

hearts4heart

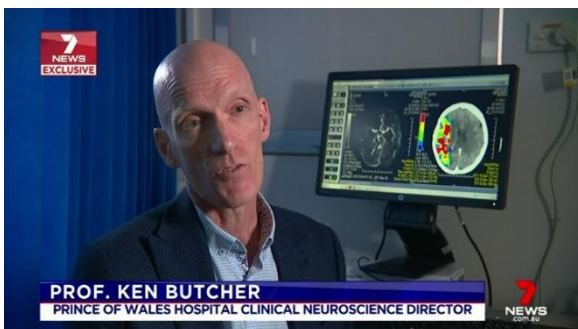
Atrial Fibrillation Awareness Week 2019



ABC
Radio

Weekend
Times

the western
weekender



AJP
.com.au

Pharmacy
Daily

RETAIL
Pharmacy

2SM
1 2 6 9 A M

**City
News**
Well written, well read

Prepared by Ethical Strategies
John Morton and Orla Tomlinson



Ignoring simple heart test puts Aussies at unnecessary risk of stroke

An irregular heartbeat that dramatically increases the risk of stroke is going undiagnosed among older Australians because simple pulse and heart rate monitoring is not being undertaken during routine doctor visits.

This is according to Hearts4Heart which has released findings from a survey of 550 Australians aged 65 years and over that reveals that blood pressure and cholesterol levels are prioritised during doctor visits over a heart condition known as atrial fibrillation which increases the risk of stroke five-fold.

The survey found that only one-in-three older Australians has discussed their heart health with a doctor in the past 12 months, and only one-in-ten has discussed atrial fibrillation as a risk factor for cardiovascular disease in this period.¹

New medical guidelines recommend routine screening (using a pulse test or handheld electrocardiogram [ECG]) of people aged 65 years or older for an irregular heartbeat. These guidelines state that one-in-ten strokes occur in people with previously undiagnosed atrial fibrillation.²

“The research shows that on average, older Australians see a doctor six times a year which provides plenty of opportunity to discuss and detect an irregular heartbeat,” said Tanya Hall, CEO of leading patient support group Hearts4Heart, and an atrial fibrillation patient herself.

“Testing and treatment of atrial fibrillation must become as routine as cholesterol or blood pressure monitoring and management,” she said.

“Thousands of Australians suffer strokes that could have been prevented if more had been done to diagnose and treat an irregular heartbeat.”

An irregular heartbeat known as atrial fibrillation can cause blood clots to form in a chamber of the heart which can then travel to the brain, causing a devastating stroke. It is estimated that one-in-four strokes occur in people with atrial fibrillation.³

Experts say that early diagnosis of atrial fibrillation is key to the prevention of stroke and are calling for pulse and heart rate testing with follow up ECG examination, to be included as part of the Medicare-funded Heart Health Check.

Introduced in April this year, the Heart Health Check incentivises doctors to screen for cardiovascular risk factors, including high blood pressure, elevated cholesterol, type 2 diabetes, smoking history and alcohol consumption. It does not require a doctor to undertake a pulse or ECG test to detect and diagnose atrial fibrillation.⁴

The omission of heart rate testing from Heart Health Checks is of concern to Hearts4Heart, which points to new Australian research which found that atrial fibrillation is now the leading cause of heart-related hospitalisation (more than 61,000 admissions annually) – surpassing heart attack and heart failure.⁵

Experts also say that early diagnosis of atrial fibrillation must be matched by long-term use of medication that can reduce the risk of stroke by up to 70 per cent.

A new analysis produced for Hearts4Heart reveals that around 25 per cent of people prescribed anticoagulation medicine to prevent stroke discontinue therapy within 12 months.⁶

“This is alarming. We need to ensure people with atrial fibrillation understand why they’ve been prescribed an anticoagulant and why they need to continue to take this medication over the long term,” Ms Hall said.

Hearts4Heart is using Atrial Fibrillation Awareness Week (16-22 September 2019) to highlight the need for early diagnosis of an irregular heartbeat and appropriate long-term use of stroke prevention therapy.

Atrial fibrillation screening and information stations will operate at hospitals and pharmacies across Australia during Atrial Fibrillation Awareness Week. More information is available at: www.hearts4heart.org.au

ENDS#

For interviews, please contact Tanya Hall from Hearts4Heart on 0426 240 636

For further information: Orla Tomlinson, Ethical Strategies on 0430 962 008 or 8904 7320.

References

1. YouGov Galaxy. National Poll of 500 Australians aged >65 Years. August 2019
2. National Heart Foundation of Australia and Cardiac Society of Australia and New Zealand: Australian clinical guidelines for the diagnosis and management of atrial fibrillation 2018
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NEWS

LOOKING FOR IRREGULARITIES

MEGAN HADDAN 09/09/2019



Pharmacists are joining a nationwide campaign to identify Australians with an undiagnosed heart irregularity that increases their risk of stroke five-fold

More than 25 pharmacies from across the nation will team up with Hearts4Heart to offer free pulse and heart rate testing during Atrial Fibrillation Awareness Week (16-22 September 2019).

The campaign to improve detection and treatment of atrial fibrillation will include an event in Federal Parliament House on 17 September where pharmacists will test politicians for an irregular heartbeat and highlight the importance of stroke prevention therapy.

"Pharmacists are ideally placed to ensure Australians know as much about atrial fibrillation as they do about cholesterol and blood pressure," said Tanya Hall, CEO of Hearts4Heart, which support Australians with a heart arrhythmia.

New research commissioned by Hearts4Heart - involving 550 Australians aged 65 years and over - found that only one in three older Australians has discussed their heart health with a doctor in the past 12 months, and only one in 10 has discussed atrial fibrillation as a risk factor for cardiovascular disease in this period. This is despite Australians of this age visiting a doctor around six times a year on average.

Recently released medical guidelines recommend routine screening (using a pulse test or handheld electrocardiogram [ECG]) of people aged 65 years or older for an irregular heartbeat. These guidelines state that one in 10 strokes occur in people with previously undiagnosed atrial fibrillation.

"Pharmacists are perfectly placed to identify an irregular heartbeat, which is the critical first step to preventing what could be a catastrophic stroke," said Bev Mistry-Cable, a pharmacist from Cooleman Court Pharmacy in the Canberra suburb of Weston.

"People will often seek advice from pharmacists, and this is an ideal opportunity to detect early warning signs of what could be atrial fibrillation. Early detection and timely referral can make a significant difference," she said.

"We have a strong commitment to public health and wellbeing, with the primary focus of atrial fibrillation screening on prevention which is the future of healthcare. We are really looking forward to checking the pulse and heart rate of our nation's leaders and also offering free testing for local residents."

An irregular heartbeat known as atrial fibrillation can cause blood clots to form in a chamber of the heart which can then travel to the brain, causing a devastating stroke. It is estimated that one-in-four strokes occur in people with atrial fibrillation.

