The IMPACT of Heart Failure in America Today

—and—

our opportunity to Rise Above HF TOGETHER

September 2015
Impact Report
For Heart Failure

Nearly six million Americans currently live with heart failure. One in nine deaths in America includes heart failure as a contributing cause and up to 50 percent of people with heart failure will die within five years of being diagnosed. Yet this is one of the most misunderstood health issues facing our country today. In the next 15 years, the number of people facing heart failure is expected to increase substantially and treatment costs will nearly double, reinforcing the need for better strategies in prevention and patient care.

In response to these trends, the American Heart Association has launched a new national initiative, Rise Above Heart Failure, with a goal to reduce heart failure hospitalizations by 10 percent by 2020. This initiative is aimed at changing the course of this disease through awareness, education and support.

As part of the initiative, we are pleased to bring you this Heart Failure Impact Report with helpful information and advice for patients, families and caregivers. We are also proud to announce the creation of our Rise Above Heart Failure Alliance, which is bringing together key stakeholders and thought leaders from the healthcare industry, patient advocacy groups, federal agencies and other sectors to help make this issue a national public health priority. One of our alliance members, Google, has provided many of the statistics and data appearing in this report, and the Alliance looks forward to sharing many additional resources in the months ahead.

I hope you visit www.RiseAboveHF.org to learn more about the initiative and help advance this movement.

The American Heart Association’s
Rise Above Heart Failure Impact Goal:

Reduce heart failure (HF) hospitalization by 10%  By 2020
Increase awareness and understanding of HF by 10%

Optimal health gives us the freedom to enjoy our lives to the fullest. Many people with heart failure can lead full, enjoyable lives managing their condition with proper treatment and healthy lifestyle changes.

When we make small changes together, we can rise above heart failure.

Chief Executive Officer, American Heart Association
If You’re Facing a Diagnosis of Heart Failure (HF) or in a position to help those who are...

We're here to support and empower every person to live their longest, healthiest life. Effective strategies exist for people living with heart failure, but new advancements have been limited.

We know the number of people facing heart failure is on the rise today. But new and ongoing research will continue to provide further options for treatment and management of heart failure to help them live full and meaningful lives.

Scope of the Problem - Prevalence of HF

Today, of all adults age 40 and above, 1 in 5 Americans will develop heart failure in their lifetime.

An estimated 8 Million will live with HF by 2030

Nearly 6 Million today live with HF

2015 2020 2025 2030

5,764,260

8 Mil

6 Mil

4 Mil

2 Mil

ESTIMATED 38% increase in people living with HF

It is estimated that by 2030, the percentage of the population with HF (or prevalence of HF) in the U.S. will increase by 22 percent.

The number of patients with HF will increase by 38 percent to almost 8 million people by 2030.

* 2015 updated data from American Heart Association 2013 Policy Statement, Forecasting the Future of HF in the US
Key Facts About The Problem of Heart Failure and its impact on healthcare today

Scope of the Problem - Cost of HF

Total medical costs for HF are projected to increase.

$14.3 billion in 2015
$29.2 billion in 2030

HOSPITALIZATION
Accounts for 80% of the HF medical costs

Additional Indirect Costs Include

- work loss
- household productivity loss
- premature mortality loss

$12.3 billion in 2030
$8.2 billion in 2015

*2015 updated data from American Heart Association 2013 Policy Statement, Forecasting the Future of HF in the US
### Understanding HF - Awareness of Causes & Symptoms

**70%** say they are aware of heart failure and **68%** believe it is a public health issue.

Yet, **58%** incorrectly identified heart failure as a natural cause of death that occurs when the heart stops beating.

Nearly half (46%) of respondents incorrectly said heart failure is a silent killer with no symptoms.

**Caregivers** are more likely than patients to **correctly identify signs of heart failure:**

- **Confusion**:
  - Caregivers: 67%
  - Patients: 59%
- **Swollen Ankles**:
  - Caregivers: 80%
  - Patients: 74%
- **Persistent Coughing or Wheezing**:
  - Caregivers: 59%
  - Patients: 52%

**Of Those Living with Heart Failure:**

- **Say the condition impacts their ability to travel**
  - Caregivers: 86%
  - Patients: 54%
- **Say the disease affects their ability to participate in hobbies**
  - Caregivers: 87%
  - Patients: 71%
- **Say the disease affects their ability to participate in family events**
  - Caregivers: 82%
  - Patients: 65%

- **Heart failure and emotional well-being**
  - Caregivers were more likely than patients to report feeling **anxiety (75% vs. 63%)** or **depression (69% vs. 56%)** as a result of dealing with heart failure.

*American Heart Association 2015 Heart Failure Awareness Survey*
Key Challenges in managing HF

Managing heart failure is DIFFICULT FOR PATIENTS.

46% feel it’s hard to get MOTIVATED
40% say it’s EXPENSIVE
25% say they don’t have ENOUGH SUPPORT

*American Heart Association 2015 Heart Failure Awareness Survey

Serving People with HF - Providing Online Education

Average online search queries per month

- HEART FAILURE: 145,100
- HIGH BLOOD PRESSURE: 165,000
- BREAST CANCER: 165,000
- DEPRESSION: 301,000
- DIABETES: 350,000

Search activity for the term heart failure is lower than other common conditions.

Search queries HIGHLIGHT THE NEED for HF education.

ONLINE year-to-year search growth INDICATES A SHARPLY RISING interest level.

* Data from Google Reporting Tools which capture User behavior on Google and Partner Platforms, Sept 2014: Aug 2015
Analyzing the Impact of HF - Listening to the Questions

Most Common Impact Questions

- Can you fly with heart failure?
- Can you exercise with congestive heart failure?
- Alcohol and heart failure symptoms?
- Can I work with heart failure?
- Heart failure and sex?
- Heart failure and weight gain/loss?

Sample Patient Concerns

- Hereditary heart failure
- Heart disease living with heart failure
- Heart failure patient education
- End of life heart failure
- Heart failure life expectancy

*Data from Google Reporting Tools which capture User behavior on Google and Partner Platforms, Jan - June 2015.
**People Join Support Groups**

to get more information

- heart failure support groups
- chf support
- heart disease support
- support groups for chf patients

**Caregivers and Loved Ones**

look online for information as well

how to care for someone with congestive heart failure
heart failure treatment
heart failure care plan
how to cure heart failure

**Care Plans Drive 20,000 Queries**

heart failure care plan
congestive heart failure care plan, chf care plan
nursing care plan for heart failure
care plan for heart failure
care plan for congestive heart failure
congestive heart failure nursing care plan
heart failure nursing care plan

*Data from Google Reporting Tools which capture User behavior on Google and Partner Platforms, Jan - June 2015*

**Join Us. Work Together to Rise Above Heart Failure.**

**Nationally supported by:**

- American Heart Association
- American Stroke Association
- Rise Above Heart Failure

www.RiseAboveHF.org

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