**DRAFT FOR APPROVAL**

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Contact: NAME

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**(HOSPITAL NAME) among first participants in learning collaborative to improve heart valve disease care**

*American Heart Association initiative aims to enhance patient experience of Aortic Stenosis treatment*

**CITY, DATE, 2022**— (HOSPITAL NAME) is among the first participants in the American Heart Association’s Target: Aortic Stenosis™ program to develop optimal standards of care via a learning collaborative comprising experts and volunteers from 15 pilot hospital locations spanning the U.S. The patient-centered initiative, launched with support from Edwards Lifesciences, aims to enhance the patient experience from symptom onset to appropriate diagnosis and follow-through, to timely treatment and disease management.

Aortic stenosis (AS) is one of the most common and serious valve disease problems, affecting about 5 percent of people ages 65 and older – a number expected to more than double by 2050 [1]. AS is caused by a narrowing of the aortic valve – one of four valves within the heart – which reduces blood flow to the rest of the body.

Often, people with aortic stenosis think the symptoms they are experiencing are part of aging and do not seek the necessary medical attention to monitor and treat the condition. If left untreated, the condition worsens, and patients with severe AS have a survival rate as low as 50% at two years. AS also is a risk factor for heart failure, a costly disease, projected to cost the U.S. health care system $70 billion in 2030 [2]. AS can be treated and managing it appropriately can reduce the negative impact on your quality of life.

“(HOSPITAL NAME) is dedicated to improving the quality of care for our patients with aortic stenosis by working with the American Heart Association and our colleagues across the country to develop the gold standard of care for this often-overlooked disease,” (HOSPITAL SPOKESPERSON, TITLE).

As a pilot location for the initiative, leaders at (HOSPITAL NAME) will collaborate with other health care professionals across the nation to test and refine pilot measures of care for AS.

“A patient-centered approach is key for a disease such as aortic stenosis,” said Mariell Jessup, MD, FAHA, cardiologist and chief science and medical officer for the American Heart Association. “We are piloting best practices that can aid treatment protocols across the country and impact thousands of patients looking for improved quality of life and a chance for the best outcomes.”

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**About [Hospital Name]:**

**[Insert Hospital boiler plate]**

**About the American Heart Association**

The American Heart Association is a relentless force for a world of longer, healthier lives. We are dedicated to ensuring equitable health in all communities. Through collaboration with numerous organizations, and powered by millions of volunteers, we fund innovative research, advocate for the public’s health and share lifesaving resources. The Dallas-based organization has been a leading source of health information for nearly a century. Connect with us on heart.org, Facebook, Twitter or by calling 1-800-AHA-USA1.

***ADDITIONAL RESOURCES***

**Social Media Posts**

**Twitter/Facebook**

We’re proud to be a pilot location in the @American\_Heart Target: Aortic Stenosis program and collaborate with other hospitals across the nation to develop optimal standards of care for AS! [image/gif]

[1] 2020 Stats update, page 386

[2] Cost of HF: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4754052/>, AS mortality: <https://www.ahajournals.org/doi/full/10.1161/JAHA.118.011036>