

## PRESS CLIPPING SHEET

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**PRESS CLIPPING SHEET**

# 'Love Life' showcased during CardioEgypt 2018

The Egyptian Society of Cardiology (EgSC) hosted a press conference to showcase the nationwide "Love Life" campaign during its 45th Annual International Congress "CardioEgypt 2018", held from 26 February to 1 March 2018 at the Hilton Heliopolis. CardioEgypt 2018 is widely regarded as the largest, most comprehensive annual cardiovascular meeting in North Africa and the Middle East.

Against the backdrop of CardioEgypt 2018, leading cardiology experts shared the latest on "Love Life" and the launch of "Keep it Pumping – MENA". The first and only online platform dedicated to heart failure. Launched in October 2017, "Love Life" aims to improve the lives of patients with heart failure, sharing the latest therapeutic developments, raising awareness, and inspiring patients to live the life they love unhindered by heart failure.

Speaking at the conference, Dr. Mohamed Sobhy, professor of cardiology at Alexandria University and head of CardioAlex (CVREP), said, "Heart failure impacts more than 60 million people worldwide, and it is a fact that one in five people over the age of 40 will develop heart failure in their lifetime. Known as the 'Cinderella' of cardiovascular diseases, heart failure is rarely identified as a critical health issue. In spite of its prevalence



and associated risks, awareness and education remain lacking."

He continued, "Love Life" was launched in 2017 to send a message that heart failure patients need not stop living the life they love. Although people living with heart failure face a higher risk of death and have a worse quality of life than those with almost any other chronic condition; with the aid of new treatments, such as sacubitril/valsartan, living a longer and better life with heart failure is now a real possibility rather than an aspiration."

Dr. Magdy Abdel Hamid, professor of cardiology at Cairo University and head of the Egyptian Society for Cardiology (EgSC), gave an overview of the disease and the challenges it poses, saying, "Heart

failure is a serious chronic condition that occurs when the heart is unable to pump enough blood to the body. It is one of the most common cardiovascular diseases in Egypt, with almost 1.8 million patients, of which 1.2 million suffer from heart failure with reduced ejection fraction. Today, there are 540 physicians and 20 cardiologists per 1 million patients in Egypt, a dangerously low number. This is a disease of epidemic proportions. This is why 'Love Life' is a campaign of utmost significance in today's world, encouraging patients and caregivers alike to be more conscious of the condition, empowering and equipping them to demand better treatment, and to support the collective patient voice to drive heart failure outcomes."