Experts say that early diagnosis of atrial fibrillation must be matched by long-term use of medication that can reduce the risk of stroke by up to 70%.

A new analysis produced for Hearts4Heart reveals that around 25% of people prescribed anticoagulation medicine to prevent stroke discontinue therapy within 12 months.

"This is alarming. We need pharmacists and GPs to ensure people with atrial fibrillation understand why they've been prescribed an anticoagulant and why they need to continue to take this medication over the long term," Ms Hall said.

Ms Mistry-Cable said, "Medication adherence plays such an important role in managing atrial fibrillation, as inconsistent anticoagulation therapy could lead to undesirable outcomes for patients".

"It is important to speak with patients with atrial fibrillation, so they understand their prescribed medications, assist them in ways to improve adherence and also ensure that they are supported to understand causes, effects and complications of the condition. Understanding these issues is essential in motivating patients to engage with their long-term prescribed treatment regime," she added.

Hearts4Heart is using Atrial Fibrillation Awareness Week to highlight the need for early diagnosis of an irregular heartbeat and appropriate long-term use of stroke prevention therapy.

Atrial fibrillation screening and information stations will operate at hospitals and pharmacies across Australia during Atrial Fibrillation Awareness Week. More information is available [here](#).

For Carlene McMaugh's clinical tips for pharmacists on atrial fibrillation, click [here](#).

Pharmacy Daily

Tuesday, 10 September

**Guild Update**

**Community pharmacists
atrial fibrillation
awareness week**

COMMUNITY pharmacists can play a major role in atrial fibrillation week by holding awareness/screening events to provide information and free checks for AF.

This year's event, with the theme Preventing stroke in atrial fibrillation – It's a no-brainer, is being held from 16th-22nd September.

AF affects more than half a million Australians and for people living with AF, the risk of stroke is five-to-seven times greater than the general population. Early diagnosis and effective treatment are crucial to reducing the risk of stroke.

According to the Australian Atlas of Healthcare Variation, atrial fibrillation has been estimated to affect 6 per cent of Australian men and 5 per cent of Australian women aged 55 years and over.

REGISTER HERE for the 2019 AF Awareness Week, or visit www.hearts4heart.org.au/register, email info@hearts4heart.org.au or phone 1300 363 278 for more information.

City News (Canberra) Tuesday, 10 September

News

Free heart tests looking for a dangerous flutter

By CityNews - September 10, 2019

Share Canberra's trusted news:



THERE will be a free testing station at Calvary Hospital on Monday (September 16) to check anyone for whether they have an irregular heartbeat that increases the risk of stroke five-fold.

As part of a campaign developed in response to alarmingly low levels of testing for a heart condition known as atrial fibrillation, free screening for an irregular heartbeat will take place between 10am and 2pm.

Led by Hearts4Heart, the campaign comes as a nationwide survey of 550 people aged 65 and over reveals that only one-in-three older Australians has discussed their heart health with a doctor in the past 12 months, and only one-in-10 has discussed atrial fibrillation as a risk factor for cardiovascular disease in this period.

New medical guidelines recommend routine screening of people aged 65 years or older for atrial fibrillation. These guidelines state that one-in-10 strokes occur in people with previously undiagnosed atrial fibrillation.



Free testing at Calvary for atrial fibrillation on Monday.

"The research shows that on average older Australians see a doctor six times a year, which provides plenty of opportunity to discuss and detect an irregular heartbeat," said Tanya Hall, CEO of patient support group Hearts4Heart.

Ms Hall, an atrial fibrillation patient herself, is advocating for pulse and heart rate testing to become routine for people aged over 65 years when seeing their doctor.



When undiagnosed and untreated, an irregular heartbeat can cause blood to pool in a chamber of the heart and form a clot that can travel to the brain, causing a devastating stroke.

"Atrial fibrillation-related strokes can be prevented, but diagnosis remains the critical first step. It is estimated that one-in-four strokes occur in people with atrial fibrillation," she said.

"We don't want a stroke to be the first time any Australian discovers they have an irregular heartbeat. Pulse and heart-rate testing is quick, it's simple and could ultimately save lives."

Early diagnosis of atrial fibrillation must be matched by long-term use of medication that can reduce the risk of stroke by up to 70 per cent, but a new analysis produced for Hearts4Heart reveals that around 25 per cent of people prescribed anticoagulation medicine to prevent stroke discontinue therapy within 12 months.

"This is alarming. We need to ensure people with atrial fibrillation understand why they've been prescribed an anticoagulant and why they need to continue to take this medication over the long term," Ms Hall said.

More at hearts4heart.org.au

Whitsunday Times

Thursday, September 12



Hospital offers free heart test

467 words

12 September 2019

Whitsunday Times

APNWHT

Main

16

English

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WHITSUNDAY residents are being urged to take advantage of a free testing station at Proserpine Hospital to check whether they have an irregular heartbeat that increases the risk of stroke five-fold.

As part of a campaign developed in response to alarmingly low levels of testing for a heart condition known as atrial fibrillation, screening will take place at Proserpine Hospital (Medical Imaging Dept) from 10am–3.30pm Monday, September 16 and Tuesday, September 17.

The campaign led by Hearts4Heart comes as a nationwide survey of 550 people aged 65 and over revealed that only one in three older Australians has discussed their heart health with a doctor in the past 12 months, and only one in 10 has discussed atrial fibrillation as a risk factor for cardiovascular disease in this period.

This concerns experts who say new medical guidelines recommend routine screening of people aged 65 years or older for atrial fibrillation.

These guidelines state that one in 10 strokes occur in people with previously undiagnosed atrial fibrillation.

"The research shows that on average, older Australians see a doctor six times a year which provides plenty of opportunity to discuss and detect an irregular heartbeat," Tanya Hall, CEO of patient support group Hearts4Heart told the Whitsunday Times.

Ms Hall, an atrial fibrillation patient herself, is advocating for pulse and heart rate testing to become routine for people over the age of 65 when seeing their doctor.

When undiagnosed and untreated, an irregular heartbeat can cause blood to pool in a chamber of the heart and form a clot that can travel to the brain, causing a devastating stroke.

As part of Atrial Fibrillation Awareness Week, Hearts4Heart is setting up mobile heart rate testing stations in hospitals and pharmacies across the nation, which it believes could detect thousands of cases of atrial fibrillation.

Ms Hall urges residents, particularly those over 65 or with existing heart conditions, to take advantage of the free testing or make an appointment with their doctor.

"Atrial fibrillation-related strokes can be prevented, but diagnosis remains the critical first step," she said.

"It is estimated that one in four strokes occur in people with atrial fibrillation.

"We don't want a stroke to be the first time any Australian discovers they have an irregular heartbeat.

"Pulse and heart-rate testing is quick, it's simple and could ultimately save lives." Experts say early diagnosis of atrial fibrillation must be matched by long-term use of **medication** that can reduce the risk of stroke by up to 70 per cent.

