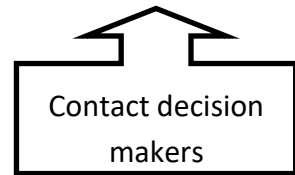
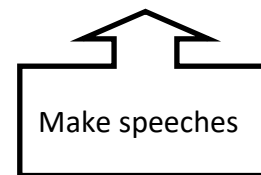
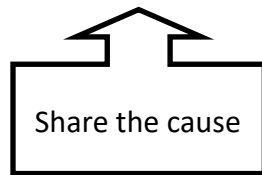
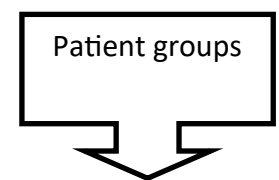


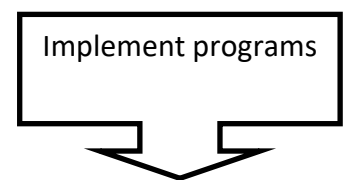
Social Media	Magazines	Highlight the burden	Provide information
Newspapers	Television	Benefits of cardiac rehabilitation	Educate on cardiac rehabilitation
Posters	Video	Utilization of cardiac rehabilitation	Promote benefits of cardiac rehabilitation
Pamphlets		Policy related to cardiac rehabilitation	Highlight underutilization of cardiac rehabilitation
Blogs		Reimbursement for cardiac rehabilitation	Need for policy to support reimbursement



# B AN ADVOCATE FOR CARDIAC REHABILITATION



Patient led awareness campaigns  
 Petition signing camps  
 Leading by example  
 Involve successful patients into cardiac rehabilitation program development



Promote cardiac rehabilitation in your hospital  
 Develop blanket referral systems to ensure all receive cardiac rehabilitation  
 Work with local professional organisations to include cardiac rehabilitation in their guidelines

*Its your fight for Cardiac Rehabilitation!*



### CONTACT

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## International Council of Cardiovascular Prevention and Rehabilitation (ICCP)

# Advocacy for Cardiac Rehabilitation

A project of the International Council of Cardiovascular Prevention and Rehabilitation

To bring together national associations from around the world to harmonize efforts in promoting cardiovascular prevention and rehabilitation  
 To document consensus among national associations globally, regarding the internationally common core elements and benefits of cardiovascular disease prevention and rehabilitation.

### 29 Associations of the International Council of Cardiovascular Prevention and Rehabilitation (ICCP)

Logos include: WORLD HEART FEDERATION, AACVPR, ASPC, Heart & Stroke, CACPR, BACPR, Sociedade Brasileira de Cardiologia, ASSOBRAFIR, NIGERIAN HEART FOUNDATION, SASMA, Singapore Heart Foundation, AORA, and others.

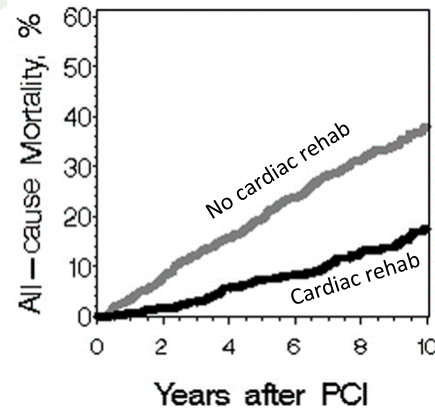
Abraham Samuel Babu, MPT, Francisco Lopez-Jimenez, MD, MSc, Wanrudee Isaranuwachai, PhD, Artur Herdy, MD, Randal J. Thomas, MD; Jeffrey S. Hoch, PhD, Sherry L. Grace, PhD in conjunction with the International Council of Cardiovascular Prevention and Rehabilitation (ICCP)

# Why Cardiac Rehabilitation?

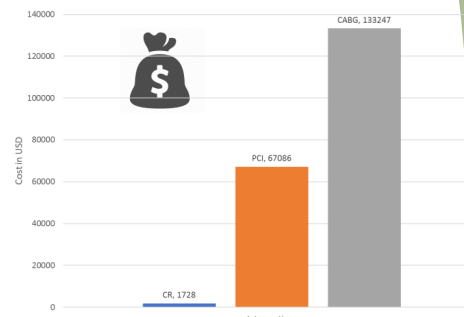
## Improves outcomes

- Improved cardiovascular risk profile
- Better control of blood pressure, blood sugar and cholesterol
- Improves exercise capacity
- Facilitates faster return to work

## Saves lives



## Economical



## In reality.....

Only a few around the world receive it

Only ~40% are referred

55% of patients pay out-of-pocket

# What is the solution??

## Greater reimbursement

- ◇ From Government
- ◇ Greater coverage for CR sessions

## Alternate models of delivery

- ◇ Home based rehabilitation



## Greater awareness

- ◇ Improve awareness among patients, care-givers and health care professionals

## Improved referral rates

- ◇ Facilitate automatic referrals to CR centers



## Social media and television

- ◇ Improve awareness by posting on social media
- ◇ Facilitate patient comments and experiences

# How do we execute this?

