



The Heart Failure Policy Network

The handbook of multidisciplinary and integrated heart failure care



Social media toolkit

September 2018

About the Heart Failure Policy Network: The Heart Failure Policy Network is an independent, multidisciplinary platform made possible with financial support from Novartis Pharma. The content produced by the Network is not biased to any specific treatment or therapy, and is endorsed and owned by the Network's members, who have full editorial control. All members provide their time for free.

Introduction



This September, the Heart Failure Policy Network is launching
The handbook of multidisciplinary and integrated heart failure care

The handbook will be launched on **5 September** at 17:00–19:00 CEST in the European Parliament library. This would be the perfect time to post on social media about the cause, to share our message with policymakers and others who have the power to make a difference.

To help you share the news about the handbook's launch, we have provided suggested posts, messages and images in this toolkit.

You may copy and paste the suggested posts directly, or use them as inspiration to write your own. We have also provided a list of hashtags to help you reach a wider audience.

The images in this toolkit have been designed specifically for the social media platforms indicated. Please feel free to use these images with your posts.

To stay up-to-date on the launch, especially if you are unable to attend, follow us on Twitter:
[@HFPolicyNetwork](https://twitter.com/HFPolicyNetwork)

Please follow us, and retweet and like our tweets.



About *The handbook of multidisciplinary and integrated heart failure care*

Every person living with heart failure has a unique journey. However, there are five key areas where care typically fails patients. These 'pressure points' are: presentation and diagnosis; discharge and early follow-up; clinical management; patient activation and self-care; and advance care planning.

The handbook demonstrates why multidisciplinary and integrated care are essential to providing optimal heart failure care. It describes the current 'state of play' in Europe in terms of performance and barriers, and a summary of each 'pressure point' outlining the issue, potential solutions and case studies.

We hope that this resource helps advocates to share a compelling and evidence-based policy case for change, win the support of key decision makers, and ensure more consistent implementation of best practice.

Please help us take the case for change to national governments and share news of the resource widely.

You can download a copy of the handbook and supporting materials from our website from 5 September:

www.hfpolicynetwork.eu/handbook



Heart failure in Europe: key messages

- **The burden of heart failure is significant and growing:**
 - Heart failure affects at least 15 million adults in Europe
 - 1 in 5 people can expect to live with heart failure at some point in their life
 - Heart failure is the no.1 cause of unplanned hospital admissions
 - We expect a 50% rise in hospital admissions in the next 25 years
 - Best-practice care can achieve a 30% reduction in hospitalisation
- **The physical and psychological burden of living with heart failure can be considerable.**
- **Although the prognosis is poor, the right package of care makes a huge difference**
- **Care must focus on the needs of the individual patient at each stage of their condition.**



The European Society of Cardiology (ESC) 2016 guidelines for heart failure clearly state the need for multidisciplinary management programmes.

What is multidisciplinary and integrated care?

Multidisciplinary and integrated heart failure care is about delivering the best care possible, focused on each individual's needs and preferences.



Multidisciplinary care is about ensuring the person with heart failure has access to the right specialists at the right points in their care journey.

The handbook outlines the many roles involved in the multidisciplinary team. See page 17 of the Handbook.



Integrated care is about providing the tools and creating the environment for multidisciplinary teams to provide person-centred and coordinated care.

The handbook outlines the many key components of high-quality integrated management programmes. See page 16 of the Handbook.

Suggested hashtags



Using these hashtags allows your tweets to be easily found by other relevant users who are interested in heart failure.

#HeartFailure

#MultidisciplinaryCare

#IntegratedCare

#changeHFpolicy

Downloadable images for Twitter



Click on each graphic to download the image file from our website.

The images on this page are for use on Twitter. The following page contains suggested text for tweets.



Suggested tweets



Copy and paste the text from these suggested posts into Twitter to accompany an image selected from the previous page.

