



American Heart Association®

# Target: Aortic Stenosis™

---

**Roll-Out and Implementation Guide**



American Heart Association®

Target: Aortic Stenosis™

# About Target: Aortic Stenosis

The American Heart Association (AHA) has launched the Target: Aortic Stenosis initiative to help drive efforts for timely diagnosis, appropriate treatment and improved quality of care by:

- Raising awareness and understanding of aortic stenosis signs and symptoms
- Positively empowering people to better manage their risks and self-management with patient and caregiver resources

By integrating Target: Aortic Stenosis into your communities or health care outreach efforts, you are helping to bring awareness to the risks and the forefront of heart-health conversations, supporting people with aortic stenosis, their loved ones, and clinical teams in their efforts to identify at-risk patients and coordinate care plans to improve health outcomes.



Edwards Lifesciences is the national sponsor of American Heart Association's Target: Aortic Stenosis.

**Empowering  
aortic stenosis  
patients to be  
their own health  
advocate**



# WITHIN THIS GUIDE YOU WILL FIND

- Overview of why this matters and key facts
- How your organization can support the initiative
- Resources for patients & caregivers
- Messaging to reach patients/consumers & caregivers
- Resources for healthcare professionals
- Messaging for healthcare professionals



American Heart Association®

Target: Aortic Stenosis™

# Why This Matters| Key Facts

- Aortic stenosis (AS) is one of the most common and serious valve disease problems.
- It affects about five percent of people 65 years and older. That number is expected to more than double by 2050, particularly among those 70 years and older.
- Often, people with aortic stenosis think the symptoms they are experiencing are a part of aging and do not get the medical attention they need to monitor and treat the condition.
- If left undiagnosed and untreated, AS can become more severe and potentially lead to heart failure and death.
- People with aortic stenosis may not experience noticeable symptoms until the narrowed valve greatly reduces blood flow.
- Aortic stenosis can be treated and managing it appropriately can reduce the negative impact on your quality of life.
- If there are no symptoms or if symptoms are mild, the best course of action could be regular follow up and monitoring to see if the valve opening has narrowed or if symptoms develop or worsen.

# HOW YOUR ORGANIZATION CAN HELP SUPPORT: CAMPAIGN IMPLEMENTATION

Following are examples of how your organization can leverage the resources provided and elevate the voice and impact of the Target: Aortic Stenosis campaign.



American Heart Association®

Target: Aortic Stenosis™

## Activate your Social Media Channels

- Share provided content across your social media platforms and encourage reposts and retweets (Facebook, Instagram, LinkedIn, Twitter).
- Follow the American Heart Association social media handles and engage (like, comment, repost/retweet campaign messages).  
AHA: [Facebook](#) (@AmericanHeart), [Twitter](#) (@American\_Heart), [Instagram](#) (@American\_Heart) + [LinkedIn](#) (American Heart Association)
- Sample messages and graphics are included in this toolkit.





American Heart Association®

Target: Aortic Stenosis™

## Leverage E-newsletters and Other Digital/Print Communications Tools

- Integrate campaign messaging and calls-to-action into your e-mail or print newsletters, magazines, etc.
- Utilize digital banners and link to the campaign resources on your organization's website.

## Build a Messaging Calendar with Additional Touchpoints to Drive the Conversation

- February – American Heart Month
- February 22 – Heart Valve Disease Awareness Day
- November – Caregiver Month





American Heart Association®

Target: Aortic Stenosis™

## Engage Your Conference/Community Event Audiences

- Distribute patient and health care provider resources at applicable events.
- Invite your patient audiences to download the discussion guide and symptom tracker and watch our patient video series.
- Invite your health care provider audience to review/utilize the patient education resources and professional education resources and webinars.

# CAMPAIGN RESOURCES

## FOR PATIENTS AND HEALTH CARE PROFESSIONALS

At your fingertips, we've provided a robust repository of materials to educate patients and health care professionals. Organizations can use any or all these resources to support the campaign.



American Heart Association®

Target: Aortic Stenosis™



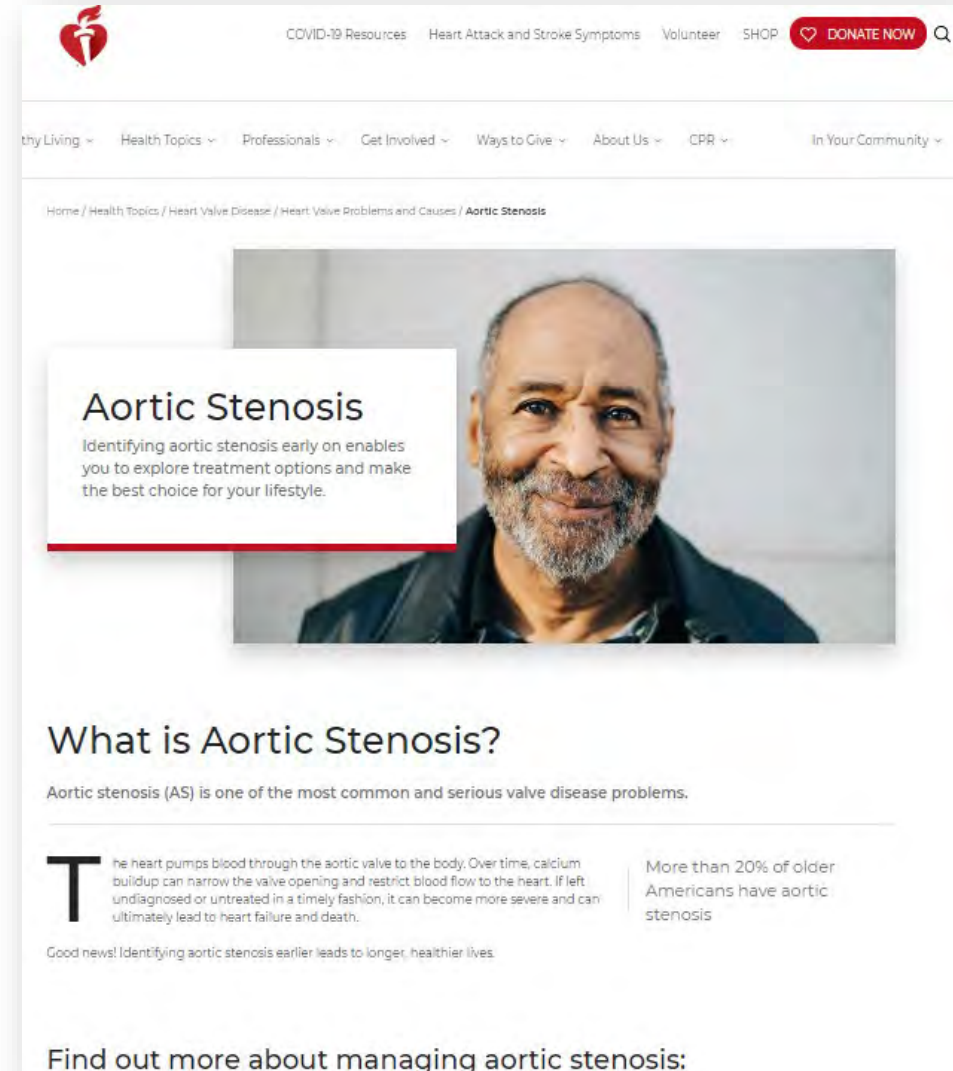
# Resources for Patients and Caregivers



## Heart.org/AorticStenosis

This patient/public health education [website](https://www.heart.org/aorticstenosis) provides a comprehensive overview of aortic stenosis, including tools and resources for people living with aortic stenosis.

