

HEART VALVE DISEASE AWARENESS DAY

2022 Highlights and Overview

Impact

The Heart Valve Disease Awareness Day campaign was started in 2017 to increase recognition of the specific heart valve disease risks and symptoms, improve detection and treatment, and ultimately save lives. Each year on February 22nd, non-profits, advocacy organizations, professional societies, foundations, hospitals, patient advocates, and heart centers join forces to help spread the word about valve disease. While heart valve disease awareness is spread year-round, a dedicated day allows us to collaborate and amplify each other's messages.



117

committed
partners



41

thousand
website views



11.1

million radio
listeners



17

million TV
impressions



2.67

million video
views



50

thousand social
engagements



27

placements in news outlets with
6.5 MILLION estimated reach



50

million impressions



2.3

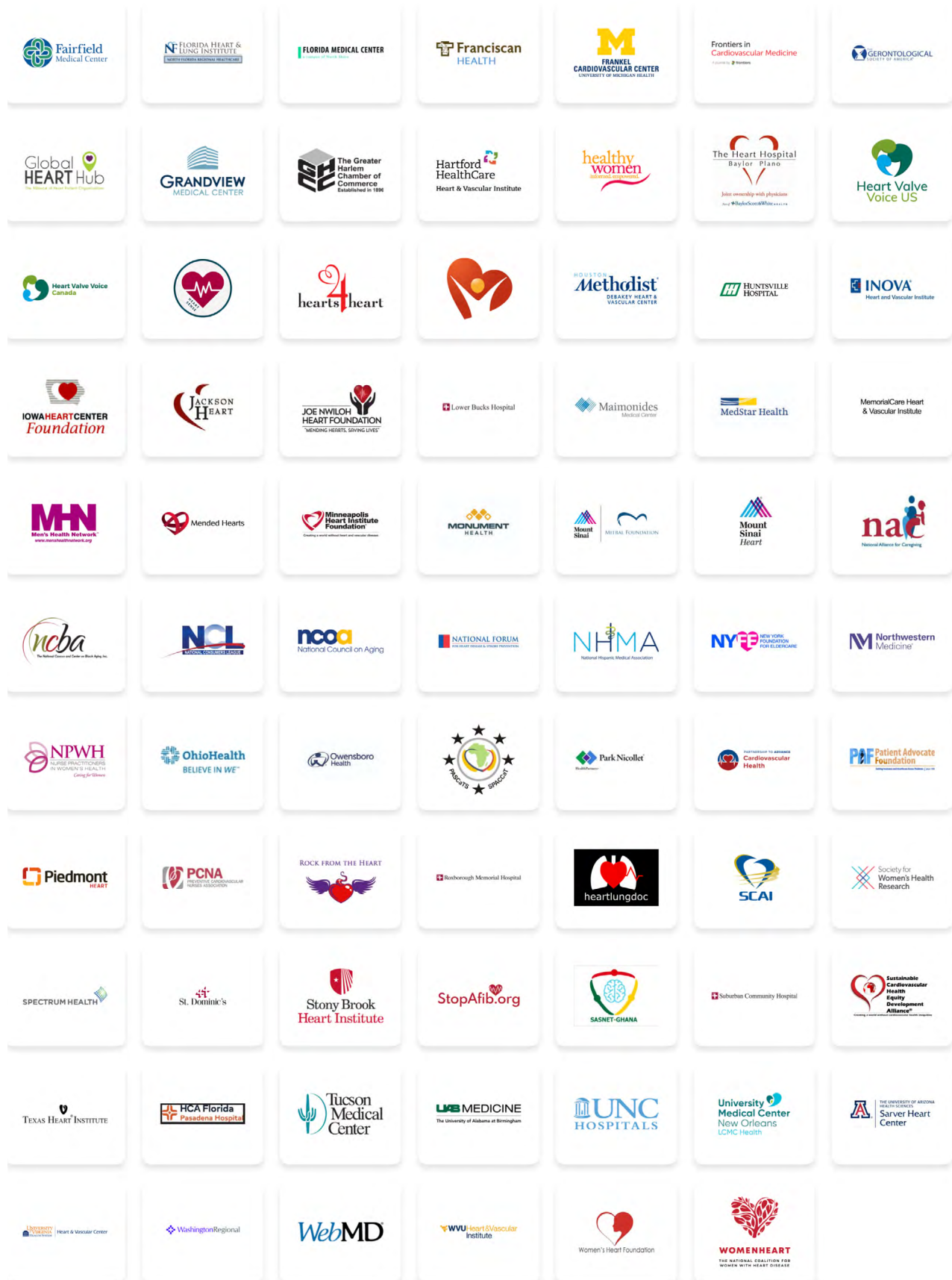
million activations

Partners

This year we celebrated 100 Valve Disease Day partners and kept on going! We are now 117 strong and grateful for the committed national and international partners that include advocacy groups, aging organizations, professional societies, hospitals and heart centers, minority health groups, and other organizations who find impactful and unique ways to raise awareness about heart valve disease every year.

