



**Heart Valve Voice Trustee Meeting
6:00pm, 9th of September 2020
Virtual call**

Attendance:	Amanda Bott, Alison Banayoti, Keith Jackson, Chris Young
Heart Valve Voice:	Wil Woan, Elske Simpson
Apologies:	Sue Alderton, Patricia Khan, Callum Ferguson
Absent:	Jarir Amarin Shelley Raman Hayley, Chris Arden

Matters Arising

- Constitution has been circulated
- Letter has been sent to the professional societies from Chris Young to invite them to be part of the Clinical Advisory Board. All agreed in principle some require Board approval
- App design was shown during the trustee meeting but will also be sent out in an email
- Infographic results will be used in social media posts later in the year
- **Action:** Fundraising action plan will be shared in the next trustee update
- **Action:** Volunteering management role impact report will be shared after the project with Lauren Martin has finished with the outreach for the patient day on the 17th

Previous Minutes were approved.

Projects

Photography Competition

- Regional Winners will be announced on the 19th September during Heart Valve Week.

Magazine

- Is completed and will be distributed during Heart Valve Week.

Website and App

- Delays to app launch due to new guidelines by the apple app store but has not affected delivery (launching in October after testing)

All Party Political Group (APPG)

- The cardiovascular APPG wasn't renewed after the General Election
- Heart Valve Voice had now established a valve disease specific APPG
- Received two years of funding from Edwards Lifesciences upfront
- Receiving £5,000 each from Medtronic, Abbott, Liva Nova, Boston Medtech
- The APPG will be Chaired by Steve McCabe MP (patient), Henry Smith MP, Chris Green MP, Chris Evans MP, Baroness Jolly, Baroness Masham, Peter Dowd MP (tbc)
- The APPG will concentrate on:
 - Increase in treatment levels and tackling inequalities
 - Valve for Life
 - Fast track pathways
 - Access to innovation
 - Locking in Best Practice in treatment during COVID

Awareness Week

- 14th September
 - Global Heart Hub Video launch
 - Global Heart Hub Heart Health Survey launch

- Radio Day with Wil Woan, Chris Young, Steve McCabe, Chris Arden
- 15th September
 - Heart Valve Voice Viral video
- 16th September
 - Magazine launch
- 17th September
 - Patient Congress #HVV2020
- 18th September
 - Wil's Blog and reflection video
- 19th September
 - Announcement of the regional winners
- 20th September
 - Mile Walk

Website & Social Media Report

- All social media platforms are continue to grow at a steady pace
- Print articles in CityAm and SCTS
- We now have 480 newsletters recipient
- UK JustGo campaign metrics (Facebook Reach; 6,513, Twitter Reach 2,206)
- Global JustGo campaign metrics (800m opportunities to see)
- Endocarditis Week included a interview with Bernard Prendergast and patient
 - Reposted by Bio Kirmani, Roger Black and the Royal Brompton & Harefield Hospital
- Photography competition
 - Supported by Silversufers, Steve McCabe, The Royal Photographic Society, Roger Black, Alex Rotes, and Eric Etchart.
- Virtual Appointment Guide metrics (Facebook reach; 1,478, Twitter reach; 2,452, LinkedIn) reach: 435

Global Heart Hub

- #JustGo was a success with 800 million people viewed the campaign messages.
- Currently ahead of the 5 year plan
- Wil is Chair of the Valve Council and on Management Board but this does not take much of his time.

Other business

- Heart Valve Voice has moved its office to join ANTZ Junction in a bigger space in WeWorks.
- Heart Valve Voice is the official partner of ESC valve for life campaign.
- Wil is in conversation with Nick Linker, National Clinical Director for Heart Disease, NHS England and NHS Improvement.
- Chris Young suggested TV as media opportunity in 2021