Admissions due to #HeartFailure are projected to rise by 50% over the next 25 years. If we make the right policy changes, it doesn't have to be this way. #ChangeHFpolicy <http://bit.ly/HFPN-Handbook>

#HeartFailure is the biggest cause of hospitalisation in people over the age of 65. By using multidisciplinary and integrated care, we can improve the lives of millions. #ChangeHFpolicy <http://bit.ly/HFPN-Handbook>

'The handbook of multidisciplinary and integrated heart failure care' details what needs to be done to improve #HeartFailure care for all. #ChangeHFpolicy <http://bit.ly/HFPN-Handbook>

With 1 in 5 people expected to develop #HeartFailure at some point, it's vital we improve the care people receive. #ChangeHFpolicy <http://bit.ly/HFPN-Handbook>

Too many people living with #HeartFailure still don't have access to the right specialists. Multidisciplinary and integrated care must become a core focus to improve care for all. #ChangeHFpolicy <http://bit.ly/HFPN-Handbook>

Despite the clinical guidelines existing for #HeartFailure care, many patients across Europe still don't receive the right treatment. #ChangeHFpolicy <http://bit.ly/HFPN-Handbook>

Suggested Facebook post and downloadable image



Click on the graphic to download the image file from our website.

The text can be copied and pasted into a post, or adapted to suit your audience.



Heart failure is an often-overlooked condition that is expected to affect 1 in 5 people. All too often, the level of care for people living with heart failure does not meet guideline recommendations. This means people with heart failure face unnecessary hospital visits, difficulties coordinating their care and poor quality of life. There is no cure for heart failure, but the right programme of care makes a huge difference. It's vital governments adopt multidisciplinary and integrated care. This involves providing flexible care and support focused on the needs and preferences of each person living with heart failure. To find out more about what needs to be done, discover The handbook of multidisciplinary and integrated heart failure care: <http://bit.ly/HFPN-Handbook>

Suggested LinkedIn post and downloadable image

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Click on the graphic to download the image file from our website.

The text can be copied and pasted into a post, or adapted to suit your audience.



The Heart Failure Policy Network has just launched 'The handbook of multidisciplinary and integrated heart failure care'. This comprehensive analysis and practical guide is designed to help inform and implement much-needed multidisciplinary and integrated heart failure care practices.

Heart failure is a common condition – 1 in 5 of us can expect to develop the condition at some point in our lives. As prevalence grows, the need to improve care becomes increasingly urgent. Governments cannot afford to ignore this issue.

Across Europe, we must implement new ways of working that focus resources effectively. Multidisciplinary and integrated care is about delivering the best possible care to patients based on their individual needs and preferences across different care settings.

I am a part of the Heart Failure Policy Network, a multidisciplinary group whose goal is to raise awareness of the unmet needs surrounding heart failure and its care. To find out more about the Network and the handbook, visit: <http://bit.ly/HFPN-Handbook>

Suggested newsletter post



This text can be copied and pasted, or adapted for your audience, for use in email newsletters or on your website.

On 5 September 2018 the Heart Failure Policy Network launched *The handbook of multidisciplinary and integrated heart failure care*. Multidisciplinary and integrated models are about ‘getting care right’ for each individual patient – and present a huge opportunity for providing high-quality and sustainable heart failure management.

Despite the wealth of evidence that such care is beneficial to patients, healthcare professionals and the healthcare system as a whole, we are not seeing it as often as we should across Europe. Unfortunately, there are many barriers to optimal care and many initiatives are ‘stuck in pilot mode’.

The handbook is a practical resource designed to help advocates drive much-needed multidisciplinary and integrated heart failure care. It highlights 10 key demands on European governments to improve existing care and ensure readiness for the future burden of heart failure. The report has been endorsed by 35 leading patient advocacy, scientific and professional organisations.

With 15 million people across Europe living with heart failure, and the incidence and prevalence of heart failure set to rise significantly in the coming years, we must pay greater attention to the way care is provided. Such approaches are the only viable way of planning for future heart failure patients, whilst providing high-quality and personalised care for those living with this chronic condition.

To download copies of the handbook, please see www.hfpolicynetwork.eu/handbook or contact info@hfpolicynetwork.eu



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