

Heart Valve Voice Trustee Minutes

Time: 24th January, 2024 18:30 PM

Attendance: Simon Ray (SR), Phill Read (PR), Yassir Javaid (YJ),
Chris Cook (CC), Alison Banayoti (AB), Angie Martin (AM),
Rick Steeds (RS), Kerry Pena (KP), Keith Jackson (KJ),
Craig Tilson (CT), Lauren Deegan (LD)

Heart Valve Voice: Wil Woan, Callum Ferguson, Martina Simpson

Apologies: Chris Arden (CA), Lois Bull (LB)

Welcome

WW welcomed new members to the Board and introductions were made

General discussion

2024 Objectives (led by WW)

WW: Presented the six objectives and tactics underpinning them:

- 1) Grow awareness of red flag symptoms of valve disease in over 65s, and highlight existing infrastructures that deliver early detection.
- 2) Showcase the benefits of the Aortic Stenosis (AS) Fast Track Pathway to improve patient outcomes and increase treatment.
- 3) Identify and address the challenges patients experience in accessing heart valve disease services.
- 4) Work with stakeholders to develop a Three point plan to address inequalities in heart valve disease provision.

5) Establish health economic benefits of early detection and timely treatment of heart valve disease.

6) Work with clinicians, medtech, and regulatory stakeholders to advance the adoption of and improve access to innovative technologies.

SR: Asked if the plan was too ambitious, there is a need to insure that it will be financially sustainable.

CC: Asked if particular objectives had more of a priority and what is the timeline?

RS: Complimented the ambitious plan, awareness is key, and he suggested we be consider frustration patients experience stuck on waiting lists

CT & CC: Asked about what financial risk planning had taken place

WW: Agreed to add risk to the Funding model but assured Trustees the Patricia, Book Keeper and W had worked through risk and were developing mitigation processes.

PR: Gave insight into the benefits in tracking patient's journey from his own experiences, he suggested tracking less people but more in depth analysis

WW & CF: Responded to queries explaining that the objectives had been thoroughly planned taking costs, capacity, risk and that they have been designed on track record and good data collection from previous projects. Heart Valve Voice are committed to Discussing waiting lists and backlog and will continue to ensure any external media doesn't seem like a criticism of the NHS.

SR & RS: Followed up by stating that very few clinicians would consider putting a spotlight on waiting lists 'a criticism' nor 'object' to this because they see it every day and support from the professional society would be crucial on this topic. **LD:** suggested putting a positive spin on the waiting list by celebrating areas that had reduced them by implementing optimal pathways. It was also discussed that this issue would be an important political tool with forthcoming election

CC: Queried the potential conflict of interest when it comes to digital stethoscopes as we're funded by Riestler and had the team considered the risk of being seen to be advocating for more TAVI above other treatments?

SR: confirmed that Heart Valve Voice had a track record of neutrality when facing this question and the focus should always be 'the right patient gets the right treatment at the right time in the right place'

KJ: Added that Heart Valve Voice have expanded the range of funders over the past few years which was a credit to the team, and that overreliance on one funder was no longer an issue.

WW: Added that considering and understanding risk linked to compliance with funders is built into all projects, media and activities

The objectives and tactics were approved.

Communications and Media(Led by CF)

CF: SLOW animations continues to receive excellent engagement although due to financial pressure during 2023 google ads were paused but they are back up and running and the SLOW animations now stands at 370k views. The ambition is to reach 1 million by mid April. Website headline engagement - 46,000 users over the past 3 months

Social Media headlines - reached 1.3 million over the past 3 months, channels all grew by an average of 4%

Trustee Board & Strategic Planning (led by Simon)

SR: Announced his newly appointed role as National Clinical Director for Heart Disease and that he would sadly have to stand down from his Trustee role. The Board congratulated him on his appointment. As discussed at previous meetings, the Board agreed to appoint a Patient chair after 9 years of clinical chairs. Phill Read was appointed as Chair from the 1st February.

WW: Suggested that a succession plan is proposed to the Board at the next meeting.

Financial Update

WW & SD: A financial update was given to the Trustee covering income, expenditure and liabilities. SD explained how management accounting meetings were taking place to ensure accurate financial position can be taken at any time. The 2022/23 accounts were complete and the 2023/24 due in April are in a good place. We are projecting the final position in March and have planned for various scenarios (funding shortfalls).

KJ: Thanked SD for his report and was pleased to see so many new funders contributing to Heart Valve Voice and that the financial planning support was there to support the team.

Any other Business

WW: Reminded the Trustee that Just Giving and HVV Lottery held vast potential for unrestricted revenue and encourage them to join and promote.