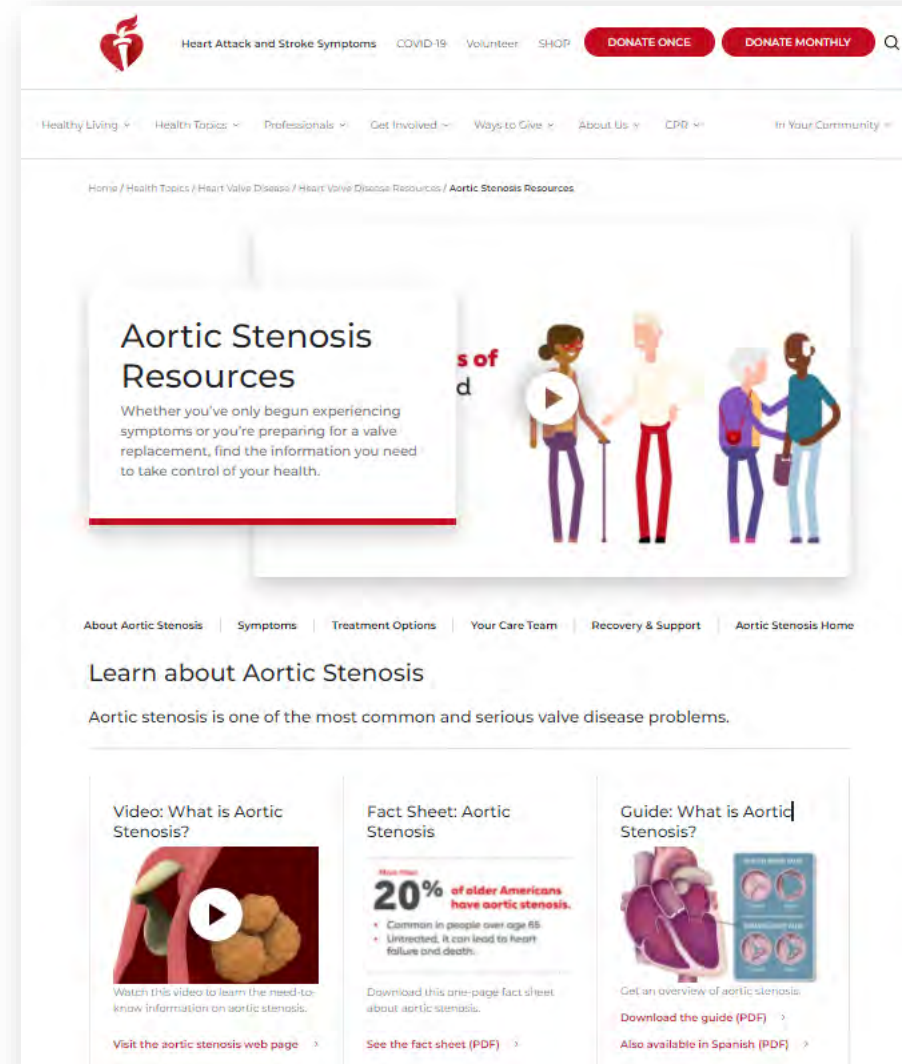
Patients and their loved ones review content and understand their risk, watch patient videos and stories of hope, get prepared with questions to ask their health care professional and download a guide to help them start a discussion with them.



## Heart.org/ASResources

This [patient/public health education resource webpage](https://www.heart.org/ASResources) provides a comprehensive overview of all our aortic stenosis tools and resources for people at-risk or living with aortic stenosis.

From experiencing symptoms to preparing for a valve replacement, wherever one is on their patient journey, they can find the information they need to take control of their health.







American Heart Association®


Target: Aortic Stenosis™

# What Is Aortic Stenosis?

## Fact Sheet

[One-page fact sheet](#) that provides an overview of Aortic Stenosis, who is at risk, how it's diagnosed and how to manage it and reduce the risk of heart failure and death.

*Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.*




American Heart Association®  
Target: Aortic Stenosis™


### Aortic Stenosis

Aortic stenosis is one of the most common and serious valve disease problems. The heart pumps blood through the aortic valve to the body. Over time, calcium buildup can narrow the valve opening and restrict blood flow to the heart.


**Stenosis means narrowing.** It makes the heart work harder and can cause:




Fatigue



Shortness of breath



Chest pain



Rapid fluttering heartbeat

More than **20%** of older Americans have aortic stenosis.

- Common in people over age 65
- Untreated, it can lead to heart failure and death.

**Get regular checkups**  
Your health care team can monitor your valve by taking images of your heart, called an **echocardiogram**, or "echo."

**Early treatment is key to preventing heart failure.**

- For mild or no symptoms, maintain a healthy lifestyle.

**Plus**

- Your doctor may recommend medication to:
  - Lower your blood pressure
  - Reduce your cholesterol

**Do you need a new heart valve?**  
If your symptoms are severe, you may need a valve procedure. You and your doctor can discuss the option that's best for you.

- Less invasive procedure
- Surgical repair

**After a heart valve replacement, you should be able to resume a healthy, active life.**

Visit [heart.org/AorticStenosis](http://heart.org/AorticStenosis) for more information.



American Heart Association®

Target: Aortic Stenosis™

# Healthcare Professional Discussion Guide

Two-page printable piece that contains a brief overview of Aortic Stenosis and provides a list of questions that patients and their loved ones can use to guide the conversation with their healthcare professionals.

*Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.*



American Heart Association.

**Take charge of  
Aortic Stenosis**



## PATIENT/PROVIDER Discussion Guide

Be prepared to get the most out of your appointment.



Learn as much as you can  
about your condition.



Write down questions  
to ask your doctor.

Aortic stenosis is a common condition that occurs when the opening to the heart valve narrows, usually due to age.

The hardened valve opening restricts proper blood flow to the heart. This can produce symptoms such as fatigue, dizziness, shortness of breath and chest pain.

Untreated, symptoms can worsen, leading to heart failure and possibly death.



**It's important to seek treatment as soon as possible**

There is no cure for aortic stenosis. But you can manage early symptoms with medication and a healthy lifestyle. When the symptoms become severe or your heart function declines, your doctor may recommend replacing the damaged valve.

