis. Let us help you understand their roles.



URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/understanding-your-heart-valve-treatment-options/your-aortic-stenosis-care-team?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537

Image file names:

- DS-18541_TAS_Patient_04_SoMe_02kk_1080sq_12
- DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_12
- DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_12



It's vital to know you're not alone on your journey. Connecting with others affected by aortic stenosis and heart valve disease can provide you with the support and encouragement you need living with this condition.



URL: <https://supportnetwork.heart.org/s/>

Image file names:

- DS-18541_TAS_Patient_04_SoMe_02kk_1080sq_11
- DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_11
- DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_11



SOCIAL MEDIA – Alt Photo Options



<p>Image file names: DS-18541_TAS_Patient_04_SoMe_02kk_1080sq_10 DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_10 DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_10</p>	<p>Image file names: DS-18541_TAS_Patient_04_SoMe_02kk_1080sq_13 DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_13 DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_13</p>	<p>Image file names: DS-18541_TAS_Patient_04_SoMe_02kk_1080sq_01 DS-18541_TAS_Patient_04_SoMe_02kk_1200x628_01 DS-18541_TAS_Patient_04_SoMe_02kk_1200x675_01</p>
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American Heart Association®

Target: Aortic Stenosis™



Resources for Healthcare Professionals

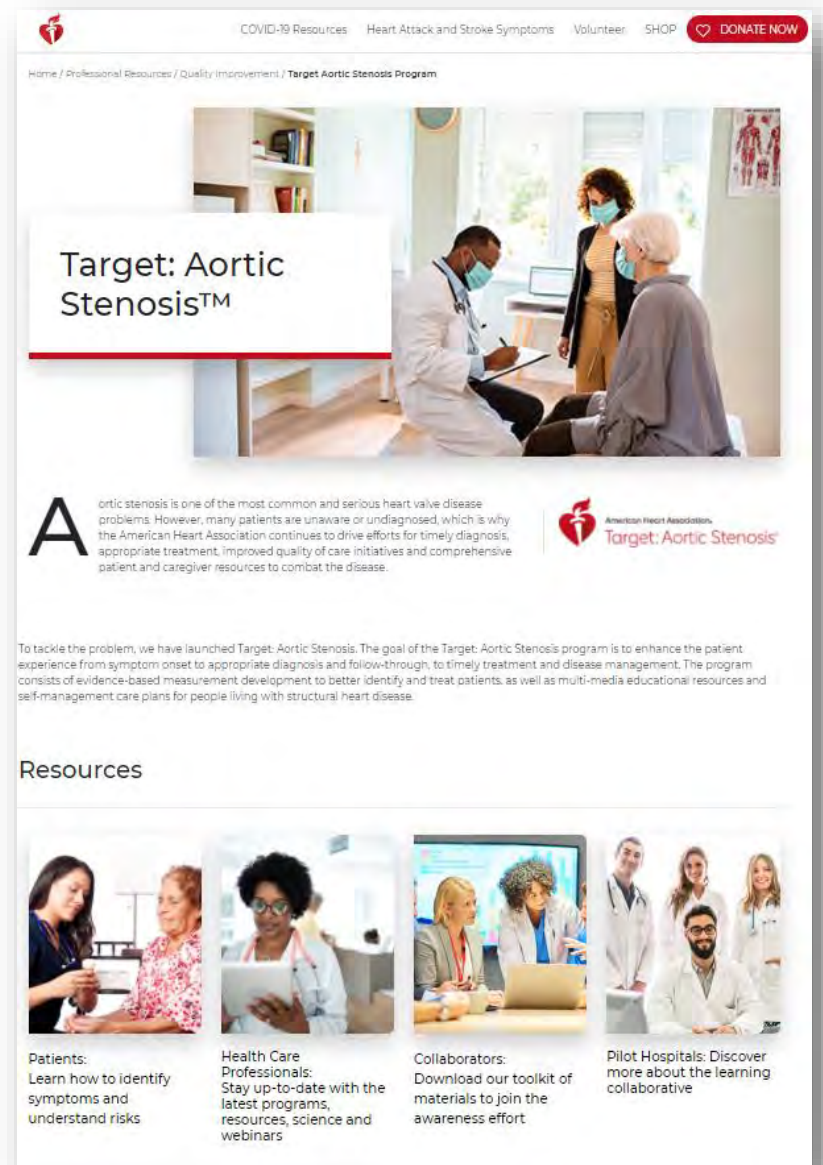


Heart.org/TargetAS

This [initiative website](#) provides a comprehensive overview of **Target: Aortic Stenosis**, including tools and resources for health care professionals and quality systems improvement updates and resources.

- Health care professionals will find the latest science, professional tools and resources, and educational opportunities and upcoming webinars to support adherence to guidelines.
- Additionally, health care professionals can download patient education materials.
- Health systems and medical professionals will find information about quality improvement efforts supporting aortic stenosis management, treatment and diagnosis.

Digital Content




The screenshot shows the website's header with navigation links for COVID-19 Resources, Heart Attack and Stroke Symptoms, Volunteer, SHOP, and a DONATE NOW button. The breadcrumb trail reads: Home / Professional Resources / Quality Improvement / Target Aortic Stenosis Program. The main content area features a large image of a doctor consulting with a patient and a woman, with the text "Target: Aortic Stenosis™" overlaid. Below this is a paragraph starting with a large "A" that describes aortic stenosis as a common and serious heart valve disease, and mentions the American Heart Association's efforts. To the right of this paragraph is the American Heart Association logo and the text "Target: Aortic Stenosis". Below the paragraph is a short paragraph explaining the goal of the Target: Aortic Stenosis program. At the bottom, there is a "Resources" section with four columns of images and text: "Patients: Learn how to identify symptoms and understand risks", "Health Care Professionals: Stay up-to-date with the latest programs, resources, science and webinars", "Collaborators: Download our toolkit of materials to join the awareness effort", and "Pilot Hospitals: Discover more about the learning collaborative".