Hearts4Heart is using Atrial Fibrillation Awareness Week (September 16–22) to highlight the need for early diagnosis of an irregular heartbeat and appropriate long-term use of stroke prevention therapy.

More information is available at: www.hearts4heart.org.au

Document APNWHT0020190911ef9c001e1

Free testing station to check for an irregular heartbeat

Wyong area residents are being urged to take advantage of a free testing station to check whether they have an irregular heartbeat.

Having an irregular heartbeat increases your risk of stroke five-fold, and the free testing was launched as part of a campaign developed in response to alarmingly low levels of testing for a heart condition known as atrial fibrillation.

Interested locals can undergo a free screening at Wyong Hospital in the mornings between September 16 and September 20 inclusively.

The campaign, led by Hearts4Heart, who say that new medical guidelines recommend routine screening of people aged 65 years or older for atrial fibrillation.

These guidelines state that one-in-ten strokes occur in people with previously undiagnosed atrial fibrillation.

"The research shows that on average, older Australians see a doctor six times a year, which provides plenty of opportunity to discuss and detect an

irregular heartbeat," said Hearts4Heart CEO, Tanya Hall.

"Atrial fibrillation-related strokes can be prevented, but diagnosis remains the critical first step.

"We don't want a stroke to be the first time any Australian discovers they have an irregular heartbeat.

"Pulse and heart-rate testing is quick, it's simple and could ultimately save lives," she said.

Source:
Media release, Sep 6
Tanya Hall, Hearts4Heart



Whitsunday Coast Guardian
Friday, 13 September



Hospital offers free heart test

WHITSUNDAY residents are being urged to take advantage of a free testing station at Proserpine Hospital to check whether they have an irregular heartbeat that increases the risk of stroke five-fold.

As part of a campaign developed in response to alarmingly low levels of testing for a heart condition known as atrial fibrillation, screening will take place at Proserpine Hospital (Medical Imaging Dept) from 10am-3:30pm Monday, September 16 and Tuesday, September 17.

The campaign led by Hearts4Heart comes as a nationwide survey of 550 people aged 65 and over revealed that only one in three older Australians has discussed their heart health with a doctor in the past 12 months, and only one in 10

has discussed atrial fibrillation as a risk factor for cardiovascular disease in this period.

This concerns experts who say new medical guidelines recommend routine screening of people aged 65 years or older for atrial fibrillation.

These guidelines state that one in 10 strokes occur in people with previously undiagnosed atrial fibrillation.

"The research shows that on average, older Australians see a doctor six times a year which provides plenty of opportunity to discuss and detect an irregular heartbeat," Tanya Hall, CEO of patient support group Hearts4Heart said.

Ms Hall, an atrial fibrillation patient herself, is advocating for pulse and heart rate testing to become

routine for people over the age of 65 when seeing their doctor.

When undiagnosed and untreated, an irregular heartbeat can cause blood to pool in a chamber of the heart and form a clot that can travel to the brain, causing a devastating stroke.

As part of Atrial Fibrillation Awareness Week, Hearts4Heart is setting up mobile heart rate testing stations in hospitals and pharmacies across the nation, which it believes could detect thousands of cases of atrial fibrillation.

Ms Hall urges residents, particularly those over 65 or with existing heart conditions, to take advantage of the free testing or make an appointment with their doctor.

More information www.hearts4heart.org.au

Western Weekender Penrith
Friday, 13 September

FREE HEART CHECKS IN PENRITH

Local residents are being urged to take advantage of a free testing station at Nepean Hospital to check whether they have an irregular heartbeat that increases the risk of stroke five-fold.

As part of a campaign developed in response to alarmingly low levels of testing for a heart condition known as atrial fibrillation, free screening for an irregular heartbeat will take place at Nepean Hospital (West Block) between 12pm and 4pm on Monday, September 16 and Thursday, September 19.

The campaign led by Hearts4Heart comes as a nationwide survey of 550 people aged 65 and over reveals that only one-in-three older Australians has discussed their heart health with a doctor in the past 12 months, and only one-in-10 has discussed atrial fibrillation as a risk factor for cardiovascular disease in this period.

When undiagnosed and untreated, an irregular

heartbeat can cause blood to pool in a chamber of the heart and form a clot that can travel to the brain, causing a devastating stroke.

Hearts4Heart is using Atrial Fibrillation Awareness Week (September 16 to 22) to highlight the need for early diagnosis of an irregular heartbeat and appropriate long-term use of stroke prevention therapy.

**MONDAY, SEPTEMBER 16 AND THURSDAY,
SEPTEMBER 19 FROM 12PM UNTIL 4PM**

Retail Pharmacy

Friday, 13 September

PHARMACISTS STEP UP IN A HEARTBEAT

Australian pharmacists are stepping out in a nationwide campaign to identify Australians with a condition that increases their risk of stroke five-fold.

Hearts4Heart, an organisation supporting Australians with heart arrhythmia, created the campaign in which more than 25 pharmacies across Australia have been invited to team up and offer free pulse and heart rate testing during Atrial Fibrillation Awareness Week (September 16-22).

Designed to improve detection and treatment of atrial fibrillation, the campaign includes an event in Federal Parliament House on September 17 where pharmacists will test politicians for an irregular heartbeat while highlighting the importance of stroke prevention therapy.

Heart4Heart CEO, Tanya Hall said, "pharmacists are ideally placed to ensure Australians know as much about atrial fibrillation as they do about cholesterol and blood pressure."

The campaign draws on new research finding only one-in-three Australians aged 65 years and over has discussed their heart health with a doctor in the past 12 months, while only one in 10 has discussed atrial fibrillation as a risk factor for cardiovascular disease over the same period. This is despite Australians in the 65 years and over range visiting a doctor six times a year on average.¹

However, recently released medical guidelines state that one-in-10 strokes occur in people with previously undiagnosed atrial fibrillation.² The guidelines recommend routine screening for an irregular heartbeat (using a pulse test or handheld electrocardiogram) of people aged 65 years or older.

"Pharmacists are perfectly placed to identify an irregular heartbeat, which is the critical first step to preventing what could be a catastrophic stroke," said Bev Mistry-Cable, a pharmacist from Cooleman Court Pharmacy, Canberra.

"People will often seek advice from pharmacists, and this is an ideal opportunity to detect early warning signs of what could be atrial fibrillation. Early detection and timely referral can make a significant difference," she said.

An irregular heartbeat known as atrial fibrillation can cause blood clots to form in a chamber of the heart which can then travel to the brain, causing a devastating stroke. It's estimated that one-in-four strokes occur in people with atrial fibrillation.³

While experts say that early diagnosis of atrial fibrillation must be matched by long-term use of medication that can reduce the risk of stroke by up to 70 per cent, a new analysis produced for Hearts4Heart reveals that around 25 per cent of people prescribed medicine to prevent stroke discontinue therapy within 12 months.