### At your appointment:

- Your doctor will ask about your symptoms. How long have you had them? Have they gotten worse? Do they interfere with daily living? [Download our symptom tracker here.](#)
- Be prepared to discuss any family history of heart disease.
- Your blood work and vital signs will be checked.
- Your doctor may order images of your heart, or an echocardiogram, to examine the condition of the valve.
- Medication may be recommended.
- Your doctor may discuss valve replacement procedures with you.





American Heart Association®

Target: Aortic Stenosis™

[One-page tracker](#) for patients to record the symptoms that they have been experiencing and frequency in order to share with their healthcare professional.

*Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.*

# Aortic Stenosis Symptom Tracker

American Heart Association®  
Target: Aortic Stenosis™

DATE: / /

## Aortic Stenosis Symptom Tracker

Check symptoms that apply to you, noting the frequency. Then bring this tracker to your next appointment to review with your doctor.

	<b>Pain, tightness or pressure in the chest</b>	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	<b>Lightheadedness or dizziness</b>	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	<b>Shortness of breath</b>	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	<b>Rapid, fluttering heartbeat</b>	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	<b>Fainting</b>	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	<b>Difficulty sleeping or sitting up</b>	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	<b>Swollen ankles or feet</b>	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	<b>Difficulty walking short distances</b>	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	<b>Fatigue</b>	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always

Which of these symptoms happen most frequently?  
\_\_\_\_\_

Which activities cause you to feel winded or short of breath?  
\_\_\_\_\_  
\_\_\_\_\_

For more information: [heart.org/AorticStenosis](http://heart.org/AorticStenosis)

It's important to track your symptoms to determine if they are getting better or worse. Talk to your health care professional about the treatment that's right for you.



American Heart Association®

Target: Aortic Stenosis™

[Two-page FAQ on AS & COVID-19](#) to help patients understand risks and ways to remain healthy while living with AS.

[Video](#): Suzanne Arnold, MD discusses common questions for those living with or facing treatment for aortic stenosis during COVID-19

*Uses: patient/provider conversations, patient education*

# Aortic Stenosis & COVID-19



American Heart Association

## Aortic Stenosis & COVID-19: WHAT YOU NEED TO KNOW

If you have an underlying heart condition such as aortic stenosis, you may face a higher risk for complications if you get COVID-19. But with planning and good communication with your health care team, you can manage your risk and remain healthy.



### What are the risks of having your valve procedure during the pandemic versus waiting?

Hospitals are following special precautions and protocols to keep you as safe as possible. But the risk of getting COVID-19 in the hospital or after you return home should be balanced with the risk of waiting to have a procedure until the COVID-19 infection rates are lower.

Your doctor will discuss these risks with you and make a recommendation. Contact your health care team to learn more about specific safety procedures in place to protect patients like you.

### Should I reschedule my appointment, surgery or procedure?

Hospitals and your health care team are continually evaluating the situation in light of COVID-19. It's important to actively monitor your condition and stay in touch with your doctor and members of your health care team to decide whether you need treatment for your AS right away or if it's OK to wait.

Talk with your heart doctor to share updates on symptoms and ask questions to ensure the most up-to-date information is considered. Your doctor will discuss options which may include proceeding with treatment or to continue monitoring based on factors such as:

- Symptoms, especially if getting worse
- Latest echo (echocardiogram) results
- Frequency of hospitalizations
- Other medical conditions





American Heart Association®

Target: Aortic Stenosis™

# What is Aortic Stenosis? Video

This [two-minute video](#) is designed to help those at-risk and recently diagnosed patients to learn more about aortic stenosis, understand its symptoms, how to get a diagnosis and treatment options.

*Uses: patient/provider conversations, electronic patient education, media/press events, community events.*

It affects **millions of older adults**, and that number is increasing.





American Heart Association®

Target: Aortic Stenosis™

# Aortic Stenosis Care Team

The addition of the [Aortic Stenosis Care Team webpage](#) educates patients and their caregivers about the team of health care professionals who will help manage and treat their aortic stenosis.

The screenshot shows the American Heart Association's website with the title "Your Aortic Stenosis Care Team". At the top, there are navigation links for "Heart Attack and Stroke Symptoms", "COVID-19", "Volunteer", and "SHOP", along with "DONATE ONCE" and "DONATE MONTHLY" buttons. A search bar contains the text "ex: heart disease".

The main content area features a circular diagram titled "YOUR AORTIC STENOSIS CARE TEAM" in the center. The diagram is divided into seven colored segments, each representing a member of the care team:

- PRIMARY CARE PHYSICIAN (orange)
- GENERAL CARDIOLOGIST (light orange)
- CARDIAC SONOGRAPHER (green)
- HEART FAILURE SPECIALIST (dark green)
- NURSE PRACTITIONER OR PHYSICIAN ASSISTANT (blue)
- VALVE CLINIC COORDINATOR (dark blue)
- INTERVENTIONAL CARDIOLOGIST OR CARDIOTHORACIC SURGEON (red)

To the right of the diagram is a vertical list of links related to heart valve disease:

- Heart Valve Disease
- About Heart Valves
- Heart Valve Problems and Causes
- Heart Valve Disease Risks, Signs and Symptoms
- Getting an Accurate Diagnosis
- Treatment Options
- Aortic Stenosis Care Team** (highlighted in red)
- Options and Considerations for Surgery
- Medications for Heart Valve Symptoms
- Options for Heart Valve Repair
- Options for Heart Valve Replacement
- Types of Replacement Heart Valves
- Newer Heart Valve Surgery Options
- What is TAVR? (TAVI)
- Ross Procedure
- Recovery and Healthy Living Goals
- Personal Stories
- Heart Valve Disease Resources
- Heart Valve Disease Awareness Day



American Heart Association®

Target: Aortic Stenosis™



# Resources for Patients and Caregivers

---

## Messaging and Creative

Resources available for download at:

[www.heart.org/TargetAS](http://www.heart.org/TargetAS)

# Symptom Awareness Campaign

*Patient/Consumer Campaign*  
*Driving to [heart.org/AorticStenosis](http://heart.org/AorticStenosis)*







American Heart Association®

Target: Aortic Stenosis™

# Newsletter Copy

## Patient/Consumer



It's not aging, it's aortic stenosis

Aortic stenosis is one of the most common and serious valve diseases for people over 60. General physical decline could signal it, so know the symptoms:

- Chest pain
- Irregular heartbeat
- Shortness of breath
- Dizziness or fainting
- Swollen ankles or feet

Talk to your doctor and manage it.

[heart.org/AorticStenosis](https://heart.org/AorticStenosis)



Time for a heart-to-heart

Aortic stenosis (AS) is a serious heart valve ailment that can mimic common signs of aging. It usually strikes people over 60. A painless echocardiogram can reveal whether you have AS.

