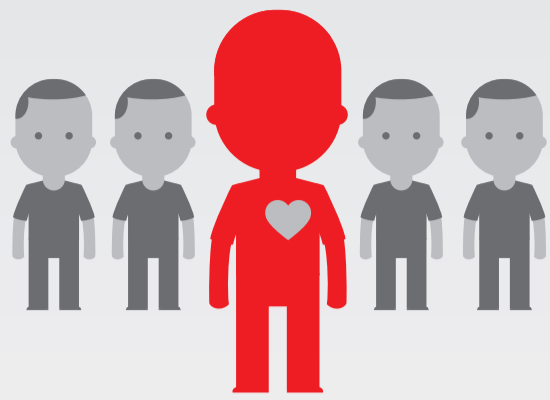


Understanding Heart Failure

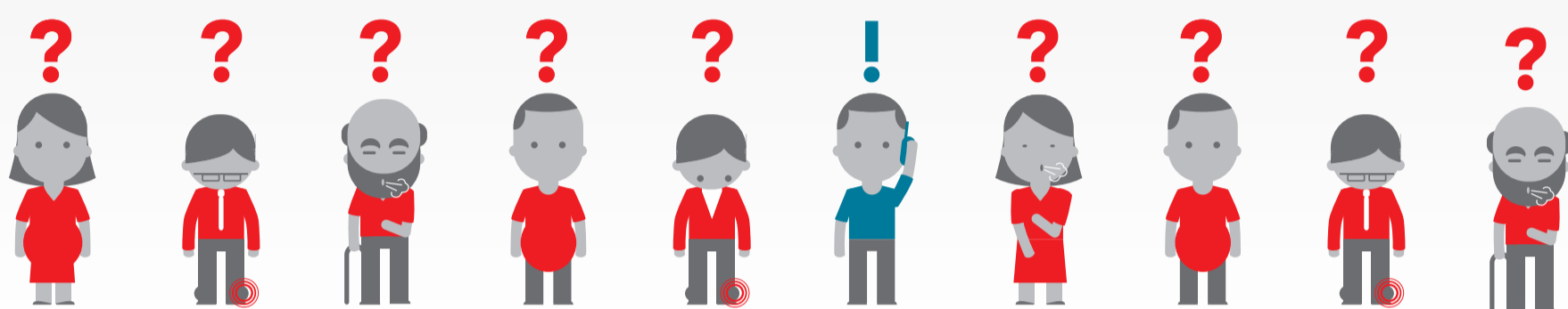
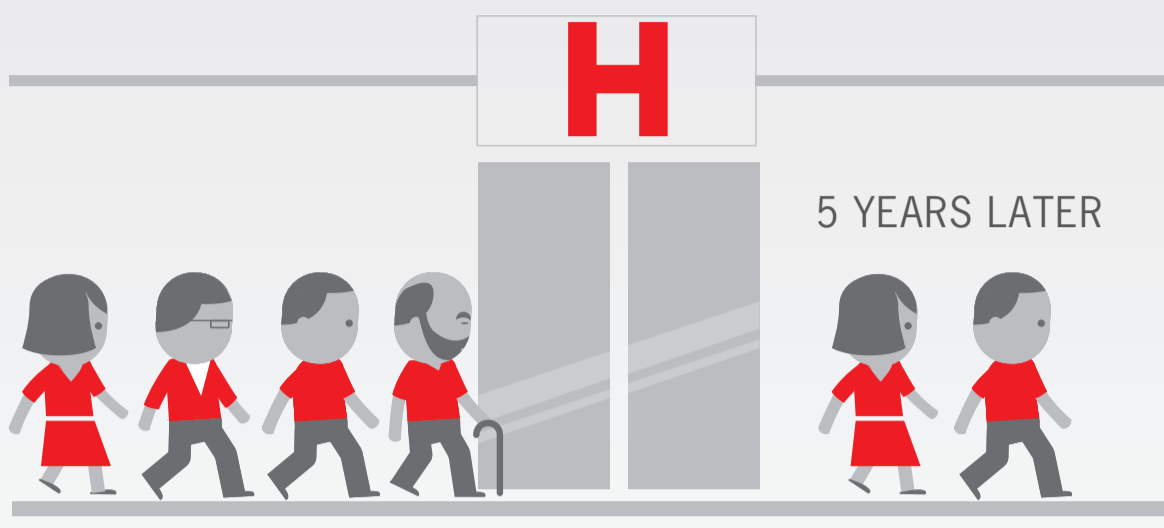


1 in 5

people will develop heart failure, a condition where the heart cannot pump enough blood around the body^{1,2}

Heart failure is the most common cause of hospitalization in people aged 65 and over

$\frac{1}{2}$ of people hospitalized for heart failure will die within five years^{3,4,5}



Less than

1 in 10

of people can identify three common symptoms, which include **severe breathlessness, swollen ankles, rapid weight gain and difficulty moving**⁶

STROKE
HEART
ATTACK
CANCER



HEART FAILURE

People are generally more afraid of stroke (41%), advanced cancer (43%) or heart attacks (12%) than heart failure (4%), even though heart failure is more deadly⁶

1 in 4

would wait a week or more to seek medical advice, or would not seek medical advice at all, when experiencing the symptoms of heart failure⁶



Heart failure incidence is rising, driven by deteriorating lifestyle, increased survival after heart attacks and ageing populations^{3,7}



If we can improve public awareness of heart failure and its symptoms, it may help people living with heart failure better manage their disease⁷

Find out more information today on the risks of heart failure at the Heart Failure Association (HFA) website: Heartfailurematters.org

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PHARMACEUTICALS

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