"This is alarming," Ms Hall said. "We need pharmacists and GPs to ensure people with atrial fibrillation understand why they've been prescribed an anticoagulant and why they need to continue to take this medication over the long term."

Hearts4Heart is using Atrial Fibrillation Awareness Week to highlight the need for early diagnosis of an irregular heartbeat and appropriate long-term use of stroke prevention therapy.

Atrial fibrillation screening and information stations will operate at hospitals and pharmacies across Australia during Atrial Fibrillation Awareness Week. More information is available at www.hearts4heart.org.au.

Whitsunday Times

Friday, 13 September



SAVING LIVES: A simple test can detect an irregular heartbeat. Picture: Contributed

NEWS

Free heart test offered

14th Sep 2019 7:00 AM
Subscriber only



WHITSUNDAY residents are being urged to take advantage of a free testing station in Proserpine to check whether they have an irregular heartbeat that increases the risk of stroke five-fold.

As part of a campaign developed in response to alarmingly low levels of testing for a heart condition known as atrial fibrillation, screening will take place at Diagnostic Ultrasound Imaging (in the medical imaging department at Proserpine Hospital) from 10am-3.30pm Monday, September 16 and Tuesday, September 17.

The campaign led by Hearts4Heart comes as a nationwide survey of 550 people aged 65 and over revealed that only one in three older Australians has discussed their heart health with a doctor in the past 12 months, and only one in 10 has discussed atrial fibrillation as a risk factor for cardiovascular disease in this period.

This concerns experts who say new medical guidelines recommend routine screening of people aged 65 years or older for atrial fibrillation.

These guidelines state that one in 10 strokes occur in people with previously undiagnosed atrial fibrillation.

"The research shows that on average, older Australians see a doctor six times a year which provides plenty of opportunity to discuss and detect an irregular heartbeat," Tanya Hall, CEO of patient support group Hearts4Heart told the Whitsunday Times.

Ms Hall, an atrial fibrillation patient herself, is advocating for pulse and heart rate testing to become routine for people over the age of 65 when seeing their doctor.

When undiagnosed and untreated, an irregular heartbeat can cause blood to pool in a chamber of the heart and form a clot that can travel to the brain, causing a devastating stroke.

As part of Atrial Fibrillation Awareness Week, Hearts4Heart is setting up mobile heart rate testing stations in hospitals and pharmacies across the nation, which it believes could detect thousands of cases of atrial fibrillation.

Ms Hall urges residents, particularly those over 65 or with existing heart conditions, to take advantage of the free testing or make an appointment with their doctor.

"Atrial fibrillation-related strokes can be prevented, but diagnosis remains the critical first step," she said.

"It is estimated that one in four strokes occur in people with atrial fibrillation.

"We don't want a stroke to be the first time any Australian discovers they have an irregular heartbeat.

"Pulse and heart-rate testing is quick, it's simple and could ultimately save lives." Experts say early diagnosis of atrial fibrillation must be matched by long-term use of medication that can reduce the risk of stroke by up to 70 per cent.

Hearts4Heart is using Atrial Fibrillation Awareness Week (September 16-22) to highlight the need for early diagnosis of an irregular heartbeat and appropriate long-term use of stroke prevention therapy.

Daily Mercury

Friday, 13 September



SAVING LIVES: A simple test can detect an irregular heartbeat. Picture: Contributed

NEWS

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14th Sep 2019 7:00 AM
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These guidelines state that one in 10 strokes occur in people with previously undiagnosed atrial fibrillation.

"The research shows that on average, older Australians see a doctor six times a year which provides plenty of opportunity to discuss and detect an irregular heartbeat," Tanya Hall, CEO of patient support group Hearts4Heart told the Whitsunday Times.

Ms Hall, an atrial fibrillation patient herself, is advocating for pulse and heart rate testing to become routine for people over the age of 65 when seeing their doctor.

When undiagnosed and untreated, an irregular heartbeat can cause blood to pool in a chamber of the heart and form a clot that can travel to the brain, causing a devastating stroke.

As part of Atrial Fibrillation Awareness Week, Hearts4Heart is setting up mobile heart rate testing stations in hospitals and pharmacies across the nation, which it believes could detect thousands of cases of atrial fibrillation.

Ms Hall urges residents, particularly those over 65 or with existing heart conditions, to take advantage of the free testing or make an appointment with their doctor.

"Atrial fibrillation-related strokes can be prevented, but diagnosis remains the critical first step," she said.

"It is estimated that one in four strokes occur in people with atrial fibrillation.

"We don't want a stroke to be the first time any Australian discovers they have an irregular heartbeat.

"Pulse and heart-rate testing is quick, it's simple and could ultimately save lives." Experts say early diagnosis of atrial fibrillation must be matched by long-term use of medication that can reduce the risk of stroke by up to 70 per cent.

Hearts4Heart is using Atrial Fibrillation Awareness Week (September 16-22) to highlight the need for early diagnosis of an irregular heartbeat and appropriate long-term use of stroke prevention therapy.

More information is available at: www.hearts4heart.org.au.

Channel 7 News – Sydney, Hobart, Adelaide, Perth Sunday, 15 September



There is a campaign to encourage people to check if they have an

15 Sep 2019 06:30 PM • [Channel 7, Sydney](#) (Seven News (Weekend))
hosted by [Mark Ferguson](#)

There is a campaign to encourage people to check if they have an irregular heartbeat to try and reduce the risk of stroke. Most people with an irregular heartbeat have no idea they have the condition until they suffer a stroke. There are calls for people to ask for a pulse check when they see their doctor and for it to be automatically included in their heart health check, which recently became Medicare funded.

Brief: Hearts4Heart - Radio & TV • ASR: AUD 68,775 • Duration: 1 mins 42 secs • Region: NSW • Market: Australia • Item ID: X00080320934 • Sentiment: Not scored

Interviewees: Professor Ken Butcher, Clinical Neuroscience Director, Prince of Wales Hospital • Tanya Hall, hearts4heart

Audience: 370,000 (all people)

Demographics: 152,000 (male 16+) • 211,000 (female 16+)



7NEWS Sydney is at [Randwick, New South Wales, Australia](#).

12 hrs · Sydney, NSW · 🌐

It's the link between the heart and brain which can lead to devastating consequences.

Now there's a campaign to encourage people to check if they have an irregular heartbeat to try and reduce the risk of stroke.

www.7NEWS.com.au

#Stroke #7NEWS

Mix 106.3FM, Canberra
Monday, 16 September



Free heart checks are being offered at the Cavalry Hospital as pa

16 Sep 2019 06:02 AM • [MIX 106.3 FM, Canberra](#) (06:00 News)

hosted by [Newsreader](#)

Free heart checks are being offered at the Cavalry Hospital as part of Atrial Fibrillation Awareness Week. Tanya Hall from hearts4heart says the service will run between 10 am and 2 pm for testing.