Talk with your doctor to learn more.

[heart.org/AorticStenosis](https://heart.org/AorticStenosis)





American Heart Association®

Target: Aortic Stenosis™

# Social Media and Graphics

## Patient/Consumer

Social media is a powerful tool for spreading the word and getting others involved. Please share the following messages, images, and posts or retweet from @AmericanHeart

- Edwards LifeSciences
  - Facebook - [@Edwardslifesciences](#)
  - Twitter - [@EdwardsLifesci](#)
  - LinkedIn - <https://www.linkedin.com/company/edwards-lifesciences/>
- Alliance for Aging Research
  - Main Accounts
    - Facebook - [@AllianceforAgingResearch](#)
    - Twitter - [@Aging\\_Research](#)
    - Instagram - [agingresearch](#)
    - LinkedIn - <https://www.linkedin.com/company/alliance-for-aging-research/>
  - Heart Valve Disease Awareness Day Accounts
    - Facebook - [@ValveDiseaseDay](#)
    - Twitter - [@valvediseaseday](#)
    - Instagram - [valvediseaseday](#)
- Heart Valve Voice US
  - Facebook - [@HeartValveVoiceUS](#)
  - Twitter - [@HeartValveUS](#)
  - LinkedIn - <https://www.linkedin.com/company/heart-valve-voice/>

# Social Media

## Patient/Consumer

### Image



A painless echocardiogram tells you whether you have aortic stenosis, the heart ailment that can mimic common signs of aging.  
[heart.org/AorticStenosis](https://heart.org/AorticStenosis)

### Image



Due to COVID-19, people sometimes delay doctor visits. Doing so could be a mistake for those with aortic stenosis, a heart valve ailment.  
[heart.org/AorticStenosis](https://heart.org/AorticStenosis)

### GIF

**Time for a  
heart-to-heart**

A loved one over 60 has lost vitality mysteriously. The problem could be aortic stenosis. Encourage a visit to the doctor.  
[heart.org/AorticStenosis](https://heart.org/AorticStenosis)

### GIF

**It's not  
aging,  
it's  
aortic  
stenosis**

Aortic stenosis is a heart valve ailment that often affects those over 60. Symptoms like fatigue and physical decline mimic aging. See a doctor.  
[heart.org/AorticStenosis](https://heart.org/AorticStenosis)



American Heart Association®  
Target: Aortic Stenosis™

# Digital Banners

## Patient/Consumer

Should link to:  
[heart.org/AorticStenosis](https://heart.org/AorticStenosis)



American Heart Association®  
Target: Aortic Stenosis™



**It's not  
old age,  
it's  
aortic  
stenosis.**

Fatigue,  
physical decline  
could be signs  
of heart ailment.

**Get a checkup.**

200 px X 680 px



American Heart Association®  
Target: Aortic Stenosis™



**Don't let  
aortic stenosis  
shut you down.**

**Know the symptoms:**  
chest pain, irregular  
heartbeat, shortness  
of breath, fatigue,  
dizziness or fainting,  
swollen ankles or feet.

**See your doctor.**

280 px X 680 px



American Heart Association®  
Target: Aortic Stenosis™

**Don't let  
aortic stenosis  
shut you down.**



**See  
your  
doctor.**

970 px X 250 px  
300 px X 250 px  
300 px X 600 px  
728 px X 90 px

160 px X 600 px  
300 px X 50 px  
320 px X 50 px

**Animated Option** (rotating symptoms listed)



American Heart Association®  
Target: Aortic Stenosis™

**It's not old age,  
it's aortic stenosis.**



**Know the  
signs and  
symptoms.**

970 px X 250 px  
300 px X 250 px  
300 px X 600 px  
728 px X 90 px

160 px X 600 px  
300 px X 50 px  
320 px X 50 px





American Heart Association®

Target: Aortic Stenosis™



American Heart Association®  
Target: Aortic Stenosis™



## It's not old age, it's aortic stenosis

**Don't mistake a serious heart valve ailment for advancing years**

Learn about aortic stenosis. Untreated, heart failure and death can result from this narrowing of the aortic valve opening.

Aortic stenosis can mimic general signs of aging — so doctors and loved ones can miss it.

Seek treatment if you experience:

- Chest pain
- Irregular heartbeat
- Shortness of breath
- Fatigue
- Dizziness or fainting
- Swollen feet or ankles

Talk with your doctor and manage it.

[heart.org/AorticStenosis](https://heart.org/AorticStenosis)

# Full Page Ad

## Patient/Consumer

# Take Control Campaign

*Patient/Consumer Campaign*

*Driving to Heart.org/ASResources*

*(Content below provides specific jumplinks for this landing page)*



# Newsletter Copy

## Patient/Consumer

### *Mild/Moderate Version*

Get ahead of aortic stenosis

Your symptoms may be mild. And, maybe you haven't noticed any physical problems. For now. But aortic stenosis can sneak up on you and if left untreated, the condition can worsen leading to heart failure and death. Take control of your aortic stenosis before it gets control of you. Watch this video.

Direct link: <https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources#learnaboutas>

### *Image Options:*



### *Severe Version*

Take aortic stenosis to heart

Severe aortic stenosis requires treatment for a positive outcome. Get with your doctor to learn which procedure (TAVI or SAVR) and valve (mechanical or tissue) best suits you. Watch this video to empower your discussion about the options.

Direct link: <https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources#learnaboutas>

*Image Options:*







American Heart Association®  
Target: Aortic Stenosis™

# Digital Banners

## Patient/Consumer

Should link to:  
[heart.org/ASresources](https://heart.org/ASresources)



**Aortic stenosis sneaks up on you.**

Here's how to keep your guard up – and live better.



200 px X 680 px



**Take control of your aortic stenosis before it takes control of you.**

Our guides can help.



**Aortic stenosis sneaks up on you.**  
Here's how to keep your guard up – and live better. ▶



**Take control of your aortic stenosis before it takes control of you.**

Our guides can help.

535 px X 120 px



**Take control of your aortic stenosis before it takes control of you.**

Our guides can help.