Valve Disease Day Celebrates **100** Partners and Counting!





Virtual Conference

A Valve Disease Day Virtual Conference brought together in-person and virtual events from a dozen partners across the country. There were events for people wanting to learn more about valve disease, people who have been diagnosed, their caregivers, and clinicians. The events were hosted live, and videos were made available afterwards at www.valvediseaseday.org/virtual-conference — producing close to 19,000 views.

Join the



Virtual Conference

February 22nd
10:30 am ET



JOIN US FOR OUR

**VALVE DISEASE DAY
VIRTUAL CONFERENCE**

Tuesday, February 22 from 10:30am – 6:30pm ET

WWW.VALVEDISEASEDAY.ORG/VIRTUALCONFERENCE

VALVE DISEASE DAY VIRTUAL CONFERENCE

ADVANCING SUPPORT FOR HEART VALVE DISEASE IN CONGRESS

Tuesday, February 22 @ 10:33 a.m. ET

Representative Andy Barr will talk about his advocacy for raising awareness and advancing treatment for heart valve disease.



REMARKS FROM:

REPRESENTATIVE ANDY BARR
U.S. Congressman for Kentucky's Sixth District

For More Information Visit www.valvediseaseday.org/virtual-conference

VALVE DISEASE DAY VIRTUAL CONFERENCE

VALVE DISEASE RESEARCH AT THE NHLBI

Tuesday, February 22 @ 10:36 a.m. ET

HOSTED BY:

The National Heart, Lung & Blood Institute



MODERATED BY:

Frank Evans, PhD
Program Director, Heart Development and Structural Diseases, NHLBI

For More Information
www.valvediseaseday.org/virtual-conference



VALVE DISEASE DAY VIRTUAL CONFERENCE

LISTEN TO YOUR HEART, BEFORE IT SHOUTS AT YOU!

Tuesday, February 22 from 11:00 a.m. - 11:55 ET

Please join this succinct discussion led by Dignity Health in Arizona as their structural program, women's heart program, and WomenHeart support group along with WomenHeart National tackle disparities in valvular disease.

HOSTED BY:

DIGNITY HEALTH & WOMENHEART



MODERATED BY:

Rachel M. Bond, MD
System Director Women's Heart Health, Dignity Health

For More Information Visit
<https://valvediseaseday.org/virtual-conference>



VALVE DISEASE DAY VIRTUAL CONFERENCE

RECENT ADVANCEMENTS IN HEART VALVE DISEASE

Tuesday, February 22 from 12:00 p.m. - 12:55 ET

MedStar Health cardiac surgeons and interventional cardiologists will discuss recent advances in the treatment of valvular heart disease in this Facebook live discussion, with a Q&A to follow.

HOSTED BY:

MEDSTAR HEART & VASCULAR INSTITUTE

For More Information Visit www.valvediseaseday.org/virtual-conference



VALVE DISEASE DAY VIRTUAL CONFERENCE **FLAGSHIP EVENT**

VALVULAR HEART DISEASE IN THE REAL WORLD: A PATIENT FRIENDLY TREATMENT DISCUSSION

Tuesday, February 22 from 2:00 p.m. - 2:55 ET

This year's Valve Disease Day Flagship Event involves an important panel of experts discussing the latest in valve disease treatment. Panelists will dig into the importance of a multidisciplinary team framework at the Piedmont program, raising patient awareness, the TVT registry and public reporting, and more.

HOSTED BY:

PIEDMONT HEART



MODERATED BY:

Vinod Thourani, MD
Marcus Chief of Cardiovascular Surgery, Piedmont Healthcare and the Marcus Heart Valve Center

For More Information Visit www.valvediseaseday.org/virtual-conference



VALVE DISEASE DAY VIRTUAL CONFERENCE

REVOLUTIONIZING PEER SUPPORT FOR PATIENTS

Tuesday, February 22 from 3:00p.m. - 3:45 E.T

Join us to learn WHY peer support is so vital and how lives are being changed by hearing "You are not alone". Andrea Baer, MS, BCPA, Executive Director of The Mended Hearts, Inc., will be joined by Mended Hearts Peer Supporters to talk about how you can GIVE and GET Support!