Brief: Hearts4Heart - Radio & TV • ASR: n/a • Duration: 0 mins 31 secs • Region: ACT • Market: Australia • Item ID: X00080323144 • Sentiment: Not scored

Interviewees: Tanya Hall, hearts4heart

Audience: N/A (all people)

Demographics: N/A (male 16+) • N/A (female 16+)

Hit 104.1 Canberra
Monday, 16 September (7.00 and 8.00 news)



Free heart checks are being offered at the Cavalry Hospital as pa

16 Sep 2019 06:01 AM • [hit104.7 Canberra, Canberra](#) (06:00 News)

Free heart checks are being offered at the Cavalry Hospital as part of Atrial Fibrillation Awareness Week. Tanya Hall from hearts4heart says the service will run between 10 am and 2 pm for testing.

Brief: Hearts4Heart - Radio & TV • ASR: AUD 48 • Duration: 0 mins 31 secs • Region: ACT
• Market: Australia • Item ID: X00080322445 • Sentiment: Not scored

Interviewees: Tanya Hall, hearts4heart

Audience: 4,000 (all people)

Demographics: 2,000 (male 16+) • 1,000 (female 16+)

2SM
Monday, 16 September



A survey by by hearts4heart showed one in three older Australians

16 Sep 2019 12:05 PM • [2SM, Sydney \(12:00 News\)](#)
hosted by [Newsreader](#)

A survey by by hearts4heart showed one in three older Australians discuss their heart health with their doctors, prioritising blood pressure and cholesterol over atrial fibrillation. CEO Tanya Hall says there are many factors tha could lead to heart problems.

Brief: Hearts4Heart - Radio & TV • ASR: AUD 2,044 • Duration: 0 mins 48 secs • Region: NSW • Market: Australia • Item ID: X00080330311 • Sentiment: Not scored

Interviewees: Tanya Hall, hearts4heart

Audience: 5,000 (all people)

Demographics: 3,000 (male 16+) • 2,000 (female 16+)

2TM Tamworth
Monday, 16 September



**A survey by by hearts4heart showed one in three older
Australians**

16 Sep 2019 12:05 PM • [2TM, Tamworth \(12:00 News\)](#)
hosted by [Newsreader](#)

A survey by by hearts4heart showed one in three older Australians discuss their heart health with their doctors, prioritising blood pressure and cholesterol over atrial fibrillation.

Brief: Hearts4Heart - Radio & TV • ASR: AUD 100 • Duration: 0 mins 49 secs • Region: NSW • Market: Australia • Item ID: X00080331802 • Sentiment: Not scored

Interviewees: Tanya Hall, CEO, hearts4heart

Audience: N/A (all people)

Demographics: N/A (male 16+) • N/A (female 16+)

Brimbank Weekly (Melbourne)

Tuesday, 17 September

It's time for a heart-to-heart

Brimbank residents are being urged to check their heart health this month.

A free testing station which checks whether a patient has an irregular heartbeat – increasing the risk of stroke five-fold – has been set up at Sunshine Hospital.

It's part of a campaign developed by Hearts4Heart in response to alarmingly low levels of testing for a heart condition known as atrial fibrillation.

Hearts4Heart chief executive Tanya Hall said early detection of an irregular heartbeat can prove to be life saving.

"Atrial fibrillation-related strokes can be prevented, but diagnosis remains the critical first step," she said.

"It is estimated that one-in-four strokes occur in people with atrial fibrillation.

"We don't want a stroke to be the first time any Australian discovers they have an irregular heartbeat.

"Pulse and heart-rate testing is quick, it's simple and could ultimately save lives."

The testing station will operate from 2-4pm on Wednesday, September 18 and from 9-11am on Friday, September 20.

Atrial fibrillation screening and information stations will operate at hospitals and pharmacies across Australia during Atrial Fibrillation Awareness Week, November 18-24.

Details: www.hearts4heart.org.au

Tate Papworth

Health Dispatch

Tuesday, 17 September



Patient group calls for action in response to survey

September 17, 2019

LATEST NEWS

A new survey has revealed tests for blood pressure and cholesterol levels are prioritised during doctor visits over routine screening for an irregular heartbeat.

The survey of 550 Australians aged 65 years and over was commissioned by Hearts4Heart, a patient group focused on atrial fibrillation.

The survey found only one-in-three respondents have discussed their heart health with a doctor in the past 12 months and only one-in-ten has discussed atrial fibrillation as a risk factor for cardiovascular disease.

Hearts4Heart said new medical guidelines recommend routine screening of people aged 65 years or older for an irregular heartbeat using a pulse test or handheld electrocardiogram.

These guidelines also say one-in-ten strokes occur in people with previously undiagnosed atrial fibrillation.

"The research shows that on average, older Australians see a doctor six times a year which provides plenty of opportunity to discuss and detect an irregular heartbeat," said Hearts4Heart CEO Tanya Hall.

"Testing and treatment of atrial fibrillation must become as routine as cholesterol or blood pressure monitoring and management," she said.

"Thousands of Australians suffer strokes that could have been prevented if more had been done to diagnose and treat an irregular heartbeat."

An event will be held at Parliament House in Canberra today to raise awareness of irregular heartbeat. Pharmacists will test politicians and highlight the importance of stroke prevention therapy.

An irregular heartbeat, known as atrial fibrillation, can cause blood clots to form in the heart. These can then travel to the brain and cause a stroke. It is estimated that one-in-four strokes occur in people with atrial fibrillation.

Ms Hall said early diagnosis of atrial fibrillation is pivotal to the prevention of stroke. She said pulse and heart rate testing with follow up ECG should be included as part of the Medicare-funded Heart Health Check.

The recently introduced Heart Health Check is designed to encourage doctors to

screen for cardiovascular risk factors, including high blood pressure, elevated cholesterol, type 2 diabetes, smoking history and alcohol consumption.

Yet it does not require a doctor to undertake a pulse or ECG test to detect and diagnose atrial fibrillation.

Hearts4Heart said the exclusion is of concern given new Australian research that found atrial fibrillation is the leading cause of heart-related hospitalisation (more than 61,000 admissions annually) – surpassing heart attack and heart failure.

The organisation also raised concern over the lack of long-term use of medication to reduce the risk of stroke.

It said a new analysis produced by 'Prospection' reveals around 25 per cent of people prescribed anticoagulation medicine to prevent stroke discontinue therapy within 12 months.

“This is alarming. We need to ensure people with atrial fibrillation understand why they’ve been prescribed an anticoagulant and why they need to continue to take this medication over the long term,” added Ms Hall.

Star Weekly
Brimbank and North West – Tuesday, 17 September

BRIMBANK & NORTH WEST

It's time for a heart-to-heart

SEPTEMBER 17, 2019 1:00 AM

BY TATE PAPWORTH

HEALTH HEART HEALTH HEART



Brimbank residents are being urged to check their heart health this month.