COVID-19 Resources Heart Attack and Stroke Symptoms Volunteer SHOP [DONATE NOW](#)

Home / Professional Resources / Quality Improvement / Target Aortic Stenosis Program


Target: Aortic Stenosis™


Aortic stenosis is one of the most common and serious heart valve disease problems. However, many patients are unaware or undiagnosed, which is why the American Heart Association continues to drive efforts for timely diagnosis, appropriate treatment, improved quality of care initiatives and comprehensive patient and caregiver resources to combat the disease.


 American Heart Association
Target: Aortic Stenosis


To tackle the problem, we have launched Target: Aortic Stenosis. The goal of the Target: Aortic Stenosis program is to enhance the patient experience from symptom onset to appropriate diagnosis and follow-through, to timely treatment and disease management. The program consists of evidence-based measurement development to better identify and treat patients, as well as multi-media educational resources and self-management care plans for people living with structural heart disease.

Resources

 **Patients:** Learn how to identify symptoms and understand risks

 **Health Care Professionals:** Stay up-to-date with the latest programs, resources, science and webinars

 **Collaborators:** Download our toolkit of materials to join the awareness effort

 **Pilot Hospitals:** Discover more about the learning collaborative

Heart.org/TargetAS (Click on HealthCare Professionals)

In December 2020, the American Heart Association will release NEW Valvular Heart Disease Guidelines to provide up-to-date comprehensive recommendations for healthcare professionals and patients on the management and treatment of heart valve disease. The guideline is new since the 2017 Focused Update to the Guidelines and 2014 Valvular Heart Disease Guidelines.

The Guideline Resources listed on this [webpage](#) are intended to help elevate awareness and drive quicker implementation of the new Valvular Heart Disease Guidelines – to ultimately improve heart valve patient outcomes, including aortic stenosis.



The screenshot shows the top navigation bar with links for "Heart Attack and Stroke Symptoms", "COVID-19", "Volunteer", and "SHOP". There are two red buttons for "DONATE ONCE" and "DONATE MONTHLY". A search bar contains the text "ex: heart disease" and a red "Search" button. The main heading is "Aortic Stenosis Resources for Health Care Professionals". Below the heading is a sub-heading "Together, we can make a difference." followed by a paragraph: "The Target: Aortic Stenosis quality improvement program is to enhance the patient experience from symptom onset to appropriate diagnosis and follow-through, to timely treatment and disease management." Below this is a section titled "Guideline Resources|" with a link to "Valvular Heart Disease Guidelines (website)". A list of resources follows:

- Top Things to Know: 2020 ACC/AHA Guideline for the Management of Patients With Valvular Heart Disease
- Executive Summary
- Perspective to 2020 AHA/ACC Guideline for the Management of Patients with Valvular Heart Disease
- AHA Clinical Update - Valvular Heart Disease (PPTX - customizable) | (pdf version)
- Slide Set (pdf)
- VHD pocket guideline (for purchase)
- AHA News: New guidelines call for less use of surgery to treat heart valve disease
- News Release: Updated guideline for heart valve disease spotlights less invasive treatments
- News Release: Quality of care initiative seeks to improve outcomes for heart valve patients

Below the list is a "Webinars:" section with two items:

- Key Implications for Clinicians in the 2020 ACC/AHA Guideline for the Management of Patients with Valvular Heart Disease Launch Webinar
- National Introduction to American Heart Association's Initiative Target: Aortic Stenosis™ View the Transcript (pdf) | Watch Video

On the right side of the page, there is a "Quality Improvement" section with links for "Target: Aortic Stenosis Program", "Collaborators", "Pilot Hospitals", "Resources for Health Care Professionals", and "Patient Aortic Stenosis". Below this is a red "Related Articles" header, followed by a photo of a man and the text "Aortic Stenosis". At the bottom right is a "Popular Articles" header with a photo of a group of people.



What Is Aortic Stenosis? Fact Sheet

[One-page fact sheet](#) that provides an overview of Aortic Stenosis, who is at risk, how it's diagnosed and how to manage it and reduce the risk of heart failure and death.

Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.

The graphic is a one-page fact sheet titled "Aortic Stenosis" from the American Heart Association's "Target: Aortic Stenosis" campaign. It features a red header with the AHA logo and title. The main text explains that aortic stenosis is a narrowing of the aortic valve, which restricts blood flow. Below this, four icons represent symptoms: Fatigue, Shortness of breath, Chest pain, and Rapid fluttering heartbeat. A key statistic states that more than 20% of older Americans have aortic stenosis, and it is common in people over age 65. The fact sheet also emphasizes the importance of regular checkups (echocardiograms) and early treatment to prevent heart failure. For mild cases, it recommends maintaining a healthy lifestyle (avoiding smoking, alcohol, and caffeine). For more severe cases, it notes that doctors may recommend medication to lower blood pressure and cholesterol, or surgery for valve repair or replacement. A final note states that after valve replacement, patients can resume a healthy, active life. The bottom of the graphic includes the website heart.org/AorticStenosis for more information.

American Heart Association®
Target: Aortic Stenosis™

Aortic Stenosis

Aortic stenosis is one of the most common and serious valve disease problems. The heart pumps blood through the aortic valve to the body. Over time, calcium buildup can narrow the valve opening and restrict blood flow to the heart.

Stenosis means narrowing. It makes the heart work harder and can cause:

- Fatigue
- Shortness of breath
- Chest pain
- Rapid fluttering heartbeat

More than **20%** of older Americans have aortic stenosis.

- Common in people over age 65
- Untreated, it can lead to heart failure and death.

Get regular checkups
Your health care team can monitor your valve by taking images of your heart, called an **echocardiogram**, or "echo."

Early treatment is key to preventing heart failure.

- For mild or no symptoms, maintain a healthy lifestyle.

