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The Magdi Yacoub Heart Foundation, the Egyptian Association for Care of Heart Failure Patients (EACHP), the CardioAlex Rep Foundation (CVREP), the Egyptian Society of Cardiology (EgSC) and Novartis marked the launch of "Love Life", a nationwide campaign shedding light on heart failure and latest therapeutic developments. The campaign offers patients renewed hope for a better life and motivates those living with the disease and their caregivers to discuss symptoms with their doctor. Heart failure need not stop patients from living the life they love.

"The epidemic of heart failure continues unabated," said Sir Magdi Yacoub, Professor of Cardiothoracic Surgery at London's Imperial College and founder



of the Magdi Yacoub Heart Foundation in Aswan. "Against this background, recent advances in understanding the causes and drivers of progression of the disease have resulted in considerable improve-

ment in its management. The use of a combination of drugs and left ventricular assist Devices offers the exciting prospect of reversing both the structural and functional changes in the heart. Timely

application of the right form of therapy is needed to ameliorate the burden of the heart failure epidemic."

"Heart failure is a major and growing global public health problem which impacts more than 60 million people worldwide. Heart failure is even deadlier than many types of cancers, due to its progressive nature patients cannot be perceived as stable. Nearly 50% of patients are at high risk of dying within five years of diagnosis," Dr. Mohamed Sobhy, Professor of Cardiology at Alexandria University and Head of CVREP said, "Patients require frequent hospitalization which increases mortality rates, represents a substantial economic burden, and has a detrimental effect on quality of life."