A free testing station which checks whether a patient has an irregular heartbeat – increasing the risk of stroke five-fold – has been set up at Sunshine Hospital.

It's part of a campaign developed by Hearts4Heart in response to alarmingly low levels of testing for a heart condition known as atrial fibrillation.

Hearts4Heart chief executive Tanya Hall said early detection of an irregular heartbeat can prove to be life saving.

"Atrial fibrillation-related strokes can be prevented, but diagnosis remains the critical first step," she said.

"It is estimated that one-in-four strokes occur in people with atrial fibrillation.

"We don't want a stroke to be the first time any Australian discovers they have an irregular heartbeat.

"Pulse and heart-rate testing is quick, it's simple and could ultimately save lives."

The testing station will operate from 2-4pm on Wednesday, September 18 and from 9-11am on Friday, September 20.

Atrial fibrillation screening and information stations will operate at hospitals and pharmacies across Australia during Atrial Fibrillation Awareness Week, November 18-24.

Details: www.hearts4heart.org.au

ABC Central Coast Tuesday, 17 September



Interview with hearts4hearts CEO Tanya Hall. Levi says locals are

16 Sep 2019 06:54 AM • [ABC Central Coast, Erina](#) (Breakfast)
hosted by [Scott Levi](#)

Interview with hearts4hearts CEO Tanya Hall. Levi says locals are being urged to take advantage of the free testings at Wyong Hospital to check on whether they are living with an irregular heartbeat. Hall says people with atrial fibrillation are people whose hearts' top chambers beat erratically. She adds the heart does not pump blood around the body in people with this condition. She says this often leads to serious heart complications like stroke and heart failure if left untreated. Hall says while there are treatments available, the most important thing is to be screened and diagnosed for patients to gain access to treatments.

Brief: Hearts4Heart - Radio & TV • ASR: AUD 1,634 • Duration: 4 mins 57 secs • Region: NSW • Market: Australia • Item ID: X00080344639 • Sentiment: Neutral

Interviewees: Tanya Hall, CEO, hearts4hearts

Mentions: National Heart Check

Audience: 9,200 (all people)

Demographics: 3,700 (male 16+) • 5,300 (female 16+)

Richmond River Express Advocate Wednesday, 18 September

Stroke risk

Richmond River Express Examiner, Casino

18 Sep 2019

General News - Page 3 - 85 words - ID 1172998474 - Photo: No - Type:

News Item - Size: 9.00cm²

Stroke risk AN IRREGULAR heartbeat that dramatically increases the risk of stroke is going undiagnosed among older Australians because simple pulse and heart rate monitoring is not being undertaken during routine doctor visits, according to a Hearts4Heart survey of 550 Australians aged 65 years and over. The survey found that only one-in-three older Australians has discussed their heart health with a doctor in the past 12 months, and only one-in-ten has discussed atrial fibrillation as a risk factor for cardiovascular disease in this period.

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Surf Coast Times

Thursday, 19 September

Calls to improve heart health checks

September 18, 2019 • BY Guest Contributor

An irregular heartbeat that dramatically increases the risk of stroke is going undiagnosed among older Australians because simple pulse and heart rate monitoring is not being undertaken during routine doctor visits.

This is according to patient support group Hearts4Heart, which has released findings from a survey of 550 Australians aged 65 years and over that reveals blood pressure and cholesterol levels are prioritised during doctor visits over a heart condition known as atrial fibrillation, which increases the risk of stroke five-fold.

The survey found that only one in three older Australians has discussed their heart health with a doctor in the past 12 months, and only one in 10 has discussed atrial fibrillation as a risk factor for cardiovascular disease in this period.

New medical guidelines recommend routine screening – using a pulse test or handheld electrocardiogram (ECG) – of people aged 65 years or older for an irregular heartbeat. These guidelines state that one in 10 strokes occur in people with previously undiagnosed atrial fibrillation.

"The research shows that on average, older Australians see a doctor six times a year which provides plenty of opportunity to discuss and detect an irregular heartbeat," Hearts4Heart chief executive officer Tanya Hall said.

"Testing and treatment of atrial fibrillation must become as routine as cholesterol or blood pressure monitoring and management.

"Thousands of Australians suffer strokes that could have been prevented if more had been done to diagnose and treat an irregular heartbeat."

An irregular heartbeat known as atrial fibrillation can cause blood clots to form in a chamber of the heart which can then travel to the brain, causing a stroke. It is estimated that a quarter of strokes occur in people with atrial fibrillation.

Experts say that early diagnosis of atrial fibrillation is key to the prevention of stroke and are calling for pulse and heart rate testing with follow up ECG examination, to be included as part of the Medicare-funded Heart Health Check.

Introduced in April this year, the Heart Health Check incentivises doctors to screen for cardiovascular risk factors, including high blood pressure, elevated cholesterol, type 2 diabetes, smoking history and alcohol consumption. It does not require a doctor to undertake a pulse or ECG test to detect and diagnose atrial fibrillation.

Hearts4Heart is also urging early diagnosis of atrial fibrillation to be matched by long-term use of medication, which can reduce the risk of stroke by up to 70 per cent.

A new analysis produced for Hearts4Heart reveals that about 25 per cent of people prescribed anticoagulation medicine to prevent stroke discontinue therapy within 12 months.

"This is alarming. We need to ensure people with atrial fibrillation understand why they've been prescribed an anticoagulant and why they need to continue to take this medication over the long term," Ms Hall said.

CALLS TO IMPROVE *heart health checks*

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A new analysis produced for

NEWS

PHARMACISTS CHECK POLLIES' HEARTS

MEGAN HEGGAN 18/09/2019

f t p d in



Pharmacist Bev Mistry-Cable tests Senator David Van from Victoria for an irregular heartbeat.

Canberra pharmacists have joined with Hearts4Heart to perform pulse-testing on Federal Parliamentarians as part of a national campaign to prevent strokes

Politicians who had their pulse and heart rate tested by Canberra pharmacist Bev Mistry-Cable include Senator David Van, Rob Mitchell MP, Maria Vamvakinou MP and Dr Mike Freeland MP.

The initiative forms as part of Atrial Fibrillation Awareness Week (16-22 September) which aims to address alarmingly low levels of testing for atrial fibrillation, a heart condition that increases the risk of stroke five-fold.

"Pharmacists are perfectly placed to identify an irregular heartbeat, which is the critical first step to preventing what could be a catastrophic stroke," said Ms. Mistry-Cable, from Cooleman Court Pharmacy in Weston, ACT.

"People will often seek advice from pharmacists, and this is an ideal opportunity to detect early warning signs of what could be atrial fibrillation. Early detection and timely referral can make a significant difference," she said.