Plus

- Your doctor may recommend medication to:
 - Lower your blood pressure
 - Reduce your cholesterol

Do you need a new heart valve?
If your symptoms are severe, you may need a valve procedure. You and your doctor can discuss the option that's best for you.

- Less invasive procedure
- Surgical repair


After a heart valve replacement, you should be able to resume a healthy, active life.

Visit heart.org/AorticStenosis for more information.

Aortic Stenosis Symptom Tracker

[One-page tracker](#) for patients to record the symptoms that they have been experiencing and frequency in order to share with their healthcare professional.










Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.

 American Heart Association®
Target: Aortic Stenosis™

DATE: / /

Aortic Stenosis Symptom Tracker

Check symptoms that apply to you, noting the frequency. Then bring this tracker to your next appointment to review with your doctor.

	Pain, tightness or pressure in the chest	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Lightheadedness or dizziness	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Shortness of breath	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Rapid, fluttering heartbeat	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Fainting	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Difficulty sleeping or sitting up	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Swollen ankles or feet	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Difficulty walking short distances	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Fatigue	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always

Which of these symptoms happen most frequently?

Which activities cause you to feel winded or short of breath?

For more information: heart.org/AorticStenosis

It's important to track your symptoms to determine if they are getting better or worse. Talk to your health care professional about the treatment that's right for you.



American Heart Association®

Target: Aortic Stenosis™

Healthcare Professional Discussion Guide

Two-page printable piece that contains a brief overview of Aortic Stenosis and provides a list of questions that patients and their loved ones can use to guide the conversation with their healthcare professionals.

Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.

American Heart Association.

Take charge of Aortic Stenosis

PATIENT/PROVIDER Discussion Guide

Be prepared to get the most out of your appointment.

Learn as much as you can about your condition. Write down questions to ask your doctor.

Aortic stenosis is a common condition that occurs when the opening to the heart valve narrows, usually due to age.

The hardened valve opening restricts proper blood flow to the heart. This can produce symptoms such as fatigue, dizziness, shortness of breath and chest pain.

Untreated, symptoms can worsen, leading to heart failure and possibly death.

It's important to seek treatment as soon as possible

There is no cure for aortic stenosis. But you can manage early symptoms with medication and a healthy lifestyle. When the symptoms become severe or your heart function declines, your doctor may recommend replacing the damaged valve.

At your appointment:

- Your doctor will ask about your symptoms. How long have you had them? Have they gotten worse? Do they interfere with daily living? [Download our symptom tracker here.](#)
- Be prepared to discuss any family history of heart disease.
- Your blood work and vital signs will be checked.
- Your doctor may order images of your heart, or an echocardiogram, to examine the condition of the valve.
- Medication may be recommended.
- Your doctor may discuss valve replacement procedures with you.



American Heart Association®


Target: Aortic Stenosis™

[Two-page FAQ on AS & COVID-19](#) to help patients understand risks and ways to remain healthy while living with AS.

[Video](#): Suzanne Arnold, MD discusses common questions for those living with or facing treatment for aortic stenosis during COVID-19


Uses: patient/provider conversations, patient education

Aortic Stenosis & COVID-19

 American Heart Association.

Aortic Stenosis & COVID-19: WHAT YOU NEED TO KNOW

If you have an underlying heart condition such as aortic stenosis, you may face a higher risk for complications if you get COVID-19. But with planning and good communication with your health care team, you can manage your risk and remain healthy.



What are the risks of having your valve procedure during the pandemic versus waiting?

Hospitals are following special precautions and protocols to keep you as safe as possible. But the risk of getting COVID-19 in the hospital or after you return home should be balanced with the risk of waiting to have a procedure until the COVID-19 infection rates are lower.


Your doctor will discuss these risks with you and make a recommendation. Contact your health care team to learn more about specific safety procedures in place to protect patients like you.

Should I reschedule my appointment, surgery or procedure?

Hospitals and your health care team are continually evaluating the situation in light of COVID-19. It's important to actively monitor your condition and stay in touch with your doctor and members of your health care team to decide whether you need treatment for your AS right away or if it's OK to wait.

Talk with your heart doctor to share updates on symptoms and ask questions to ensure the most up-to-date information is considered. Your doctor will discuss options which may include proceeding with treatment or to continue monitoring based on factors such as:

- Symptoms, especially if getting worse
- Latest echo (echocardiogram) results
- Frequency of hospitalizations
- Other medical conditions





American Heart Association®

Target: Aortic Stenosis™

What is Aortic Stenosis? Video

This [two-minute video](#) is designed to help those at-risk and recently diagnosed patients to learn more about aortic stenosis, understand its symptoms, how to get a diagnosis and treatment options.

Uses: patient/provider conversations, electronic patient education, media/press events, community events.

It affects **millions of older adults**, and that number is increasing.





American Heart Association®

Target: Aortic Stenosis™



Resources for Healthcare Professionals

Messaging and Creative

Resources available for download at:

www.heart.org/TargetAS

Early Diagnosis Campaign

Healthcare Professional Campaign

Driving to [Heart.org/TargetAS](https://www.heart.org/TargetAS)





American Heart Association®
Target: Aortic Stenosis™

1325 X 290

Digital Banners

Healthcare professional


Link to heart.org/TargetAS



Spot aortic stenosis early

Make sure your patients know the signs

heart.org/TargetAS

 Edwards Lifesciences is the national sponsor of American Heart Association's Target: Aortic Stenosis.

300 X 500



Spot aortic stenosis early

Make sure your patients know the signs

heart.org/TargetAS



Edwards Lifesciences is the national sponsor of American Heart Association's Target: Aortic Stenosis.

