Women Are Not Small Men!

The Missing Prescription: Patient Support Programs

Mary McGowan
Chief Executive Officer
WomenHeart: The National Coalition for Women with Heart Disease
Washington, DC
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2007 WomenHeart Champion
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Founded in 1999
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Gender Differences in Heart Disease

Women’s Risks
- Hormonal fluxes
- Pregnancy
- Peripartum vascular remodeling

Women’s Symptoms
- Fatigue
- Nausea
- Jaw pressure or pain

90% Broken Heart Syndrome
(Takotsubo cardiomyopathy)

30% women CVD research & 25% participants in heart failure research

60% heart valve replacements

Higher prevalence of SCAD

3x Mitral Valve Stenosis

2x Depression → Sudden Cardiac Death
WomenHeart: Advocate, Educate, Support

Only patient-centered organization solely dedicated to serving the nearly 48 million American women living with or at risk of heart disease.

**Advocate** for research & policies on behalf of patients

**Educate** women to take charge of their heart health

**Support** women living with heart disease

**Partner** with hospitals committed to advancing women’s heart health
WomenHeart National Hospital Alliance

- Commitment to advancing women’s heart health
- Support to women with heart disease
- Awareness among clinicians & employees
- Branding for gender sensitive cardiovascular care
- Increase visibility of women’s cardiovascular services
- Increases patient satisfaction
WomenHeart National Hospital Alliance

Turn-Key Program

40 hospitals

**WomenHeart Champions**

**WomenHeart Support Programs**

- ❤ Mayo Clinic Training
- ❤ SisterMatch
- ❤ WomenHeart@Work
- ❤ Red Bags of Courage ©
- ❤ HeartScarves
- ❤ Patient Visitation
- ❤ Virtual Support
Think Heart

Interdisciplinary Approach to diagnosis & care:

- Cardiology
- Emergency Medicine
- Internal Medicine
- Neurology
- Nursing
- Nutrition
- OBGYN
- Oncology
- Primary Care
- Psychiatry
- Rheumatology
- Social Work
WomenHeart Support Networks
Secondary Prevention

Left: Southern Colorado
Right: Spartanburg, SC
Bottom: Overland Park, KS
Benefits of the WomenHeart National Hospital Alliance

- Empower & Engage Women
- Network & Collaborate
- Advocacy
- Education (Clinician & Patient)
- Improved Health Outcomes
- Media & Press Opportunities
- Corporate Outreach & Education
- Community Benefit
WomenHeart Peer-Led Support Groups Improve Patient Activation & Health Outcomes

Study participants reported:

❤️ Completion of full cardiac rehab program, when referred (89%)
❤️ Medication adherence (89%)
❤️ Lower levels of stress (76%)
❤️ Higher levels of social support
❤️ Higher levels of patient activation

Clinical Implication:
Peer-led support groups should be referral consideration for patients with heart disease.

Putting the Voice to Science
Community Partners

- $2.4 million in two months
- 46 state heart health screenings
- 20,000 educational materials
- 650 million media impressions
- 300 million social media reach
- WomenHeart Champions
  - Face to heart disease
  - “Boots on the ground”
Patient Support Programs ARE the Missing Prescription

Your Prescription: GET CONNECTED!

“My cardiologist saved my heart, but WomenHeart saved my life.” —WomenHeart Champion

Visit www.womenheart.org/thrive to:

- CONNECT with a heart sister who is living with heart disease. Get the support you need by phone, email or in person.
- EMPOWER yourself through WomenHeart’s tools and resources.
- JOIN a monthly WomenHeart Support Group—virtually or in-person.
- TAKE ACTION! Through education and the support of local women like you, gain skills not only to cope, but thrive with heart disease!
Who Can Connect the Missing Prescription?

NURSES!

- **Unique position** to increase patient activation
- **Different opportunities** for follow-up & connection
- Broad & diverse **cultural & socioeconomic base**
- **Different perspective** than doctors
- **Different relationships** with patients
Fill that Missing Prescription!

WomenHeart is actively recruiting women with heart disease to apply to become a WomenHeart Champion TODAY!

16th Annual WomenHeart Science & Leadership Symposium

October 2017
“My cardiologist saved my heart, but WomenHeart saved my life.”

WomenHeart Champion
Questions?

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Booth 313
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18th Annual Conference
May 31 - June 02
THE PERIPHERAL EVENT OF THE YEAR