

Working together to improve the diagnosis, treatment and quality of life for all those affected by arrhythmias

6.1 million Americans at risk of deadly stroke due to an irregular heart rhythm known as atrial fibrillation (AF/AFib) "Stroke Awareness Month"

May 15, 2018, United States - 6.1 million US citizens are diagnosed with atrial fibrillation (AF/AFib) the leading cause of stroke. A further two million are unaware they are living with this deadly arrhythmia (irregular heart rhythm disorder). During Stroke Awareness Month Founder and CEO of Arrhythmia Alliance, Mrs. Trudie Lobban, MBE will launch a media tour across the United States today to raise greater awareness of AF-related stroke. 15% of all strokes are due to atrial fibrillation – the most devastating, debilitating, disabling and often more fatal type of stroke.

AF/AFib can easily be diagnosed with a simple pulse check. Arrhythmia Alliance hosts Know Your Pulse campaigns across the USA. And now with the latest technology, a patch which can be worn continuously for 14 days, even at the gym or during a shower, can capture irregular heart rhythms such as AF and other potentially fatal, arrhythmias. This simple EKG is available through healthcare providers and will help to diagnose and therefore save more lives from the effects of a devastating AF-related stroke.

Mrs. Lobban is known around the globe for her work in raising awareness, information and education on arrhythmias (heart rhythm disorders). Her dedication to this cause has placed her and Arrhythmia Alliance (a 501(c)3 nonprofit based in South Carolina) at the forefront of patient advocacy and is well respected in the medical community. She has been recognized for her dedication and work by the Queen of England.

Trudie will feature on numerous radio and television stations across our nation today speaking of the importance of knowing the signs and symptoms of atrial fibrillation to avoid an AF-related stroke and Arrhythmia Alliance's "Know Your Pulse" program.

According to Mrs. Lobban, "it is instrumental that as caregivers, parents and the medical profession, we improve upon early detection of all heart rhythm disorders. We know our blood pressure, we know our heart rate. It is time we all knew our heart rhythm – it could save our life. Arrhythmia Alliance will not rest until more people become aware and have access to the latest technology to quickly detect the arrhythmia and receive the correct treatment to manage it. Too many lives are destroyed due to stroke; we can do something to prevent more lives being lost due to AF-related stroke. I urge anyone to contact us to find out more how you can become heart rhythm aware by simply knowing your pulse"

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Notes to editors

President: Prof A. John Camm, QHP, MD, FRCP, FACC. **Trustees:** Mr Mark Bullock, Professor Richard Schilling, MB, BS, FRCP, MD, Mr Nigel Farrell, LLB (Hons), Dr Adam P Fitzpatrick, MD, FRCP, FACC, Mrs Trudie Lobban MBE FRCP Edin
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1. Arrhythmia Alliance, are global advocates, working in partnership to reduce deaths and impact on individuals caused by cardiac arrhythmias and their associated morbidities. By raising awareness and campaigning for the improved detection and care of heart rhythm disorders, Arrhythmia Alliance aims to extend and improve the lives of the millions around the world that these conditions affect. Visit our website www.hearhythmalliance.org
2. Atrial Fibrillation is the most common arrhythmia. 6.1 million US citizens are diagnosed with AF with a further third (approx. 2 million) undiagnosed and at high risk of an AF-related stroke
3. AF-related strokes are more devastating, debilitating and more often fatal than any other type of stroke.
4. Arrhythmias lead to sudden cardiac death – the most common cause of death across the USA – more so than lung cancer, breast cancer and AIDs combined
5. www.knowyourpulse.org can save a life
6. **Trudie Lobban MBE is available for interview – please contact s.williams@hearhythmalliance.org or call 843 415 1886**