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Novartis launches initiative to support heart failure patients in Egypt

Novartis Egypt has announced the launch of the “Heart Care” initiative which seeks to improve heart failure (HF) patients’ adherence to therapy, helping them achieve a better quality of life while managing their disease.

Some of Egypt’s most renowned cardiologists joined Novartis representatives to discuss the prevalence and epidemiology of HF in Egypt, the evolution of treatments - with advances in medications and protocols offering patients new hope and the promise of longer and better lives – and the instrumental role played by the Egyptian Society of Cardiology (EgSC) in giving voice to patients and caregivers.

Mohamed Sobhy, head of the Cardiovascular Research, Education

and Prevention (CVREP) organisation, and professor of cardiology at Alexandria University, stressed the importance of transforming the course of HF.

“The goal of healthcare is to cure patients, but if that is not possible, then it is our duty to help them achieve the best quality of life possible within the parameters of their individual conditions,” he said.

Heart failure impacts more than 60 million people worldwide, with 1 in 5 people over the age of 40 developing heart failure in their lifetime. Yet it remains under-addressed even though people living with heart failure face a high risk of death and have a worse quality of life than those with almost any other chronic condition.