HOSTED BY:

Mended Hearts®



MODERATED BY:

Andrea Baer, MS, BCPA
Executive Director, Mended Hearts

For More Information Visit www.valvediseaseday.org/virtual-conference



VALVE DISEASE DAY VIRTUAL CONFERENCE

NAVIGATING THE PATIENT/CARE PARTNER JOURNEY

Tuesday, February 22 from 4:00p.m. - 4:55p.m. ET

Join Heart Valve Voice US in a conversation with patients and care partners who will share their insights for navigating heart valve disease.

HOSTED BY:

Heart Valve Voice US



MODERATED BY:

SUSAN STRONG
Director of Patient Engagement, Heart Valve Voice

For More Information Visit www.valvediseaseday.org/virtual-conference



VALVE DISEASE DAY VIRTUAL CONFERENCE

RAISING AWARENESS OF A DEADLY BUT TREATABLE DISEASE

Tuesday, February 22 from 5:00p.m. - 5:13 E.T

The CardioVisual team joins forces with the Heart Valve Disease Awareness Day campaign to build awareness of symptoms and improve diagnosis, treatment, and management of heart valve disease.

HOSTED BY:

CardioVisual



A CONVERSATION WITH:

Oluseun Alli, MD
Novant Health, Interventional Cardiology

For More Information Visit www.valvediseaseday.org/virtual-conference



VALVE DISEASE DAY VIRTUAL CONFERENCE

ASK THE EXPERT: MINIMALLY INVASIVE HEART VALVE PROCEDURES

Tuesday, February 22 from 5:30p.m. - 6:30pm E.T

Join the Co-Directors of Inova's Structural Heart/Valve Disease Program, for an engaging conversation about their comprehensive approach to evaluating the best course of treatment for valve disease.

HOSTED BY:

INOVA HEART & VASCULAR INSTITUTE

For More Information Visit
<https://valvediseaseday.org/virtual-conference>



Social Media and Online Promotion

On February 22nd and throughout American Heart Month, organizations and advocates shared selfies, personal stories, educational resources, and more.

- Facebook posts and marketing produced 3.4 million impressions, 2.5 million video views, and 423,000 engagements.



- A Twitter chat co-hosted with WebMD, focused on the impact of the pandemic on heart valve disease diagnosis and treatment. There were 1,135 tweets from 455 contributors, producing a potential reach of 4.3 million.

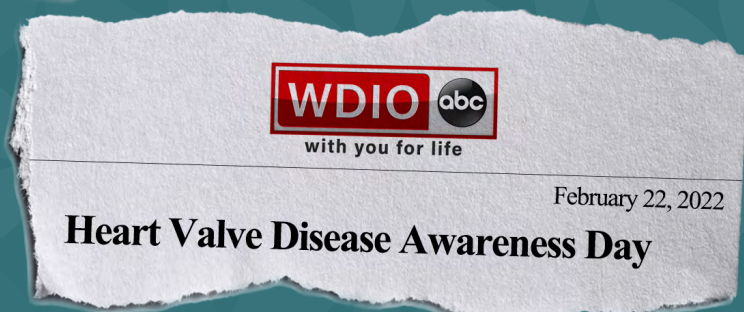
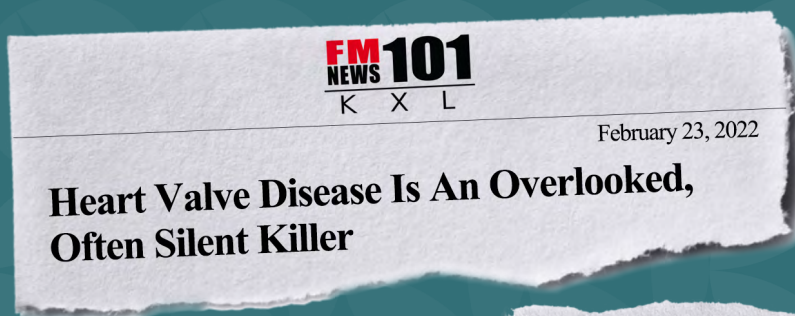
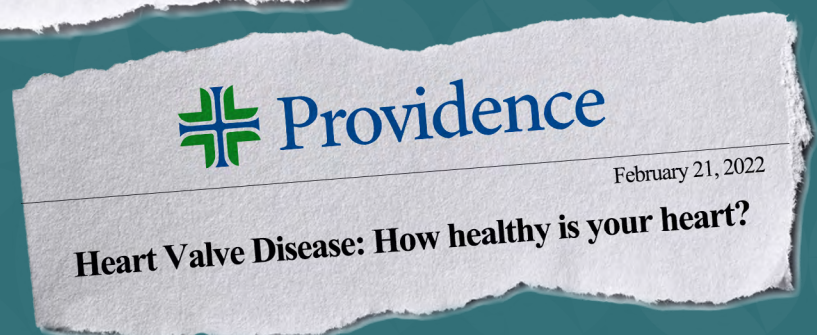