An irregular heartbeat known as atrial fibrillation can cause blood clots to form in a chamber of the heart which can then travel to the brain, causing a stroke. It is estimated that one-in-four strokes occur in people with atrial fibrillation, with most of these people finding out they have it after suffering a stroke.

"We don't want a stroke to be the first time any Australian discovers they have an irregular heartbeat. Pulse and heart-rate testing is quick, it's simple and could ultimately save lives," said Tanya Hall, CEO of Hearts4Heart and an atrial fibrillation patient herself.

Experts say that early diagnosis must be matched by long-term use of medication that can reduce the risk of stroke by up to 70%. However, a new analysis for Hearts4Heart reveals that around 25% of people prescribed anticoagulation medicine discontinue therapy within 12 months.

"This is alarming. We need to ensure people diagnosed with atrial fibrillation understand why they need to continue taking the medication over the long term," Ms. Hall said.

More than 25 pharmacies across the nation are teaming up with Hearts4Heart and offering free pulse and heart rate testing during the awareness week which began on 16 September and continues through to Sunday, 22 September.

Armstrong Creek Times (Victoria) Thursday, 19 September

CALLS TO IMPROVE heart health checks

Armstrong Creek Times, Victoria
General News - Page 84 - 471 words - ID 1173887074 - /Photo: Yes -
Type: News Item - Size: 821.00cm²

19 Sep 2019

An irregular heartbeat that dramatically increases the risk of stroke is going undiagnosed among older Australians because simple pulse and heart rate monitoring is not being undertaken during routine doctor visits.

This is according to patient support group Hearts4Heart, which has released findings from a survey of 550 Australians aged 65 years and over that reveals blood pressure and cholesterol levels are prioritised during doctor visits over a heart condition known as atrial fibrillation, which increases the risk of stroke five-fold.

The survey found that only one in three older Australians has discussed their heart health with a doctor in the past 12 months, and only one in 10 has discussed atrial fibrillation as a risk

factor for cardiovascular disease in this period.

New medical guidelines recommend routine screening - using a pulse test or handheld electrocardiogram (ECG) - of people aged 65 years or older for an irregular heartbeat. These guidelines state that one in 10 strokes occur in people with previously undiagnosed atrial fibrillation.

"The research shows that on average, older Australians see a doctor six times a year which provides plenty of opportunity to discuss and detect an irregular heartbeat," Hearts4Heart chief executive officer Tanya Hall said.

"Testing and treatment of atrial fibrillation must become as routine as cholesterol or blood pressure monitoring and management.

"Thousands of Australians suffer strokes that could have been prevented if more had been done to diagnose and

treat an irregular heartbeat."

An irregular heartbeat known as atrial fibrillation can cause blood clots to form in a chamber of the heart which can then travel to the brain, causing a stroke. It is estimated that a quarter of strokes occur in people with atrial fibrillation.

Experts say that early diagnosis of atrial fibrillation is key to the prevention of stroke and are calling for pulse and heart rate testing with follow up ECG examination, to be included as part of the Medicare-funded Heart Health Check.

Introduced in April this year, the Heart Health Check incentivises doctors to screen for cardiovascular risk factors, including high blood pressure, elevated cholesterol, type 2 diabetes, smoking history and alcohol consumption. It does not require a doctor to undertake a pulse or ECG test to detect and diagnose atrial fibrillation.

Hearts4Heart is also urging early diagnosis of atrial fibrillation to be matched by long-term use of medication, which can reduce the risk of stroke by up to 70 per cent.

A new analysis produced for Hearts4Heart reveals that about 25 per cent of people prescribed anticoagulation medication to prevent stroke discontinue therapy within 12 months. "This is alarming. We need to ensure people with atrial fibrillation understand why they've been prescribed an anticoagulant and why they need to continue to take this medication over the long term," Ms Hall said. New medical guidelines recommend routine screening of people aged 65 years or older for an irregular heartbeat.

Caption Text:

New medical guidelines recommend routine screening of people aged 65 years or older for an irregular heartbeat.

Queensland Times

Thursday, 19 September

Big sign of stroke goes under radar

Queensland Times, Ipswich
General News - Page 2 - 311 words - ID: 1173878294 - Photo: No - Type:
News Item - Size: 156.00cm²

19 Sep 2019

AN IRREGULAR heartbeat that dramatically increases the risk of stroke is going undiagnosed among older Australians because simple pulse and heart rate monitoring is not being undertaken during routine doctor visits.

This is according to Hearts4Heart, which has released findings from a survey of 550 Australians aged 65 years and over that reveals blood pressure and cholesterol levels are prioritised during doctor visits over a heart condition known as atrial fibrillation which increases the risk of stroke five-fold.

The survey found that only 33 per cent of older Australians has discussed their heart health with a doctor in the past 12 months, and only 10 per cent has discussed atrial fibrillation as a risk factor for cardiovascular disease in this period.

New medical guidelines recommend routine screening of people aged 65 years or older for an irregular heartbeat.

These guidelines state that 10 per cent of strokes occur in people with previously undiagnosed atrial fibrillation.

"The research shows that on average, older Australians see a doctor six times a year which provides plenty of opportunity to discuss and detect an irregular heartbeat," Hearts4Heart CEO Tanya Hall said.

"Testing and treatment of atrial fibrillation must become as routine as cholesterol or blood pressure monitoring and management.

"Thousands of Australians suffer strokes that could have been prevented if more had been done to diagnose and treat an irregular heartbeat." An irregular heartbeat known as atrial fibrillation can cause blood clots to form in a chamber of the heart which can then travel to the brain, causing a devastating stroke.

It is estimated that 25 per cent of strokes occur in people with atrial fibrillation.³ Experts say early diagnosis of atrial fibrillation is key to the prevention of stroke and are calling for pulse and heart-rate testing with follow up ECG examination, to be included as part of the Medicare-funded Heart Health Check.

Pharmacists take politicians' pulse

CANBERRA pharmacists joined forces with Hearts4Heart to perform pulse-testing on Federal Parliamentarians as part of a national campaign to prevent potentially fatal strokes.

The initiative forms as part of Atrial Fibrillation Awareness Week (16-22 Sep) which aims to address low levels of testing for atrial fibrillation, which increases the risk of stroke five-fold.

"People will often seek advice from pharmacists, and this is an ideal opportunity to detect early warning signs of what could be atrial fibrillation," said Bev Mistry-Cable from Cooleman Court Pharmacy, Weston, ACT.

Early detection and timely



referral can make a significant difference

One Hearts4Heart analysis says around 25% of people prescribed an anticoagulant, dangerously cease therapy within 12 months.

Pictured is Senator David Van, from Vic being tested by pharmacist, Bev Mistry-Cable.

Retail Pharmacy Friday, September 20

PHARMACISTS' PREVENTATIVE POLITICAL PULSE CHECKS

Federal Parliamentarians had their heart rates tested by Canberra pharmacists this week, part of a nationwide initiative to prevent potentially fatal strokes.