970 px X 250 px  
300 px X 250 px  
300 px X 600 px  
728 px X 90 px

160 px X 600 px  
300 px X 50 px  
320 px X 50 px

Animated Option (rotates through messaging)



**Aortic stenosis sneaks up on you.**

970 px X 250 px  
300 px X 250 px  
300 px X 600 px  
728 px X 90 px

160 px X 600 px  
300 px X 50 px  
320 px X 50 px



American Heart Association®

Target: Aortic Stenosis™

# Social Media and Graphics

## Patient/Consumer

Social media is a powerful tool for spreading the word and getting others involved. Please share the following messages, images, and posts or retweet from @AmericanHeart

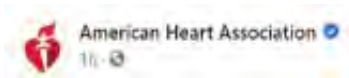
- Edwards LifeSciences
  - Facebook - [@Edwardslifesciences](#)
  - Twitter - [@EdwardsLifesci](#)
  - LinkedIn - <https://www.linkedin.com/company/edwards-lifesciences/>
- Alliance for Aging Research
  - Main Accounts
    - Facebook - [@AllianceforAgingResearch](#)
    - Twitter - [@Aging\\_Research](#)
    - Instagram - [agingresearch](#)
    - LinkedIn - <https://www.linkedin.com/company/alliance-for-aging-research/>
  - Heart Valve Disease Awareness Day Accounts
    - Facebook - [@ValveDiseaseDay](#)
    - Twitter - [@valvediseaseday](#)
    - Instagram - [valvediseaseday](#)
- Heart Valve Voice US
  - Facebook - [@HeartValveVoiceUS](#)
  - Twitter - [@HeartValveUS](#)
  - LinkedIn - <https://www.linkedin.com/company/heart-valve-voice/>



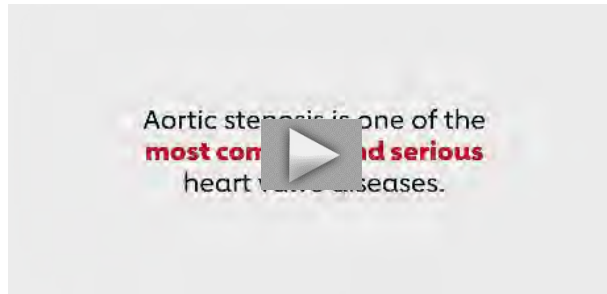
American Heart Association®

Target: Aortic Stenosis™

# SOCIAL MEDIA - Undiagnosed

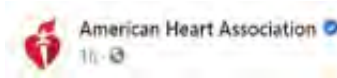


What is Aortic Stenosis? It's a common and serious heart valve disease that affects mainly people over age 65. If it goes undiagnosed, it can become severe and potentially lead to heart failure and death. Learn what you need to know, watch the full video:



URL: [https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc\\_camp=8DE70A9D09DC4008B1DD2F01935FF537#learnaboutas](https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#learnaboutas)

File name:  
AHA Aortic Stenosis v5.mp4

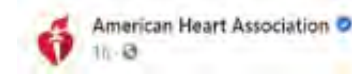


If you are 65+ and experience symptoms that could be related to aortic stenosis (chest pain, irregular heartbeat, shortness of breath, fatigue and/or dizziness), download our Symptom Tracker to track your symptoms and frequencies to share with your doctor.



URL: [https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc\\_camp=8DE70A9D09DC4008B1DD2F01935FF537#symptoms](https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#symptoms)

Image file names:  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1080sq\_09  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x628\_09  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x675\_09



If you believe you may have aortic stenosis, download our discussion guide to be prepared for your doctor visit. Learn what to expect and what questions to get answered. It's important to understand as much as you can about your condition and managing your aortic stenosis.



URL: [https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc\\_camp=8DE70A9D09DC4008B1DD2F01935FF537#hcteam](https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#hcteam)

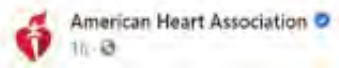
Image file names:  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1080sq\_03  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x628\_03  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x675\_03



American Heart Association®

Target: Aortic Stenosis™

# SOCIAL MEDIA – Mild/Moderate



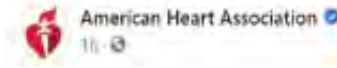
Your aortic stenosis may progressively become more severe over time. It's important to track your symptoms and their frequencies to determine if they're getting better or worse. Don't forget to document any new symptoms. Download our symptom tracker to help.



URL: [https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc\\_camp=8DE70A9D09DC4008B1DD2F01935FF537#symptoms](https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#symptoms)

Image file names:

DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1080sq\_04  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x628\_04  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x675\_04



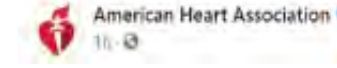
Aortic stenosis is a lifelong condition that may get worse over time. You can manage the condition through monitoring your symptoms, treatment and a healthy lifestyle. Use our discussion guide when talking to your doctor about living with your aortic stenosis.



URL: [https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc\\_camp=8DE70A9D09DC4008B1DD2F01935FF537#hcteam](https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#hcteam)

Image file names:

DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1080sq\_05  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x628\_05  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x675\_05



You've been recently diagnosed with aortic stenosis. Now what? Early diagnosis and treatment can improve your quality of life. Take control of your aortic stenosis by knowing what lies ahead in your patient journey. Full Video:



URL: [https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc\\_camp=8DE70A9D09DC4008B1DD2F01935FF537#learnaboutas](https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#learnaboutas)

File name:

DSD-177\_AHA\_AorticStenosis\_Mix\_01.mp4

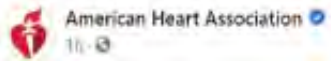




American Heart Association®

Target: Aortic Stenosis™

# SOCIAL MEDIA – Mild/Moderate



If you've been diagnosed with aortic stenosis, it's important to know your treatment options and be a part of those decisions with your doctor. Refer to our valve replacement decision aid when having those discussions.



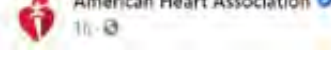
URL: [https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc\\_campaign=8DE70A9D09DC4008B1DD2F01935FF537#treatment](https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_campaign=8DE70A9D09DC4008B1DD2F01935FF537#treatment)

Image file names:

DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1080sq\_07

DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x628\_07

DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x675\_07



If you are living with aortic stenosis and have no symptoms or mild symptoms, schedule regular appointments with your doctor. Aortic Stenosis sneaks up on you – keep your guard up and live better.



URL: [https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc\\_campaign=8DE70A9D09DC4008B1DD2F01935FF537](https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_campaign=8DE70A9D09DC4008B1DD2F01935FF537)

Image file names:

DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1080sq\_08

DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x628\_08

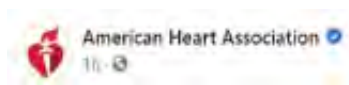
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x675\_08



American Heart Association®

Target: Aortic Stenosis™

# SOCIAL MEDIA – Severe Diagnosed



A severe aortic stenosis diagnosis can leave you feeling scared and lost about what comes next and the impact this condition will have on your life. Take control of your aortic stenosis by knowing what lies ahead in your patient journey. Full Video:



URL: [https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc\\_camp=8DE70A9D09DC4008B1DD2F01935FF537#learnaboutas](https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#learnaboutas)

File name:

DSD-177\_AHA\_AorticStenosis\_Mix\_01.mp4



Taking control of your aortic stenosis means that you and your loved ones work with your heart team to determine the treatment plan that's right for you. Refer to our valve replacement decision aid when having those discussions.



