Patient Support Network

Tim Nikolai, Sr. Community Health Director

https://www.youtube.com/watch?v=fD9tq4Euk&feature=youtu.be
Overview

The Support Network establishes AHA/ASA as a trusted source for patients, families and caregivers.

- **Facilitates** emotional connections to deepen engagement between AHA/ASA and patients, caregivers and volunteers
- **Creates** meaningful volunteer roles virtually and locally
- **Drives** incremental revenue (donations, event dollars, major gifts, sponsorships)
- **Improves** knowledge, healthy behaviors and quality of life
Target Audience

**Primary** – Women ages 35 to 65 who are heart attack and stroke survivors and/or caregivers along with other key heart disease diagnoses; e.g. eligible for Cardiac Rehab (Heart Failure, Coronary Artery Disease, Valve Disease).

**Influencer Audience** – Younger adults, ages 18 to 34 and those in the nursing profession with a cardiologist or heart | stroke specialist who will recommend AHA | ASA Support Network.

**Secondary** – All adults who seek a quick remedy for an everyday health issue that is heart or stroke related.
Why is the support system important?

- Social & Emotional support
  - Reduced anxiety
  - Sharing experiences
  - Instructional platform
  - Self-management
In August of 2014 I became a member of the Support Network and have been thankful for the tools and resources available to help patients like me, along with our caregivers, cope with the recovery process. So many people are suffering in silence and in need of the emotional support and encouragement that the Support Network provides both ourselves and our entire family.

— Kimberley Goodloe, Heart Disease Survivor
We are all stronger when we support each other.

Share your story.

Because you are not alone.

JOIN OUR SUPPORT GROUP FOR STROKE AND HEART PATIENTS AND CAREGIVERS
Step 1: Register for Support Network

www.heart.org/supportnetwork
www.strokeassociation.org/supportnetwork
Step 2: Build Profile & Participate in Conversations
GWTG Hospital Project

Be one of the first 100 hospitals to take advantage of this one time offer to participate in the Support Network.

Join us and get a host of exclusive benefits for one year including recognition for your hospital on the Support Network and co-branded educational materials.

Support of patients and caregivers does not end at the hospital.
To join, email us at supportnetwork@heart.org

Only 31 spots left!

www.strokeassociation.org/supportnetwork
Resources available

Promotional tools:
• One page flyer
• Post-card
• Tri-fold brochure
• Notepads

Support Group Materials
• Training PPT
• Leader guide
• 13 Sample Meeting Agenda’s

www.heart.org/supportnetwork
www.strokeassociation.org/supportnetwork
Support Network

• As of 03/29/2016 we are proud to share we have

  • Nearly 22,000 total members
  • 4010 cardiac and 2,455 stroke patients;
  • 271 cardiac and 502 stroke loved ones/caregivers including
    • 201 parents of children with cardiac disease have accessed the Support Network
Questions?