

DETECT THE UNDETECTED

IF YOU HAVE THE FOLLOWING SYMPTOMS, PLEASE SEE YOUR GP AND ASK IF IT COULD BE HEART FAILURE

FIGHTING FOR BREATH

FATIGUED

FLUID RETENTION

The British Society for Heart Failure leads the way in education and research for healthcare professionals working together to improve care for patients with heart failure across the health systems of the four nations of the UK. Our mission is to enhance understanding of heart failure among healthcare professionals with the aim of reducing deaths due to heart failure by 25% in the next 25 years.

HEART FAILURE IS TREATABLE

BUT HIDDEN IN PLAIN SIGHT

www.bsh.org.uk

BRITISH
SOCIETY
FOR
HEART
FAILURE

25 IN
25

HIDDEN IN PLAIN SIGHT

HUMAN AND ECONOMIC COSTS ARE HUGE

OVER 1 MILLION PEOPLE IN THE UK HAVE HEART FAILURE, WITH 200,000 NEW DIAGNOSES EVERY YEAR

THERE ARE NEARLY 400,000 PEOPLE WITH HEART FAILURE IN THE UK WHO ARE CURRENTLY UNDETECTED

HEART FAILURE ACCOUNTS FOR 1 MILLION INPATIENT BED DAYS AND 5% OF ALL EMERGENCY HOSPITAL ADMISSIONS

HEART FAILURE COSTS AROUND £2 BILLION (2%) OF THE TOTAL NHS BUDGET EVERY YEAR

The number of people with long-term conditions is rising with heart failure set to grow by **92% by 2040**.

With increasing numbers, health equity becomes more of a priority. Identifying and including communities with higher social deprivation may not only reduce heart failure mortality but will also contribute to delaying or preventing heart failure through primary and secondary strategies.





Driving transformative change for heart failure

The **25in25** initiative aims to **reduce mortality** in the first year of diagnosis from heart failure by **25% in the next 25 years**.

In the UK alone, this would mean **5 fewer deaths for every 100 patients** newly diagnosed with heart failure every year, translating to over **10,000 lives saved per year**.

25in25 Fast Track Communities

We will achieve the aims of the 25in25 initiative through a community based quality improvement programme to:

- Identify people at risk of heart disease
- Accurately diagnose heart failure cases
- Treat patients with life extending and preserving therapies
- Improve quality of life, mental health and well-being

The initiative will utilise an AI-enabled platform based on the 25in25 Collaborative's roadmap. This platform involves local communities, to track health trends and improve outcomes.

The focus is on adaptable UK-wide implementation to reduce heart failure-related deaths through care enhancements.



Reducing deaths by 25% over the next 25 years

more info at: www.bsh.org.uk

LEARN MORE AND SUPPORT US

HELP US SAVE **10,000 LIVES** A YEAR



Andy Smith, a British Society for Heart Failure (BSH) patient adviser, who lives with heart failure said:

“Heart failure is hidden in plain sight. But it doesn’t define me and it is possible to live well with the condition”.

Let's work together for change,
raise awareness and make the next
25 years a beacon of hope and
progress for heart failure patients
everywhere.

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Visit our website at www.bsh.org.uk or contact us on 0203 606 0798