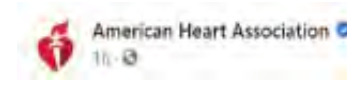
URL: [https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc\\_camp=8DE70A9D09DC4008B1DD2F01935FF537#treatment](https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#treatment)

Image file names:

DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1080sq\_06

DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x628\_06

DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x675\_06



With a severe aortic stenosis diagnosis, you may need to have your aortic valve replaced. You and your heart team will discuss the SAVR and TAVI (also known as TAVR) procedures to determine the best option for you. Know the risk and benefits of each procedure.



URL: [https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc\\_camp=8DE70A9D09DC4008B1DD2F01935FF537#treatment](https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/heart-valve-disease-resources/aortic-stenosis-resources?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537#treatment)

Image file names:

DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1080sq\_02

DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x628\_02

DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x675\_02



American Heart Association®

Target: Aortic Stenosis™

# SOCIAL MEDIA – Severe Diagnosed



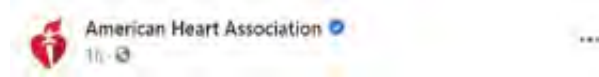
What is a heart team? If you are being considered for valve repair or replacement, you'll have a specialized team of health professionals who will treat and help manage your aortic stenosis. Let us help you understand their roles.



URL: [https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/understanding-your-heart-valve-treatment-options/your-aortic-stenosis-care-team?sc\\_camp=8DE70A9D09DC4008B1DD2F01935FF537](https://www.heart.org/en/health-topics/heart-valve-problems-and-disease/understanding-your-heart-valve-treatment-options/your-aortic-stenosis-care-team?sc_camp=8DE70A9D09DC4008B1DD2F01935FF537)

Image file names:

DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1080sq\_12  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x628\_12  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x675\_12



It's vital to know you're not alone on your journey. Connecting with others affected by aortic stenosis and heart valve disease can provide you with the support and encouragement you need living with this condition.



URL: <https://supportnetwork.heart.org/s/>

Image file names:

DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1080sq\_11  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x628\_11  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x675\_11



# SOCIAL MEDIA – Alt Photo Options



*Image file names:*

DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1080sq\_10  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x628\_10  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x675\_10



*Image file names:*

DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1080sq\_13  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x628\_13  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x675\_13



*Image file names:*

DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1080sq\_01  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x628\_01  
DS-18541\_TAS\_Patient\_04\_SoMe\_02kk\_1200x675\_01



American Heart Association®

Target: Aortic Stenosis™



# Resources for Healthcare Professionals

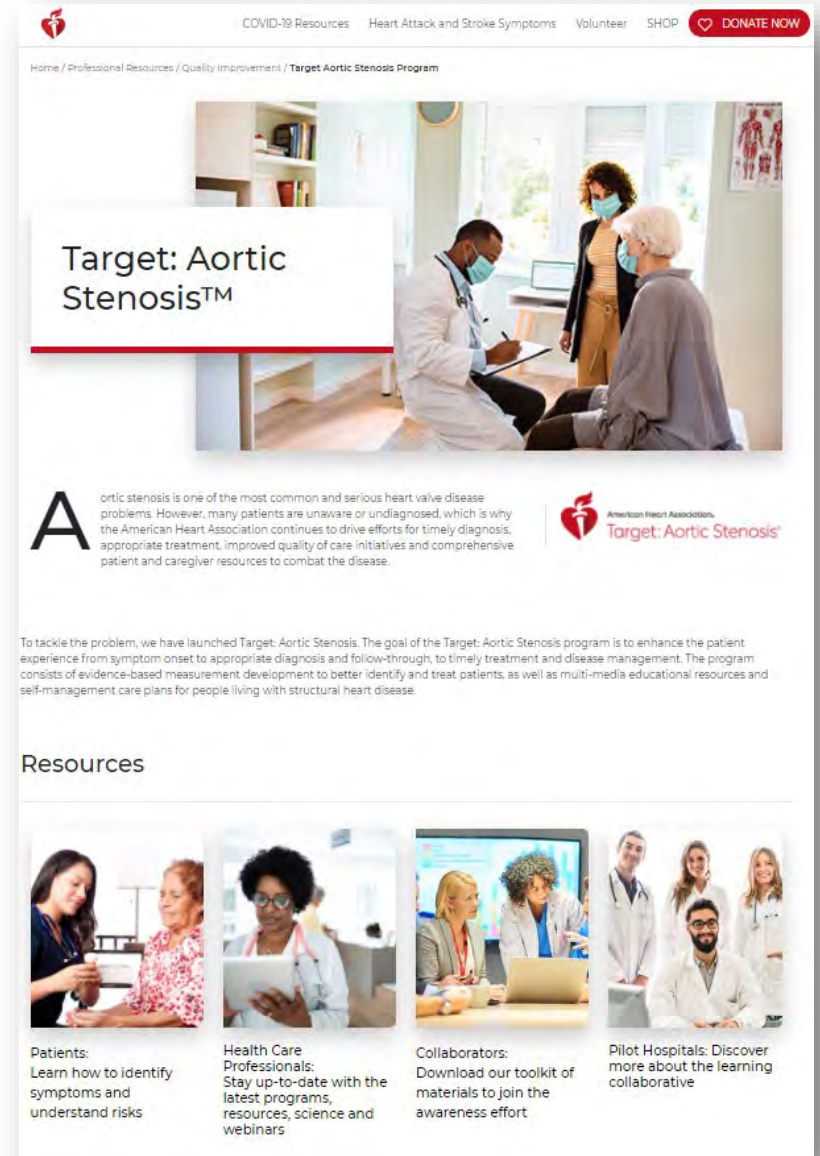


## Heart.org/TargetAS

This [initiative website](https://www.heart.org/TargetAS) provides a comprehensive overview of Target: Aortic Stenosis, including tools and resources for health care professionals and quality systems improvement updates and resources.

- Health care professionals will find the latest science, professional tools and resources, and educational opportunities and upcoming webinars to support adherence to guidelines.
- Additionally, health care professionals can download patient education materials.
- Health systems and medical professionals will find information about quality improvement efforts supporting aortic stenosis management, treatment and diagnosis.

# Digital Content



The screenshot shows the Target: Aortic Stenosis website. At the top, there is a navigation bar with links for COVID-19 Resources, Heart Attack and Stroke Symptoms, Volunteer, SHOP, and a DONATE NOW button. Below the navigation bar, the breadcrumb trail reads: Home / Professional Resources / Quality Improvement / Target Aortic Stenosis Program. The main header features a large image of a doctor in a white coat and mask consulting with two elderly patients in a clinical setting. The text "Target: Aortic Stenosis™" is overlaid on the left side of this image. Below the header, a large letter 'A' introduces a paragraph about aortic stenosis, stating it is one of the most common and serious heart valve diseases and that many patients are unaware or undiagnosed. The American Heart Association logo and "Target: Aortic Stenosis" text are to the right. A paragraph below explains the goal of the Target: Aortic Stenosis program to enhance patient experience from symptom onset to diagnosis and treatment. A "Resources" section follows, featuring four columns of images and text: 1. Patients: Learn how to identify symptoms and understand risks. 2. Health Care Professionals: Stay up-to-date with the latest programs, resources, science and webinars. 3. Collaborators: Download our toolkit of materials to join the awareness effort. 4. Pilot Hospitals: Discover more about the learning collaborative.