The initiative by Hearts4Heart is part of Atrial Fibrillation Awareness Week (September 16-22), which aims to address alarmingly low levels of testing for atrial fibrillation, a heart condition that increases the risk of stroke five-fold.

More than 25 pharmacies across the nation are teaming up with Hearts4Heart, offering free pulse and heart rate testing during awareness week, which began on September 16 and continues through to Sunday September 22.

In Canberra, pharmacist Bev Mistry-Cable tested the pulse and heart rates of a number of politicians, amongst them Senator David Van, Rob Mitchell MP, Maria Vamvakinou MP and Dr Mike Freeland MP.

"Pharmacists are perfectly placed to identify an irregular heartbeat, which is the critical first step to preventing what could be a catastrophic stroke," said Ms Mistry-Cable, a pharmacist from Cooleman Court Pharmacy in Weston, ACT.

"People will often seek advice from pharmacists, and this is an ideal opportunity to detect early warning signs of what could be atrial fibrillation. Early detection and timely referral can make a significant difference," she said.

An irregular heartbeat known as atrial fibrillation can cause blood clots to form in a chamber of the heart, which can then travel to the brain, causing a stroke. It is estimated that one-in four strokes occur in people with atrial fibrillation, and most of these only learn they have the condition after suffering a stroke.

"We don't want a stroke to be the first time any Australian discovers they have an irregular heartbeat," said Hearts4Heart CEO, Tanya Hall, an atrial fibrillation patient herself. "Pulse and heart-rate testing is quick, it's simple and could ultimately save lives."

Experts say that early diagnosis must be matched by long-term use of medication that can reduce the risk of stroke by up to 70 per cent. However, a new analysis for Hearts4Heart reveals that around 25 per cent of people prescribed anticoagulation medicine discontinue therapy within 12 months.

"This is alarming. We need to ensure people diagnosed with atrial fibrillation understand why they need to continue taking the medication over the long-term," Ms Hall said.

Pyrenees Advocate

Friday, 20 September

Irregular Heartbeat Dramatically Increases Stroke Risk

Pyrenees Advocate, Pyrenees

20 Sep 2019

General News - Page 9 - 559 words - ID: 1174877933 - Photo: No - Type: News Item - Size: 233.00cm²

An irregular heartbeat that dramatically increases the risk of stroke is going undiagnosed among older Australians because simple pulse and heart rate monitoring is not being undertaken during routine doctor visits.

This is according to Hearts4Heart which has released findings from a survey of 550 Australians aged 65 years and over that reveals that blood pressure and cholesterol levels are prioritised during doctor visits over a heart condition known as atrial fibrillation which increases the risk of stroke five-fold.

The survey found that only one-in-three older Australians has discussed their heart health with a doctor in the past 12 months, and only one-in-ten has discussed atrial fibrillation as a risk factor for cardiovascular disease in this period.

New medical guidelines recommend routine screening (using a pulse test or handheld electrocardiogram (ECG)) of people aged 65 years or older for an irregular heartbeat. These guidelines state that one-in-ten strokes occur in people with previously undiagnosed atrial fibrillation.

"The research shows that on average, older Australians see a doctor six times a year which provides plenty of opportunity to discuss and detect an irregular heartbeat," said Tanya Hall, CEO of leading patient support group Hearts4Heart, and an atrial fibrillation patient herself.

"Testing and treatment of atrial fibrillation must become as routine as cholesterol or blood pressure monitoring and management," she said.

"Thousands of Australians suffer strokes that could have been prevented if more had been done to diagnose and treat an irregular heartbeat." An irregular heartbeat known as atrial fibrillation can cause blood clots to form in a chamber of the heart which can then travel to the brain, causing a devastating stroke. It is estimated that one-in-four strokes occur in people with atrial fibrillation.

Experts say that early diagnosis of atrial fibrillation is key to the prevention of stroke and are calling for pulse and heart rate testing with follow up ECG examination, to be included as part of the Medicare-funded Heart Health Check.

Introduced in April this year, the Heart Health Check incentivises doctors to screen for cardiovascular risk factors, including high blood pressure, elevated cholesterol, type 2 diabetes, smoking history and alcohol consumption.

It does not require a doctor to undertake a pulse or ECG test to detect and diagnose atrial fibrillation.

The omission of heart rate testing from Heart Health Checks is of concern to Hearts4Heart, which points to new Australian research which found that atrial fibrillation is now the leading cause of heart-related hospitalisation (more than 61,000 admissions annually) - surpassing heart attack and heart failure.

Experts also say that early diagnosis of atrial fibrillation must be matched by long-term use of medication that can reduce the risk of stroke by up to 70percent.

A new analysis produced for Hearts4Heart reveals that around 25percent of people prescribed anticoagulation medicine to prevent stroke discontinue therapy within 12 months.

"This is alarming. We need to ensure people with atrial fibrillation understand why they've been prescribed an anticoagulant and why they need to continue to take this medication over the long term," Ms Hall said.

Hearts4Heart is using Atrial Fibrillation Awareness Week (September 16-22) to highlight the need for early diagnosis of an irregular heartbeat and appropriate long-term use of stroke prevention therapy.

Atrial fibrillation screening and information stations will operate at hospitals and pharmacies across Australia during Atrial Fibrillation Awareness Week. More information is available at: www.hearts4heart.org.au

ABC South East NSW, Bega
Monday, 23 September



South East residents are being urged to get tested for atrial fib

23 Sep 2019 06:33 AM • [ABC South East NSW, Bega \(06:30 News\)](#)

hosted by [Newsreader](#)

South East residents are being urged to get tested for atrial fibrillation, which could potentially affect thousands of people across the State. People with the condition are more likely to have a severe stroke according to the hearts4heart charity group. Bega Stroke Recovery Club president Kimone Haden(*) says there are things people can do to prevent the condition.

Brief: Hearts4Heart - Radio & TV • ASR: AUD 106 • Duration: 0 mins 52 secs • Region: NSW • Market: Australia • Item ID: X00080407910 • Sentiment: Not scored

Audience: N/A (all people)

Demographics: N/A (male 16+) • N/A (female 16+)

Heart test can lower stroke risk

Ignoring a simple heart test could be putting older Australians' lives at risk, according to a patient support and advocacy group.

Hearts4Heart has released survey results which showed blood pressure and cholesterol tests were prioritised during doc-

tor visits, instead of a heart condition which increased stroke risk five-fold.

An irregular heartbeat known as atrial fibrillation can cause blood clots to form in a chamber of the heart which can then travel to the brain and cause a stroke.

It is estimated that one-in-

four strokes occur in people with atrial fibrillation.

"Thousands of Australians suffer strokes that could have been prevented if more had been done to diagnose and treat an irregular heartbeat," Heart4Heart chief executive officer Tanya Hall said.

Best Medicine, Southern FM 88.3 Melbourne
Interview with Tanya Hall
Tuesday, 24 September

