

Providing information, support and access to established, new or innovative treatments for atrial fibrillation

AF ASSOCIATION NAMES WINNERS OF PRESTIGIOUS INTERNATIONAL HEALTHCARE PIONEER AWARDS

6 October 2017, Chipping Norton: Trudie Lobban, Founder and CEO, AF Association announced this year's winners of the AF Association "International Healthcare Pioneers 2018 – Showcasing Best Practice in AF" at the Arrhythmia Alliance Awards Ceremony held this week at Heart Rhythm Congress 2017.

Trudie Lobban MBE, Founder and CEO, AF Association on congratulating the 2018 Award winners stated, "The AF Association International Healthcare Pioneers Award, is presented to examples of truly innovative best practice covering identification, diagnosis, management, treatment and care of patients with atrial fibrillation (AF), which we summarise as detect, protect, correct and perfect. We share the published International Healthcare Pioneers report with clinicians, commissioners and policy makers across the globe asking them to use these case studies as a benchmark to drive improvement in processes and patient pathways for the diagnosis, treatment, and care of AF patients in their respective countries."

"Now in its third year, we had the highest number of entries to date, and all were of an excellent standard, demonstrating tremendous innovation to improve the lives of AF patients. We thank everyone who entered, and especially commend those chosen as this year's International Healthcare Pioneers Award winners," she added.

This year's winners came from across the world, some as far away as Australia. The award winners included a pharmacy-led early AF detection programme in different clinical settings from Portugal, integration of patient values and preferences into treatment decision-making in Denmark, and the formation of AF-Screen International Collaboration led by Professor Ben Freedman, Australia, to increase the detection of people with AF across the world. Details of the shortlisted, top three award winners, can be accessed by contacting nigel@heartrhythmalliance.org

TRUSTEES: Prof. A John Camm, Mrs Jayne Mudd, Prof. Richard Schilling, Dr Matthew Fay
Medical Advisory Committee: Mr Sotiris Antoniou, Prof. Martin Cowie, Dr Adam Fitzpatrick, Dr Andrew Grace, Mrs Angela Griffiths, Dr Dhiraj Gupta, Prof. Richard Hobbs, Dr Yassir Javaid, Prof. Gregory Lip, Dr Derick Todd, Sharron Gordon

CEO: Mrs Trudie Lobban MBE

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News Release

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NOTES TO EDITOR

1. AF Association provides support, information and guidance to anyone affected by atrial fibrillation. It works in partnership with patients and clinical experts to advance the education of both the medical profession and the general public on the risks, detection and treatment of AF. Please go to www.afa.org.uk for more information
2. The International Healthcare Pioneers report was developed by the AF Association and identifies best practice in the diagnosis, treatment and care of patients with atrial fibrillation (AF) and is used as a benchmark across the world to improve on how services are delivered.
3. For more details on the International Healthcare Pioneer Award winners please contact: nigel@heartrhythmalliance.org

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