## Heart.org/TargetAS

(Click on HealthCare Professionals)

In December 2020, the American Heart Association will release NEW Valvular Heart Disease Guidelines to provide up-to-date comprehensive recommendations for healthcare professionals and patients on the management and treatment of heart valve disease. The guideline is new since the 2017 Focused Update to the Guidelines and 2014 Valvular Heart Disease Guidelines.

The Guideline Resources listed on this [webpage](#) are intended to help elevate awareness and drive quicker implementation of the new Valvular Heart Disease Guidelines – to ultimately improve heart valve patient outcomes, including aortic stenosis.

# Digital Content Continued



The screenshot shows the Heart.org/TargetAS website interface. At the top, there is a navigation bar with links for "Heart Attack and Stroke Symptoms", "COVID-19", "Volunteer", and "SHOP". On the right side of the navigation bar are two red buttons: "DONATE ONCE" and "DONATE MONTHLY", followed by a search icon. Below the navigation bar is a search bar with the text "ex: heart disease" and a red "Search" button. The main content area features the title "Aortic Stenosis Resources for Health Care Professionals" and the tagline "Together, we can make a difference." Below this, there is a section titled "Guideline Resources" with a link to "Valvular Heart Disease Guidelines (website)". A list of resources is provided, including "Top Things to Know: 2020 ACC/AHA Guideline for the Management of Patients With Valvular Heart Disease", "Executive Summary", "Perspective to 2020 AHA/ACC Guideline for the Management of Patients with Valvular Heart Disease", "AHA Clinical Update - Valvular Heart Disease (PPTX - customizable) | (pdf version)", "Slide Set (pdf)", "VHD pocket guideline (for purchase)", "AHA News: New guidelines call for less use of surgery to treat heart valve disease", "News Release: Updated guideline for heart valve disease spotlights less invasive treatments", and "News Release: Quality of care initiative seeks to improve outcomes for heart valve patients". There is also a "Webinars" section with links to "Key Implications for Clinicians in the 2020 ACC/AHA Guideline for the Management of Patients with Valvular Heart Disease Launch Webinar" and "National Introduction to American Heart Association's Initiative Target: Aortic Stenosis™ View the Transcript (pdf) | Watch Video". On the right side of the page, there is a "Quality Improvement" section with links to "Target: Aortic Stenosis Program", "Collaborators", "Pilot Hospitals", "Resources for Health Care Professionals", and "Patient Aortic Stenosis". Below this is a "Related Articles" section with a red header and a photo of a man, with the text "Aortic Stenosis" below it. At the bottom right, there is a "Popular Articles" section with a light blue header and a photo of a group of people.

Heart Attack and Stroke Symptoms COVID-19 Volunteer SHOP DONATE ONCE DONATE MONTHLY

Search ex: heart disease Search

## Aortic Stenosis Resources for Health Care Professionals

Together, we can make a difference.

The Target: Aortic Stenosis quality improvement program is to enhance the patient experience from symptom onset to appropriate diagnosis and follow-through, to timely treatment and disease management.

### Guideline Resources

Valvular Heart Disease Guidelines (website)

- Top Things to Know: 2020 ACC/AHA Guideline for the Management of Patients With Valvular Heart Disease
- Executive Summary
- Perspective to 2020 AHA/ACC Guideline for the Management of Patients with Valvular Heart Disease
- AHA Clinical Update - Valvular Heart Disease (PPTX - customizable) | (pdf version)
- Slide Set (pdf)
- VHD pocket guideline (for purchase)
- AHA News: New guidelines call for less use of surgery to treat heart valve disease
- News Release: Updated guideline for heart valve disease spotlights less invasive treatments
- News Release: Quality of care initiative seeks to improve outcomes for heart valve patients

### Webinars:

- Key Implications for Clinicians in the 2020 ACC/AHA Guideline for the Management of Patients with Valvular Heart Disease [Launch Webinar](#)
- National Introduction to American Heart Association's Initiative Target: Aortic Stenosis™ [View the Transcript \(pdf\)](#) | [Watch Video](#)

### Quality Improvement

Target: Aortic Stenosis Program

Collaborators

Pilot Hospitals

Resources for Health Care Professionals

Patient Aortic Stenosis

### Related Articles

Aortic Stenosis

### Popular Articles



American Heart Association®


Target: Aortic Stenosis™

# What Is Aortic Stenosis?

## Fact Sheet

[One-page fact sheet](#) that provides an overview of Aortic Stenosis, who is at risk, how it's diagnosed and how to manage it and reduce the risk of heart failure and death.

*Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.*




American Heart Association®  
Target: Aortic Stenosis™


## Aortic Stenosis

Aortic stenosis is one of the most common and serious valve disease problems. The heart pumps blood through the aortic valve to the body. Over time, calcium buildup can narrow the valve opening and restrict blood flow to the heart.


**Stenosis means narrowing.** It makes the heart work harder and can cause:




Fatigue



Shortness of breath



Chest pain



Rapid fluttering heartbeat

More than **20%** of older Americans have aortic stenosis.

- Common in people over age 65
- Untreated, it can lead to heart failure and death.

**Get regular checkups**  
Your health care team can monitor your valve by taking images of your heart, called an **echocardiogram**, or "echo."

**Early treatment is key to preventing heart failure.**

- For mild or no symptoms, maintain a healthy lifestyle.

**Plus**

- Your doctor may recommend medication to:
  - Lower your blood pressure
  - Reduce your cholesterol

**Do you need a new heart valve?**  
If your symptoms are severe, you may need a valve procedure. You and your doctor can discuss the option that's best for you.

- Less invasive procedure
- Surgical repair

**After a heart valve replacement, you should be able to resume a healthy, active life.**

Visit [heart.org/AorticStenosis](http://heart.org/AorticStenosis) for more information.





American Heart Association®

Target: Aortic Stenosis™

# Aortic Stenosis Symptom Tracker

One-page tracker for patients to record the symptoms that they have been experiencing and frequency in order to share with their healthcare professional.










*Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.*

American Heart Association®  
Target: Aortic Stenosis™

DATE: / /

### Aortic Stenosis Symptom Tracker

Check symptoms that apply to you, noting the frequency. Then bring this tracker to your next appointment to review with your doctor.