250X250, 300X250, 650X90, 728X90



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Target: Aortic Stenosis™

Make sure your patients know the signs

Spot aortic stenosis early

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350x250

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Target: Aortic Stenosis™

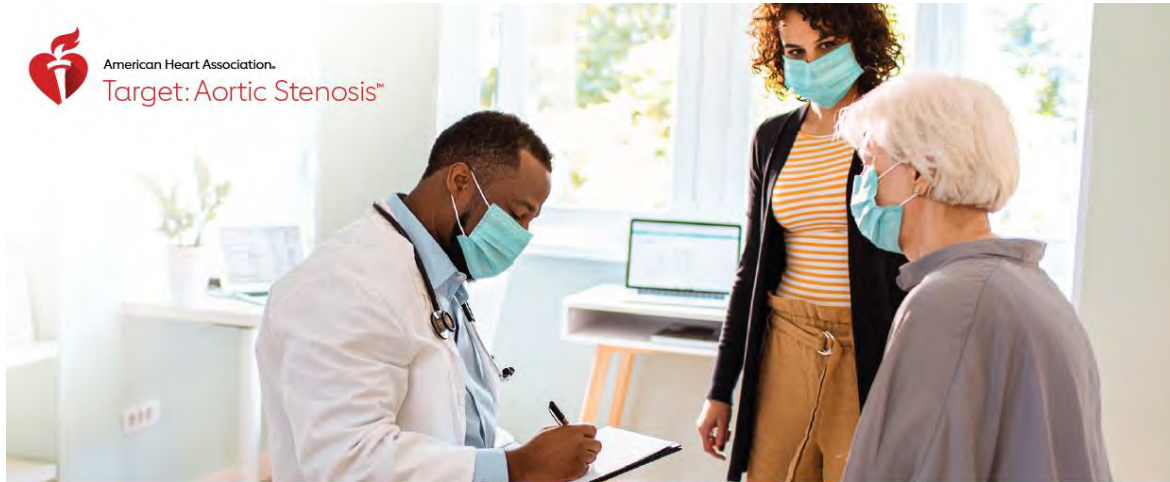
Flyer/Postcard

Healthcare professional



American Heart Association®

Target: Aortic Stenosis™



Don't wait. Stop this thief.

Here's how to protect your patients



Edwards Lifesciences is the national sponsor of American Heart Association's Target: Aortic Stenosis.

heart.org/TargetAS

Front side

Aortic stenosis steals life

Patients often mistake the symptoms of aortic stenosis for the common effects of aging. They need to know how this disease may rob them of vitality and possibly, life.

Don't wait. Get the tools and information to empower your patients to understand aortic stenosis and become engaged in their health journey.

We have what they need to know:

- Fact sheet
- Discussion guide
- Symptom tracker
- Patient testimonial videos



American Heart Association®

Target: Aortic Stenosis™

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heart.org/TargetAS

Back side



American Heart Association®

Target: Aortic Stenosis™

Newsletter Copy

Healthcare professional



Spot aortic stenosis early

Timely diagnosis is key to treating this heart valve ailment. We can help you educate patients on signs, symptoms & treatment options.

heart.org/TargetAS



Aortic stenosis steals life

Patients often mistake the symptoms of aortic stenosis for the common effects of aging. They need to know how this disease may rob them of vitality and possibly, life.

Don't wait. Get the tools and information to empower your patients to understand AS and become engaged in their health journey.

We have what they need to know

- Fact sheet
- Symptom tracker
- Discussion guide
- Patient testimonial videos

heart.org/TargetAS



American Heart Association®
Target: Aortic Stenosis™



Full Page Ad

Healthcare professional

Don't wait. Stop this thief. Aortic stenosis steals life.

Here's how to protect your patients

Patients often mistake the symptoms of aortic stenosis for the common effects of aging. They need to know how this disease may rob them of vitality and possibly, life.

Don't wait. Get the tools and information to empower your patients to understand aortic stenosis and become engaged in their health journey.

We have what they need to know:

- [Fact sheet](#)
- [Discussion guide](#)
- [Symptom tracker](#)
- [Patient testimonial videos](#)

heart.org/TargetAS



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Follow the Guidelines Campaign

Healthcare Professional Campaign

Driving to [Heart.org/TargetAS](https://www.heart.org/TargetAS)





American Heart Association®
Target: Aortic Stenosis™

Web Banners

Healthcare professional

Patient focused and HCP focused imagery

Link to heart.org/TargetAS

728X90



300X500



Follow the guidelines to
treat aortic stenosis

heart.org/TargetAS

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Follow the guidelines to
treat aortic stenosis

heart.org/TargetAS

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250X250, 300X250, 350X250



Follow the guidelines to
treat aortic stenosis

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heart.org/TargetAS



Follow the guidelines to
treat aortic stenosis

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heart.org/TargetAS

650X90, 728X90



Follow the guidelines to
treat aortic stenosis

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heart.org/TargetAS



American Heart Association®

Target: Aortic Stenosis™

Newsletter Content

Healthcare professional

Follow the guidelines to treat aortic stenosis

Target: Aortic Stenosis focuses on addressing challenges in diagnosing and treating this common and deadly heart valve disease. We encourage you to follow the 2020 Valvular Heart Disease Guidelines for comprehensive, up-to-date recommendations for diagnosing and treating your patients. <http://heart.org/targetAS>





American Heart Association®
Target: Aortic Stenosis™

Full Page Ad

Healthcare professional (Print and Electronic)



Follow the guidelines to treat aortic stenosis

Your aortic stenosis patients deserve treatment they can trust.

Target: Aortic Stenosis focuses on addressing challenges in diagnosing and treating this common and deadly heart valve disease. We encourage you to follow the 2020 Valvular Heart Disease Guidelines for up-to-date comprehensive recommendations for diagnosing and treating your aortic stenosis patients.

Recommendations for patients with severe aortic stenosis include:

- Evaluation for valve intervention by a multidisciplinary team
- Expanding indications for TAVI including for those at low surgical risk
- Valve intervention based on the severity of symptoms and heart function
- Shared decision-making to weigh the risks and benefits between valve types (bioprosthetic vs. mechanical) and interventions (TAVI vs. SAVR)

heart.org/TargetAS



Edwards Lifesciences is the national sponsor of American Heart Association's Target: Aortic Stenosis.