- This year supporters could take the Listen to Your Heart Pledge and encourage their networks to do the same.



Media Highlights

- A letter to the editor was placed in eight outlets with an estimated daily reach of 179,000 readers.
- Additional articles about Valve Disease Day were placed by partners across the country in 19 outlets with an estimated daily reach of 4.9 million readers.
- An article in NextAvenue produced 1,900 engagements and 77,900 impressions.




Radio Media Tour

A Radio Media Tour offered the opportunity to share the messages of the campaign through 18 interviews covering eight states including Florida, Ohio, Pennsylvania, and North Carolina; and with NBC News Radio and Issues Today Radio. There were a total of 1,855 airings to total listeners of 11,131,140.



 **18**
interviews

 **1,855**
airings

 **11.1**
million true*
listeners reached

**True listener numbers are discounted for people not tuned-in at the time of airing.*

Podcast


Karyne Jones, President & CEO of the National Caucus and Center on Black Aging, Inc. (NCBA), was featured in the Alliance for Aging Research podcast *This is Growing Old*. Karyne spoke about the work of NCBA, why they are proud to be a Valve Disease Day partner, why African Americans are at higher risk of valve disease at younger ages, and more.



NCBA

New Educational Brochure

A new co-brandable educational brochure was released for partners to use at educational events. The brochure content was also integrated into the Valve Disease Day website at www.valvediseaseday.org/learn-about-valve-disease.



LIVING WITH HEART VALVE DISEASE

As many as 11.6 million Americans are estimated to have heart valve disease, and each year around 25,000 people die from the disease. Fortunately, valve disease can usually be successfully treated in patients of all ages.

But successful treatment depends on understanding risk factors, recognizing symptoms, and getting timely treatment. Unfortunately, three out of four Americans report knowing little to nothing about the disease.

This brochure covers the basics of valve disease and provides additional resources to learn more. It also shares information about Heart Valve Disease Awareness Day—a campaign to increase awareness and ultimately save lives.

~11.6 MILLION
Americans have heart valve disease

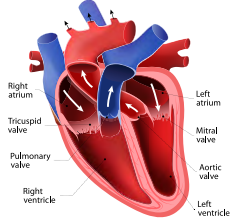
3 OUT OF 4
Americans know little to nothing about heart valve disease

~25,000
people die each year from heart valve disease

How Does the Heart Work?

The heart is a powerful organ that is responsible for continuously circulating blood throughout the body. The heart's four chambers squeeze and relax in a coordinated manner to pump blood to the lungs, and through the circulatory system to deliver oxygen and nutrients.

Between each of the heart's chambers is a valve—a thin leaflet of tissue that keeps blood moving in only one direction and with the right amount of force. The valves keep blood from leaking backwards by only opening one way and sealing tightly as soon as blood passes through.



EACH DAY YOUR HEART BEATS UP TO 100,000 TIMES AND PUMPS AROUND 2,000 GALLONS OF BLOOD

Congressional Resolution

U.S. Representative Andy Barr (KY-6) introduced H.Res.916 expressing support for Heart Valve Disease Awareness Day. Representative Kathleen Rice (NY-4) and Representative Joyce Beatty (OH-3) co-sponsored the resolution.



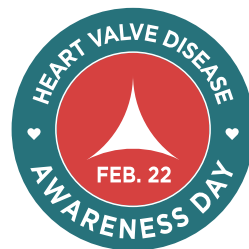
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(KY-6)



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(OH-3)



ValveDiseaseDay.org