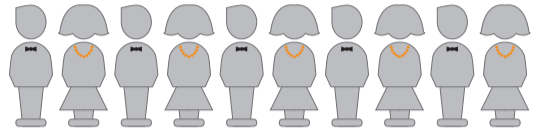


THE 2014 EUROPEAN HEART VALVE HEALTH SURVEY

9,579 PEOPLE
OVER THE AGE OF 60
COMPLETED THE ONLINE SURVEY
ACROSS 10 EUROPEAN COUNTRIES



IN THE UK,
1,005 OVER 60s

COMPLETED THE SURVEY DESIGNED TO:

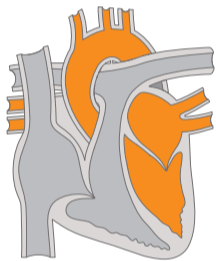
- ▶ Assess the awareness and understanding of heart valve disease
- ▶ Assess the level of concern of heart valve health
- ▶ Assess the frequency of heart health check-ups and stethoscope testing

OVER 60

Survey says...

LESS THAN 3%

of the UK's over 60s are concerned about heart valve disease



Facts say...

HEART VALVE DISEASE IS A PREVALENT AND DEADLY CONDITION WHICH AFFECTS **MORE THAN 1 MILLION** PEOPLE IN THE UK¹

Survey says...



NEARLY HALF

of those aged over 60 in the UK do not know what aortic stenosis is

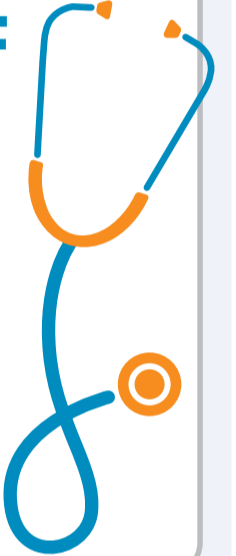
Facts say...

AORTIC STENOSIS IS THE MOST COMMON FORM OF HEART VALVE DISEASE AND IS THE HARDENING AND NARROWING OF THE AORTIC VALVE²

Survey says...

OVER HALF

of people over 60 claim their doctor rarely or never checks their heart with a **stethoscope**



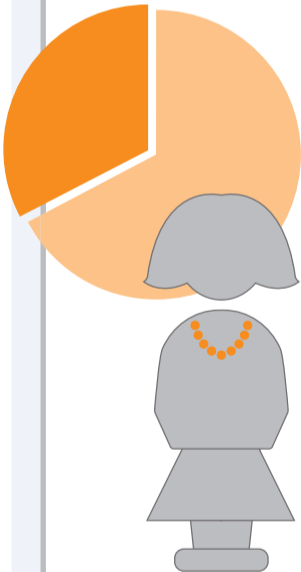
Facts say...

THE STETHOSCOPE IS ONE OF THE SIMPLEST WAYS TO DETECT HEART VALVE DISEASE³

Survey says...

Almost 1 in 3

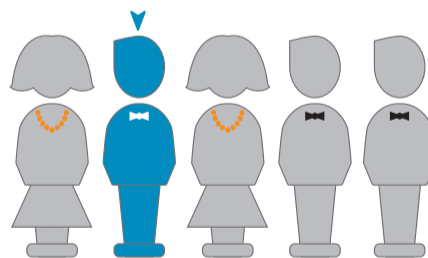
people fear the impact of heart valve disease on their ability to undertake daily activities



Facts say...

HEART VALVE DISEASE IS A DEBILITATING CONDITION WHICH CAN SEVERELY DETERIORATE QUALITY OF LIFE

NEARLY 1 IN 5



Survey says...

Nearly 1 in 5 would be more likely to seek medical advice on heart conditions if they were aware of less invasive treatment options

Facts say...

HEART VALVE REPLACEMENT SURGERY HAS BEEN PRACTICED FOR MORE THAN 50 YEARS AND IS SAFE AND EFFECTIVE. ON-GOING MEDICAL ADVANCES ARE GIVING RISE TO LESS INVASIVE PROCEDURES WHICH ARE PROVIDING NEW OPTIONS FOR MORE PATIENTS

SYMPTOMS OF HEART VALVE DISEASE INCLUDE:

- BREATHLESSNESS
- FATIGUE
- DIZZINESS
- CHEST PAIN

no medication reverses it

- Call to Action -

Heart valve disease: MISS IT, MISS OUT.

If in doubt, get your heart checked out.

For further information on heart valve disease, visit

www.heartvalvevoice.co.uk