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American Heart Association®

Target: Aortic Stenosis™

Social Media and Graphics

Healthcare professional

Social media is a powerful tool for spreading the word and getting others involved. Please share the following messages, images, and posts or retweet from @AHAScience

- Association of Black Cardiologists
 - Facebook – [@abcardio](#)
 - Twitter – [@ABCARDIO1](#)
 - Instagram – [abcardio1](#)
 - LinkedIn – <https://www.linkedin.com/company/association-of-black-cardiologists/>
 - LinkedIn (Group) – <https://www.linkedin.com/groups/8691649/>
- American Society For Preventive Cardiology
 - Twitter – [@ASPCardio](#)
 - LinkedIn – <https://www.linkedin.com/company/american-society-for-preventive-cardiology/>
- Association of Physicians Associates in Cardiology
 - Facebook – [@PACardiology](#)
 - Twitter – [@APAC_Cardiology](#)
 - Instagram – [pasincardiology](#)
 - LinkedIn (Group) – <https://www.linkedin.com/groups/4023586/>

SOCIAL MEDIA

Healthcare professional



Did you know? The AHA recommends evaluation of patients with severe aortic stenosis for valve intervention by a multidisciplinary team.
<http://heart.org/targetAS>

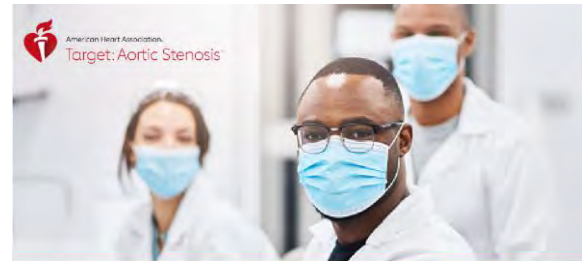


Follow the Valvular Heart Disease Guidelines

File name:
DS-18351_AS_04e_SoMe_1200x1200
DS-18351_AS_04e_SoMe_1200x675
DS-18351_AS_04e_SoMe_1200x628



We encourage you to follow the guidelines for comprehensive, up-to-date recommendations for diagnosing and treating your patients with aortic stenosis. <http://heart.org/targetAS>

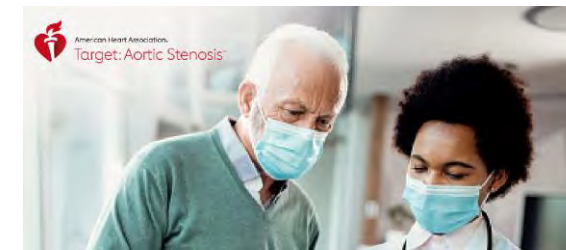


Follow the Valvular Heart Disease Guidelines

File name:
DS-18351_AS_04g_SoMe_1200x1200
DS-18351_AS_04g_SoMe_1200x675
DS-18351_AS_04g_SoMe_1200x628



Work together with your patients with severe aortic stenosis in shared decision-making to discuss the risks and benefits of treatment options.
<http://heart.org/targetAS>



Follow the Valvular Heart Disease Guidelines

File name:
DS-18351_AS_04b_SoMe_1200x1200
DS-18351_AS_04b_SoMe_1200x675
DS-18351_AS_04b_SoMe_1200x628



Valve intervention for severe aortic stenosis is based symptoms and heart function.
<http://heart.org/targetAS>



Follow the Valvular Heart Disease Guidelines

File name:
DS-18351_AS_04c_SoMe_1200x1200
DS-18351_AS_04c_SoMe_1200x675
DS-18351_AS_04c_SoMe_1200x628

Social Media Amplification Calendar

For sharing/retweeting AHA's social media accounts



2022 CALENDAR

JANUARY							FEBRUARY							MARCH							APRIL						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1			1	2	3	4	👉			1	👉	3	4	5						1	2
2	3	4	5	6	7	8	6	7	8	9	10	11	12	6	7	8	9	10	11	12	3	4	👉	6	7	8	9
9	👉	11	12	13	14	15	13	14	15	16	17	18	19	13	14	15	16	17	18	19	10	11	12	13	14	15	16
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30	31																										

MAY							JUNE							JULY							AUGUST							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
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SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
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							30	31																			

AHA Social Media Accounts

Patient/Consumer:

- [@American_Heart](#) (Twitter)
- [American Heart Association](#) (Facebook)
- [American Heart Association](#) (LinkedIn)*

Healthcare Professional:

- [@AHAScience](#) (Twitter)

*Only select posts will post to LinkedIn.

Patient/Consumer Posts

March 2: 2:24 PM CT	June 10: 9:36 AM CT	September 19: 2:42 PM CT	December 16: 2:44 PM CT
March 29: 2:34 PM CT	June 29: 2:26 PM CT	October 21: 2:31 PM CT	
April 19: 2:35 PM CT	July 15: 12:37 PM CT	November 7: 2:43 PM CT	
May 20: 2:36 PM CT	August 19: 9:41 AM CT	November 30: 10:43 AM CT	

Healthcare Professional Posts**

January 10: 12:53 PM CT
April 5: 3:00 PM CT
July 6: 8:00 AM CT
November 3: 12:00 PM CT

**HCP post schedule could change due to other science requests.

Valve Disease Awareness Day (AS Relevant)

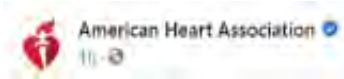
February 5
February 22



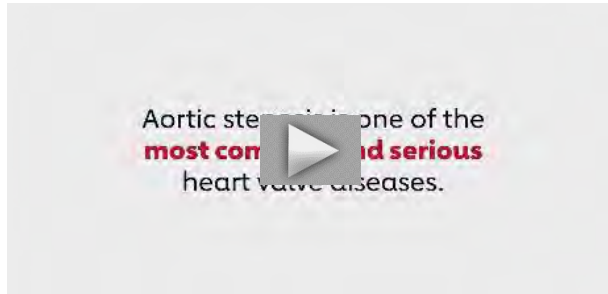
American Heart Association®

Target: Aortic Stenosis™

SOCIAL MEDIA – Undiagnosed Patient/Consumer



What is Aortic Stenosis? It's a common and serious heart valve disease that affects mainly people over age 65. If it goes undiagnosed, it can become severe and potentially lead to heart failure and death. Learn what you need to know, watch the full video:

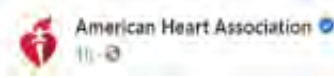


URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#learnaboutas

DATE SCHEDULED: March 2 at 2:24 PM CT

POSTING ACCOUNTS:

- [@American_Heart](#) (Twitter)
- [American Heart Association](#) (Facebook)
- [American Heart Association](#) (LinkedIn)



If you are 65+ and experience symptoms that could be related to aortic stenosis (chest pain, irregular heartbeat, shortness of breath, fatigue and/or dizziness), download our Symptom Tracker to track your symptoms and frequencies to share with your doctor.

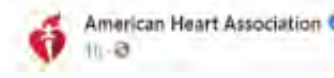


URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#symptoms

DATE SCHEDULED: June 29 at 2:26 PM CT

POSTING ACCOUNTS:

- [@American_Heart](#) (Twitter)
- [American Heart Association](#) (Facebook)



If you believe you may have aortic stenosis, download our discussion guide to be prepared for your doctor visit. Learn what to expect and what questions to get answered. It's important to understand as much as you can about your condition and managing your aortic stenosis.



URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#hcteam

DATE SCHEDULED: October 21 at 2:31 PM CT

POSTING ACCOUNTS:

- [@American_Heart](#) (Twitter)
- [American Heart Association](#) (Facebook)

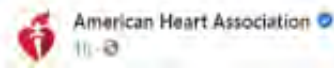


American Heart Association®

Target: Aortic Stenosis™

SOCIAL MEDIA – Mild/Moderate

Patient/Consumer



Your aortic stenosis may progressively become more severe over time. It's important to track your symptoms and their frequencies to determine if they're getting better or worse. Don't forget to document any new symptoms. Download our symptom tracker to help.

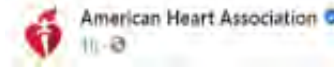


URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#symptoms

DATE SCHEDULED: March 29 at 2:34 PM CT

POSTING ACCOUNTS:

- [@American_Heart](#) (Twitter)
- [American Heart Association](#) (Facebook)



Aortic stenosis is a lifelong condition that may get worse over time. You can manage the condition through monitoring your symptoms, treatment and a healthy lifestyle. Use our discussion guide when talking to your doctor about living with your aortic stenosis.

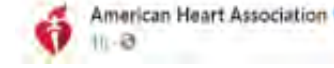


URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#hcteam

DATE SCHEDULED: April 19 at 2:35 PM CT

POSTING ACCOUNTS:

- [@American_Heart](#) (Twitter)
- [American Heart Association](#) (Facebook)



You've been recently diagnosed with aortic stenosis. Now what? Early diagnosis and treatment can improve your quality of life. Take control of your aortic stenosis by knowing what lies ahead in your patient journey. Full Video:



URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#learnaboutas

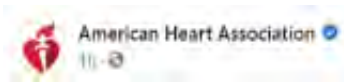
DATE SCHEDULED: July 15 at 12:37 PM CT

POSTING ACCOUNTS:

- [@American_Heart](#) (Twitter)
- [American Heart Association](#) (Facebook)
- [American Heart Association](#) (LinkedIn)



SOCIAL MEDIA – Mild/Moderate Patient/Consumer



If you've been diagnosed with aortic stenosis, it's important to know your treatment options and be a part of those decisions with your doctor. Refer to our valve replacement decision aid when having those discussions.

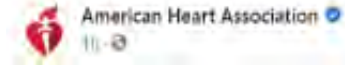


URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_campaign=8DE70A9D09DC4008B1DD2F01935FF537#treatment

DATE SCHEDULED: August 19 at 9:41 AM CT

POSTING ACCOUNTS:

- [@American_Heart](#) (Twitter)
- [American Heart Association](#) (Facebook)



If you are living with aortic stenosis and have no symptoms or mild symptoms, schedule regular appointments with your doctor. Aortic Stenosis sneaks up on you – keep your guard up and live better.



URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_campaign=8DE70A9D09DC4008B1DD2F01935FF537

DATE SCHEDULED: November 7 at 2:43 PM CT

POSTING ACCOUNTS:

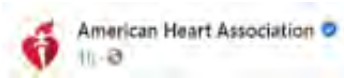
- [@American_Heart](#) (Twitter)
- [American Heart Association](#) (Facebook)



American Heart Association®

Target: Aortic Stenosis™

SOCIAL MEDIA – Severe Diagnosed Patient/Consumer



A severe aortic stenosis diagnosis can leave you feeling scared and lost about what comes next and the impact this condition will have on your life. Take control of your aortic stenosis by knowing what lies ahead in your patient journey. Full Video:

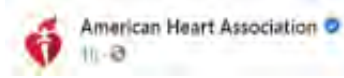


URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#learnaboutas

DATE SCHEDULED: December 16 at 2:44 PM CT

POSTING ACCOUNTS::

- [@American_Heart](#) (Twitter)
- [American Heart Association](#) (Facebook)
- [American Heart Association](#) (LinkedIn)



Taking control of your aortic stenosis means that you and your loved ones work with your heart team to determine the treatment plan that's right for you. Refer to our valve replacement decision aid when having those discussions.

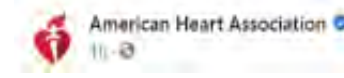


URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#treatment

DATE SCHEDULED: May 20 at 2:36 PM CT

POSTING ACCOUNTS:

- [@American_Heart](#) (Twitter)
- [American Heart Association](#) (Facebook)



With a severe aortic stenosis diagnosis, you may need to have your aortic valve replaced. You and your heart team will discuss the SAVR and TAVI (also known as TAVR) procedures to determine the best option for you. Know the risk and benefits of each procedure.



URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#treatment

DATE SCHEDULED: June 10 at 9:36 AM CT

POSTING ACCOUNTS:

- [@American_Heart](#) (Twitter)
- [American Heart Association](#) (Facebook)



American Heart Association®

Target: Aortic Stenosis™

SOCIAL MEDIA – Severe Diagnosed Patient/Consumer



What is a heart team? If you are being considered for valve repair or replacement, you'll have a specialized team of health professionals who will treat and help manage your aortic stenosis. Let us help you understand their roles.



URL: https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/understanding-your-heart-valve-treatment-options/your-aortic-stenosis-care-team?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537

DATE SCHEDULED: September 19 at 2:42 PM CT

POSTING ACCOUNTS:

- [@American_Heart](#) (Twitter)
- [American Heart Association](#) (Facebook)



It's vital to know you're not alone on your journey. Connecting with others affected by aortic stenosis and heart valve disease can provide you with the support and encouragement you need living with this condition.



URL: <https://supportnetwork.heart.org/s/>

DATE SCHEDULED: November 30 at 10:43 AM CT

POSTING ACCOUNTS:

- [@American_Heart](#) (Twitter)
- [American Heart Association](#) (Facebook)

SOCIAL MEDIA – Heart Valve Disease Awareness Day (AORTIC STENOSIS RELEVANT)

Patient/Consumer

American Heart Association
February 5 at 3:00 PM · 🌐

"We were afraid to plan for the future." Amy and Pete will never forget the moment they learned Pete had aortic valve disease and would need surgery. That began a long two years of waiting and worrying, but they found a way to cope: music. "Pete is a drummer, and when he wasn't playing gigs, we'd find musical adventures to go on that helped keep our minds off the scary diagnosis."

Pete had successful surgery in 2017. He drummed his first gig eight weeks later. Read more about Pete and Amy and how they're using their love of music to help others here:
<http://spr.ly/6185KM715>

#ValveDiseaseDay #HeartMonth



• February 5, 2022 – [Facebook](#) | [Twitter](#)

American Heart Association
3h · 🌐

As many as 11 million Americans have heart valve disease, but only 1 in 4 adults know much about it. We're working with [Heart Valve Disease Awareness Day](#) to raise awareness. Some facts to know and share this [#ValveDiseaseDay](#) 🌟

Listen to your heart and know the symptoms of heart valve disease:

- L** Lightheaded, faint, or dizzy feelings
- I** Irregular heartbeat, heart flutter, or chest pains
- S** Shortness of breath after light activity or while laying down
- T** Tiredness, even if they've had plenty of sleep
- E** Edema (swelling of the ankles and feet)
- N** Not feeling like themselves (missing out on daily activities)

FEBRUARY 22
#VALVEDISEASEDAY



• February 22, 2022 – [Facebook](#) | [Twitter](#)

American Heart Association
@American_Heart

Have you been diagnosed with [#aorticstenosis](#) (AS)? You are not alone - 20% of Americans over age 65 have the disease. Early treatment of aortic stenosis is the key to preventing heart failure. For more info on Aortic Stenosis go to spr.ly/6010Kpmfs. [#ValveDiseaseDay](#)



• February 22, 2022 – [Twitter](#)

American Heart Association
@American_Heart

As many as 11 million Americans have heart valve disease, but only 1 in 4 adults know much about it. We're working with [@ValveDiseaseDay](#) to raise awareness. Some facts to know and share this [#ValveDiseaseDay](#) 🌟 (1/4) 📌

8:00 AM · Feb 22, 2022 · Sprinkl

17 Retweets · 1 Quote Tweet · 28 Likes

Tweet your reply

American Heart Association @American_Heart · 8h
Replying to @American_Heart
Heart valve disease involves damage to one or more of the heart's valves, which disrupts blood flow by not opening or closing properly. Some types of valve disease can lead to major complications—including death. [#ValveDiseaseDay](#) (2/4)

American Heart Association @American_Heart · 8h
People with heart valve disease do not always have symptoms, and those who do may mistakenly think they are a normal part of aging. This makes detection even more critical. [#ValveDiseaseDay](#) (3/4)

American Heart Association @American_Heart · 8h
Heart valve disease can usually be successfully treated with valve repair or replacement. Detecting heart valve disease starts in your doctor's office. Make an appointment to reconnect with your doctor and check up on your health today. [#ValveDiseaseDay](#) (4/4)

• February 22, 2022 – [Twitter](#)

SOCIAL MEDIA

Healthcare professional



Did you know? The AHA recommends evaluation of patients with severe aortic stenosis for valve intervention by a multidisciplinary team.
<http://heart.org/targetAS>



Follow the Valvular Heart Disease Guidelines

DATE SCHEDULED: April 5 or July 6 or November 3*

POSTING ACCOUNTS:
• [@AHAScience](https://twitter.com/AHAScience) (Twitter)



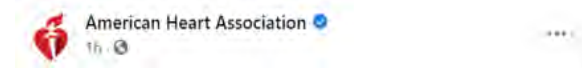
We encourage you to follow the guidelines for comprehensive, up-to-date recommendations for diagnosing and treating your patients with aortic stenosis. <http://heart.org/targetAS>



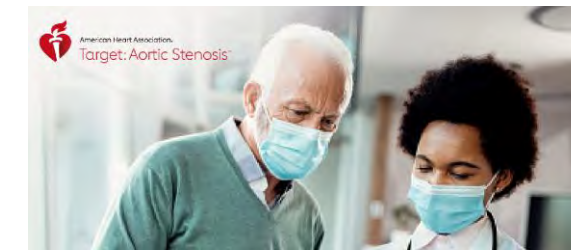
Follow the Valvular Heart Disease Guidelines

