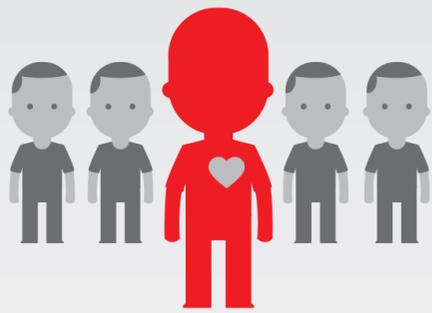


# Understanding Heart Failure

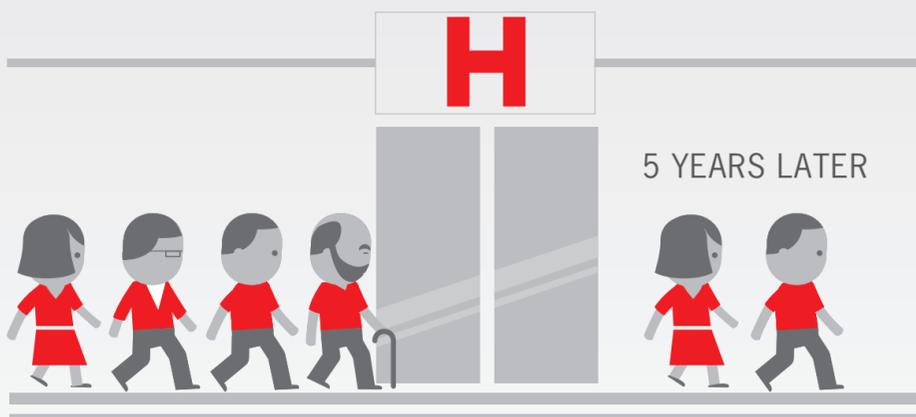


## 1 in 5

people will develop heart failure, a condition where the heart cannot pump enough blood around the body<sup>1,2</sup>

Heart failure is the most common cause of hospitalization in people aged 65 and over

$\frac{1}{2}$  of people hospitalized for heart failure will die within five years<sup>3,4,5</sup>



Less than

## 1 in 10

of people can identify three common symptoms, which include **severe breathlessness, swollen ankles, rapid weight gain and difficulty moving**<sup>6</sup>

STROKE  
HEART  
ATTACK  
CANCER



## HEART FAILURE

People are generally more afraid of stroke (41%), advanced cancer (43%) or heart attacks (12%) than heart failure (4%), even though heart failure is more deadly<sup>6</sup>

## 1 in 4

would wait a week or more to seek medical advice, or would not seek medical advice at all, when experiencing the symptoms of heart failure<sup>6</sup>



Heart failure incidence is rising, driven by deteriorating lifestyle, increased survival after heart attacks and ageing populations<sup>3,7</sup>



**If we can improve public awareness of heart failure and its symptoms, it may help people living with heart failure better manage their disease<sup>7</sup>**

Find out more information today on the risks of heart failure at the Heart Failure Association (HFA) website: [Heartfailurematters.org](http://Heartfailurematters.org)

 **NOVARTIS**  
PHARMACEUTICALS

## References:

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