



NEWS RELEASE

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**UK'S LEADING HEART RHYTHM CHARITY AND INTERNATIONAL PHARMACY
GROUP LAUNCH THE LARGEST KNOW YOUR PULSE CAMPAIGN FOR AF
AWARE WEEK 2017**

**“MOST PEOPLE DO NOT KNOW ABOUT THE IMPORTANCE OF THEIR PULSE AND HOW TO
CHECK FOR AN IRREGULAR HEART RHYTHM – A SIMPLE MANUAL PULSE CHECK CAN HELP”**

Monday 14 November: London, UK: Arrhythmia Alliance (A-A), the UK's leading heart rhythm charity, and the International Pharmacists for Anticoagulation Care Taskforce (iPACT) have joined forces for this year's Global AF Aware Week (21-27 November 2017) to launch an international Know Your Pulse campaign. Pharmacists in Canada, New Zealand, Portugal, Spain and the UK have already agreed to participate in the week-long event to offer manual pulse checks to their customers. This will be the largest multi-country Know Your Pulse campaign undertaken since the creation of the concept by A-A in 2008.

Many people do not realise the importance of a simple, manual pulse check in detecting a potential irregular heart rhythm. Since the creation of Know Your Pulse A-A has undertaken more than 1m pulse checks in over 30 countries, raising awareness of pulse checks and their importance to over 10m people. In the UK, it is known that over 500,000 people currently have undiagnosed atrial fibrillation (AF), which leaves them with an annual 5% risk of having a debilitating AF-related stroke. Making people aware of their pulse and how to manually check for an irregular rhythm is a simple step towards a formal diagnosis of an arrhythmia.

“We are very excited to be working in partnership with iPACT as Arrhythmia Alliance strongly believes that pharmacists can play a crucial role in helping to identify people with a potential irregular heart rhythm disorder. We all go to our local pharmacy and many offer a range of additional health services for their customers, providing a simple manual pulse check adds to the value of the services provided. In addition, pharmacists can also help their local primary care doctors identifying these potentially at-risk patients,” said Trudie Lobban MBE, Founder & CEO, Arrhythmia Alliance.

Sotiris Antoniou, Consultant Pharmacist, Bart's Health Trust, Chair iPACT, and member of the AF Association Medical Advisory Committee, added, “We are pleased to be working in partnership with



Arrhythmia Alliance to raise awareness of Know Your Pulse and its importance in diagnosis. Pharmacists play an increasingly important role in the primary healthcare setting, providing advice on medication, management of conditions such as diabetes and hypertension and healthy lifestyles, adding a simple manual pulse check to our services will be invaluable to our customer's wellbeing."

For more information on the campaign please contact nigel@hearhythmalliance.org

Notes to editors

1. **To arrange an interview** with Trudie Lobban and/or Sotiris Antoniou please contact: nigel@hearhythmalliance.org or on 07785 277343
2. Arrhythmia Alliance, are global advocates, working in partnership to reduce deaths and impact on individuals caused by cardiac arrhythmias and their associated morbidities. By raising awareness and campaigning for the improved detection and care of heart rhythm disorders, Arrhythmia Alliance aims to extend and improve the lives of the millions around the world that these conditions affect. Visit website www.hearhythmalliance.org
3. The International Pharmacists for Anticoagulation Care Taskforce (iPACT) is an international expert group, supporting the key role for pharmacists in counselling and providing guidance for patients receiving anticoagulant therapy, to improve patient outcomes.