DATE SCHEDULED: April 5 or July 6 or November 3*

POSTING ACCOUNTS:
• [@AHAScience](https://twitter.com/AHAScience) (Twitter)



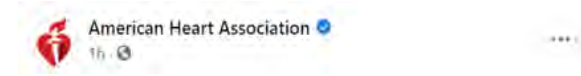
Work together with your patients with severe aortic stenosis in shared decision-making to discuss the risks and benefits of treatment options.
<http://heart.org/targetAS>



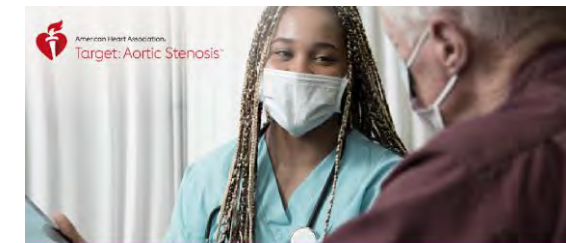
Follow the Valvular Heart Disease Guidelines

DATE SCHEDULED: January 10: 12:53 PM CT

POSTING ACCOUNTS:
• [@AHAScience](https://twitter.com/AHAScience) (Twitter)



Valve intervention for severe aortic stenosis is based symptoms and heart function.
<http://heart.org/targetAS>



Follow the Valvular Heart Disease Guidelines

DATE SCHEDULED: April 5 or July 6 or November 3*

POSTING ACCOUNTS:
• [@AHAScience](https://twitter.com/AHAScience) (Twitter)

*We know the post dates, but not which post will appear on that deployment date. HCP post schedule could also change due to other science requests.

2020-21 CALENDAR

AHA Social Media Accounts

Patient/Consumer:

- [@American_Heart](#) (Twitter)
- [American Heart Association](#) (Facebook)

September							October							November							December						
S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S	S	M	T	W	Th	F	S
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JANUARY							FEBRUARY							MARCH							APRIL						
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10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20	11	12	13	14	15	16	17
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27	18	19	20	21	22	23	24
24	25	♥	27	28	29	30	28							28	29	30	31				25	26	27	28	29	30	
31																											

MAY							JUNE							JULY							AUGUST						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1			1	2	3	4	5					1	2	3					1	2	3
2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	♥	11	12	13	14
9	10	11	♥	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21
16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28
23	24	25	26	27	28	29	27	28	29	♥				25	26	27	28	29	30	31	29	30	31				
30	31																										

SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	♥	3	4						1	2		1	2	3	4	5	6				1	2	3	4
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	♥	9	10	11
12	13	14	15	16	17	18	10	11	12	♥	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
26	27	28	29	30			24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	

Patient/Consumer Posts

- December 13, 2020 - Post was popular on AHA State Social Accounts. Ex. [Facebook](#) | [Twitter](#)
- December 19, 2020 - [Facebook](#) | [Twitter](#)
- January 26, 2021 - [Facebook](#) | [Twitter](#)
- March 4, 2021 - [Facebook](#) | [Twitter](#)
- April 7, 2021 - [Facebook](#) | [Twitter](#)
- May 12, 2021 - [Facebook](#) | [Twitter](#)
- June 30, 2021 - [Facebook](#) | [Twitter](#)
- August 10, 2021 - [Facebook](#) | [Twitter](#)
- September 2, 2021 - [Facebook](#) | [Twitter](#)
- October 13, 2021 - [Facebook](#) | [Twitter](#)
- December 8, 2021 - [Facebook](#) | [Twitter](#)

Social Media

Patient/Consumer



A painless echocardiogram tells you whether you have aortic stenosis, the heart ailment that can mimic common signs of aging.

heart.org/AorticStenosis

- December 19, 2020 – [Facebook](#) | [Twitter](#)
- May 12, 2021 - [Facebook](#) | [Twitter](#)
- October 13, 2021 - [Facebook](#) | [Twitter](#)



Due to COVID-19, people sometimes delay doctor visits. Doing so could be a mistake for those with aortic stenosis, a heart valve ailment.

heart.org/AorticStenosis

- December 13, 2020 - Post was popular on AHA State/Local Social Accounts. Ex. [Facebook](#) | [Twitter](#)
- January 26, 2021 - [Facebook](#) | [Twitter](#)

**Time for a
heart-to-heart**

A loved one over 60 has lost vitality mysteriously. The problem could be aortic stenosis. Encourage a visit to the doctor.

heart.org/AorticStenosis

- April 7, 2021 - [Facebook](#) | [Twitter](#)
- August 10, 2021 – [Facebook](#) | [Twitter](#)

**It's not
aging,
it's
aortic
stenosis**

Aortic stenosis is a heart valve ailment that often affects those over 60. Symptoms like fatigue and physical decline mimic aging. See a doctor.

heart.org/AorticStenosis

- March 4, 2021 - [Facebook](#) | [Twitter](#)
- December 8, 2021 - [Facebook](#) | [Twitter](#)



Social Media – Patient Stories

Patient/Consumer

Jim's story

 American Heart Association
@American_Heart

Jim Ruiz explored all the treatment options for aortic stenosis with his doctor. Together they found the right path as Jim continues to enjoy his retirement ... and his trombone music! See his story: spr.ly/6016yPW4K



0:03 622 views **it would really disrupt my life.**

Jim Ruiz

- June 30, 2021 – [Facebook](#) | [Twitter](#)

Mark's story

 American Heart Association
@American_Heart

Heart Valve Ambassador Mark Ridder had valve replacement surgery in 2012. Today he enjoys running, staying active ... and celebrating his re-birthday. See his story and learn how manage aortic stenosis. spr.ly/6016yPoMi



0:07 456 views **abled me to return to a completely normal life**

Mark Ridder

- September 2, 2021 – [Facebook](#) | [Twitter](#)

THANK YOU

By participating in the **Target: Aortic Stenosis** initiative you are joining the movement that is helping to reduce cardiovascular death in people living with Aortic Stenosis.