Improving diagnosis and treatment for Atrial Fibrillation
Dr Julia Reynolds
Head of Programmes
@JulsReynolds
AF work programme since 2014

<table>
<thead>
<tr>
<th>Detect</th>
<th>Protect</th>
<th>Perfect</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Public campaigns</td>
<td>• NWC AF Collaborative</td>
<td>• Geno-type guided dosing</td>
</tr>
<tr>
<td>• Using innovative technology - Mobile ECG</td>
<td>• Self-monitoring - patients using warfarin</td>
<td>• Data visualization – dashboards, pathways</td>
</tr>
<tr>
<td>• Diverse environments - eg FRS, care homes</td>
<td>• Digital opportunities - integrated systems</td>
<td>• AF Audit</td>
</tr>
<tr>
<td>• Involving our citizens - AF Ambassadors</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
How do we develop a spread agenda?

- Secondary Care
- Intermediate Care
- 3rd Sector Organisations
- GP practices
- Leisure services
- Fire & Rescue Service
- Pharmacy/Medicines Management
Partners for Spread and Adoption

- Joint Working Agreements
- Case finding
- Medical Education Grants
Detect AF in 60 Seconds

Used in campaigns and by Cheshire Fire and Rescue Service & intermediate care

Watch-BP blood Pressure & pulse – pharmacists

Wearables and consumer products

Used in GP practices and with mental health practitioners

ImPulse by Plessey

The future via your smartphone

Here’s a little secret, though: You can actually check your pulse with any Android phone. All you need is the combination of a camera with a flash and the right app.

European Union
European Regional Development Fund

INNOVATION AGENCY
Academic Health Science Network for the North West Coast
Give something useful…

“This device will not replace the ECG department, but it will make it quicker. The fact that the device worked first time, was easy to use and required no training meant that from the start it looked like a winner.”

Dr Chris Mimnagh, GP, Wingate Medical Centre, Knowsley CCG.
“It’s so simple. It’s given me peace of mind, and I know it’s there in case I don’t think things are right. If I go to the dentist or have a shoulder injection I’ve got to stop warfarin. With self-monitoring I know I can come back and test my INR, and get it back to the level. It’s just peace of mind. I would recommend it to anybody. It’s wonderful..”

Rosalee Stevenson, 66 years – patient at Pendleside Medical Practice, Lancashire.
Inputs and impact

- 35 Stroke Ambassadors recruited
- £300K funding from industry partners
- 500 Mobile ECG device roll-out to over 250 sites
- 500 potential strokes avoided
- 25+ different partners working with us
Atrial Fibrillation
National target impacts 2018-20

6,000 Mobile Devices Distributed
100K Extra people treated with a/c therapy
4K Strokes prevented
1,000 Lives saved
£84 M savings for the NHS
£100M Social care saving
“Boots on the ground”

- Programmes take time to embed
- Getting peoples attention where care happens
- Putting measures in place

- Partnerships are key
- Giving people something useful
- Keeping what we care about at the heart of what we do