



We asked our community of heart failure patients about living with heart failure, its impact on their lives and what they want from treatments and new research.

## OUR HEART FAILURE COMMUNITY

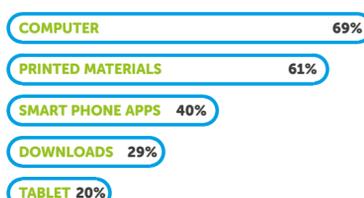
### WHO ARE OUR HF PATIENT COMMUNITY?

Our community of heart failure patients consists of **77% women** and **23% men**, aged 18 to 90 years.



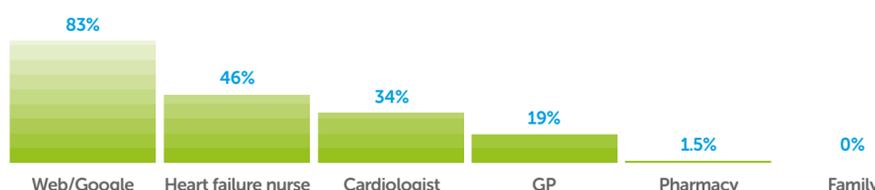
### HOW DO THEY ACCESS INFORMATION?

Heart failure patients tell us they use a **variety of tools** to access heart failure information. Our group use digital media and printed materials to find out more.



### WHERE DO THEY ACCESS INFORMATION?

The majority of our group **consult the internet** following diagnosis in addition to their health care teams.



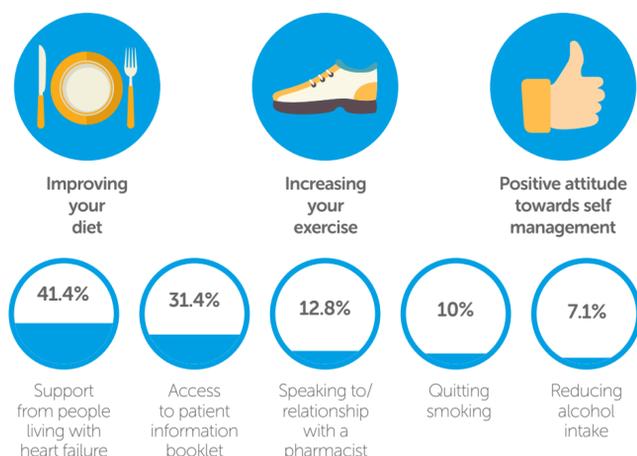
Heart failure patients tell us that **28% of our community** use wearable devices to track their activity.



## MANAGING HEART FAILURE

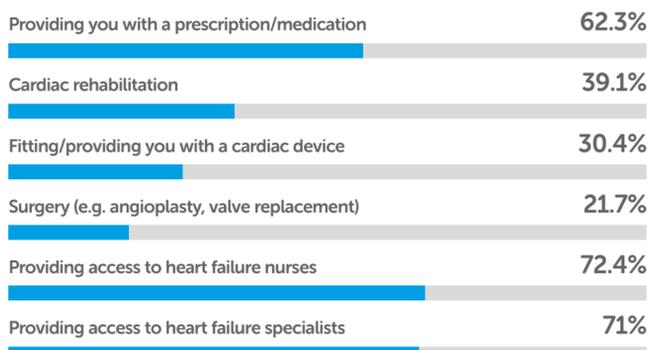
### TIPS FOR SELF-MANAGEMENT

Our heart failure patients think the most important things **THEY can do** to manage their conditions are: **exercise, diet** and **maintain a positive attitude to self care**.



### THE HEALTHCARE PROFESSIONALS

Our heart failure community say their health care professional can help manage their condition by:



### TALKING TO ONE ANOTHER

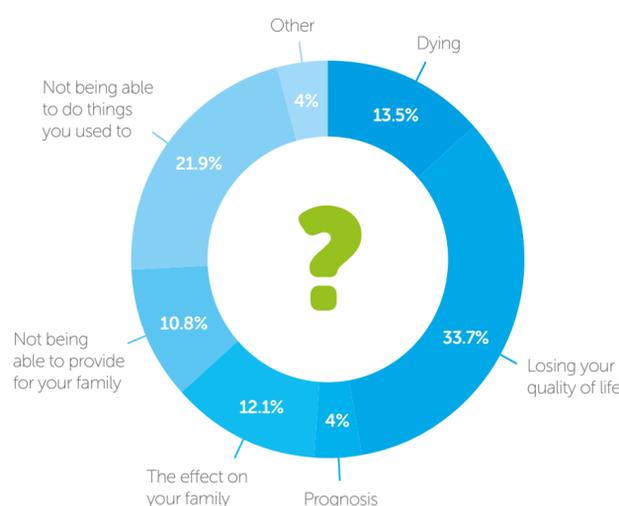
Our heart failure community talk to other heart failure patients in a number of locations:



## IMPACT OF HEART FAILURE

### COMMON WORRIES

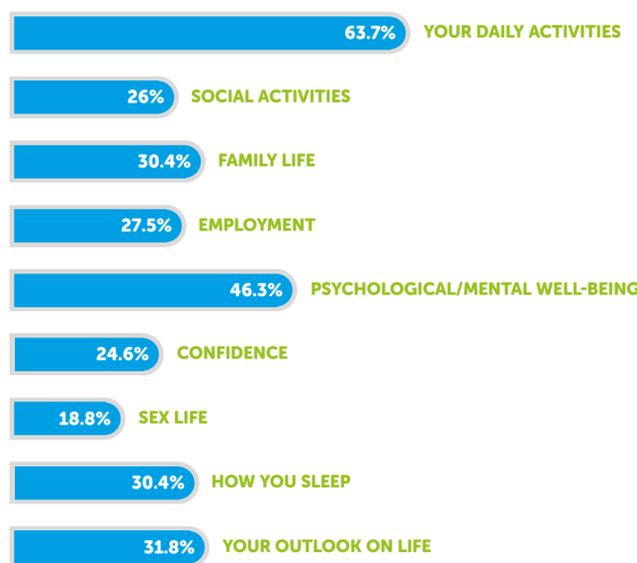
We asked, what worries you the most about living with heart failure? **Losing quality of life** and **not being able to do the things they used to do** are the most worrying factors.



**0%** One of the factors that our heart failure community does not worry about is being on multiple treatments.

### AREAS OF IMPACT

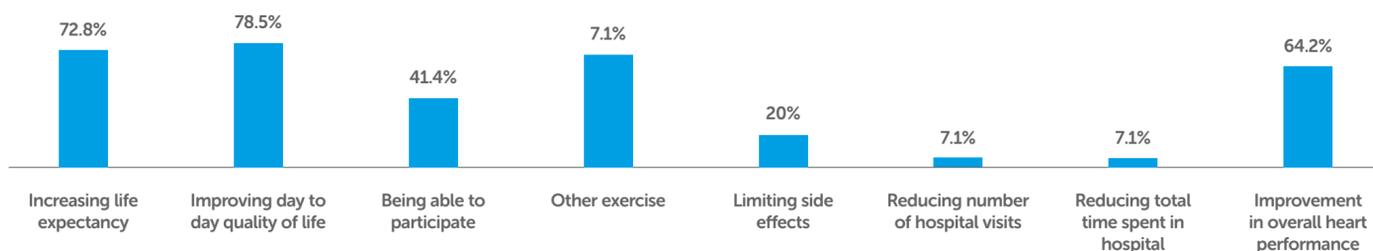
Our HF patient community tells us the most impacted areas of their lives by heart failure are:



## TREATMENT & TRIALS

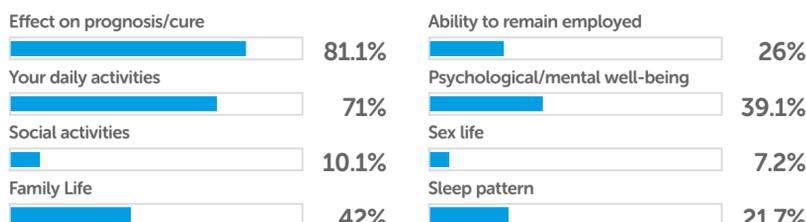
### THE MOST IMPORTANT OUTCOMES FOR PATIENTS

The most important outcomes for our heart failure patient community when being prescribed medical treatments for their condition.



### IMPROVEMENTS

What would you want a new heart failure treatment to improve?



### CLINICAL TRIALS

Only 23% of our heart failure patient community respondents have taken part in a clinical trial.