	Pain, tightness or pressure in the chest	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Lightheadedness or dizziness	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Shortness of breath	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Rapid, fluttering heartbeat	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Fainting	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Difficulty sleeping or sitting up	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Swollen ankles or feet	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Difficulty walking short distances	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always
	Fatigue	<input type="checkbox"/> Never	<input type="checkbox"/> Occasionally	<input type="checkbox"/> Often	<input type="checkbox"/> Always

Which of these symptoms happen most frequently?  
\_\_\_\_\_

Which activities cause you to feel winded or short of breath?  
\_\_\_\_\_  
\_\_\_\_\_

For more information: [heart.org/AorticStenosis](https://heart.org/AorticStenosis)

It's important to track your symptoms to determine if they are getting better or worse. Talk to your health care professional about the treatment that's right for you.



American Heart Association®

Target: Aortic Stenosis™

# Healthcare Professional Discussion Guide

Two-page printable piece that contains a brief overview of Aortic Stenosis and provides a list of questions that patients and their loved ones can use to guide the conversation with their healthcare professionals.


*Uses: patient/provider conversations, take-home patient education, media/press events, waiting room print material, community events.*


**American Heart Association**

**Take charge of Aortic Stenosis**

**PATIENT/PROVIDER Discussion Guide**

Be prepared to get the most out of your appointment.


 Learn as much as you can about your condition.

 Write down questions to ask your doctor.

**Aortic stenosis** is a common condition that occurs when the opening to the heart valve narrows, usually due to age.

The hardened valve opening restricts proper blood flow to the heart. This can produce symptoms such as fatigue, dizziness, shortness of breath and chest pain.

Untreated, symptoms can worsen, leading to heart failure and possibly death.

 **It's important to seek treatment as soon as possible**

There is no cure for aortic stenosis. But you can manage early symptoms with medication and a healthy lifestyle. When the symptoms become severe or your heart function declines, your doctor may recommend replacing the damaged valve.

**At your appointment:**

- Your doctor will ask about your symptoms. How long have you had them? Have they gotten worse? Do they interfere with daily living? [Download our symptom tracker here.](#)
- Be prepared to discuss any family history of heart disease.
- Your blood work and vital signs will be checked.
- Your doctor may order images of your heart, or an echocardiogram, to examine the condition of the valve.
- Medication may be recommended.
- Your doctor may discuss valve replacement procedures with you.



American Heart Association®

Target: Aortic Stenosis™

[Two-page FAQ on AS & COVID-19](#) to help patients understand risks and ways to remain healthy while living with AS.

[Video](#): Suzanne Arnold, MD discusses common questions for those living with or facing treatment for aortic stenosis during COVID-19

*Uses: patient/provider conversations, patient education*

# Aortic Stenosis & COVID-19



American  
Heart  
Association

## Aortic Stenosis & COVID-19: WHAT YOU NEED TO KNOW

If you have an underlying heart condition such as aortic stenosis, you may face a higher risk for complications if you get COVID-19. But with planning and good communication with your health care team, you can manage your risk and remain healthy.



### What are the risks of having your valve procedure during the pandemic versus waiting?

Hospitals are following special precautions and protocols to keep you as safe as possible. But the risk of getting COVID-19 in the hospital or after you return home should be balanced with the risk of waiting to have a procedure until the COVID-19 infection rates are lower.

Your doctor will discuss these risks with you and make a recommendation. Contact your health care team to learn more about specific safety procedures in place to protect patients like you.

### Should I reschedule my appointment, surgery or procedure?

Hospitals and your health care team are continually evaluating the situation in light of COVID-19. It's important to actively monitor your condition and stay in touch with your doctor and members of your health care team to decide whether you need treatment for your AS right away or if it's OK to wait.

Talk with your heart doctor to share updates on symptoms and ask questions to ensure the most up-to-date information is considered. Your doctor will discuss options which may include proceeding with treatment or to continue monitoring based on factors such as:

- Symptoms, especially if getting worse
- Latest echo (echocardiogram) results
- Frequency of hospitalizations
- Other medical conditions





American Heart Association®

Target: Aortic Stenosis™

# What is Aortic Stenosis? Video

This [two-minute video](#) is designed to help those at-risk and recently diagnosed patients to learn more about aortic stenosis, understand its symptoms, how to get a diagnosis and treatment options.

*Uses: patient/provider conversations, electronic patient education, media/press events, community events.*

It affects **millions of older adults**, and that number is increasing.





American Heart Association®

Target: Aortic Stenosis™



# Resources for Healthcare Professionals

---

## Messaging and Creative

Resources available for download at:

[www.heart.org/TargetAS](http://www.heart.org/TargetAS)



# Early Diagnosis Campaign

*Healthcare Professional Campaign*

*Driving to [Heart.org/TargetAS](https://heart.org/TargetAS)*





American Heart Association®

Target: Aortic Stenosis™

# Digital Banners

Healthcare professional

Link to [heart.org/TargetAS](https://heart.org/TargetAS)

1325 X 290



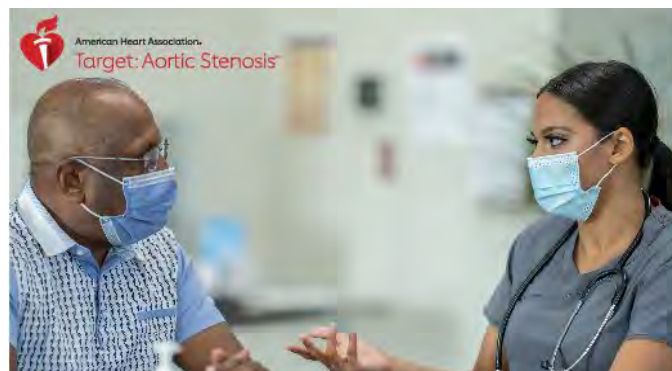
**Spot aortic stenosis early**

Make sure your patients know the signs

[heart.org/TargetAS](https://heart.org/TargetAS)

Edwards Lifesciences is the national sponsor of  
American Heart Association's Target: Aortic Stenosis.

300 X 500



**Spot aortic stenosis early**

Make sure your patients know the signs

[heart.org/TargetAS](https://heart.org/TargetAS)

Edwards Lifesciences is the national sponsor of American Heart Association's Target: Aortic Stenosis.

250X250, 300X250, 650X90, 728X90



American Heart Association®  
Target: Aortic Stenosis™

Make sure your patients know the signs

**Spot aortic stenosis early**

[heart.org/TargetAS](https://heart.org/TargetAS)

350x250

American Heart Association®  
Target: Aortic Stenosis™

**Spot aortic  
stenosis early**

Make sure your patients know the signs

[heart.org/TargetAS](https://heart.org/TargetAS)

Edwards Lifesciences is the national sponsor of  
American Heart Association's Target: Aortic Stenosis.



**Spot aortic stenosis early**

Make sure your patients know the signs

[heart.org/TargetAS](https://heart.org/TargetAS)



American Heart Association®

Target: Aortic Stenosis™

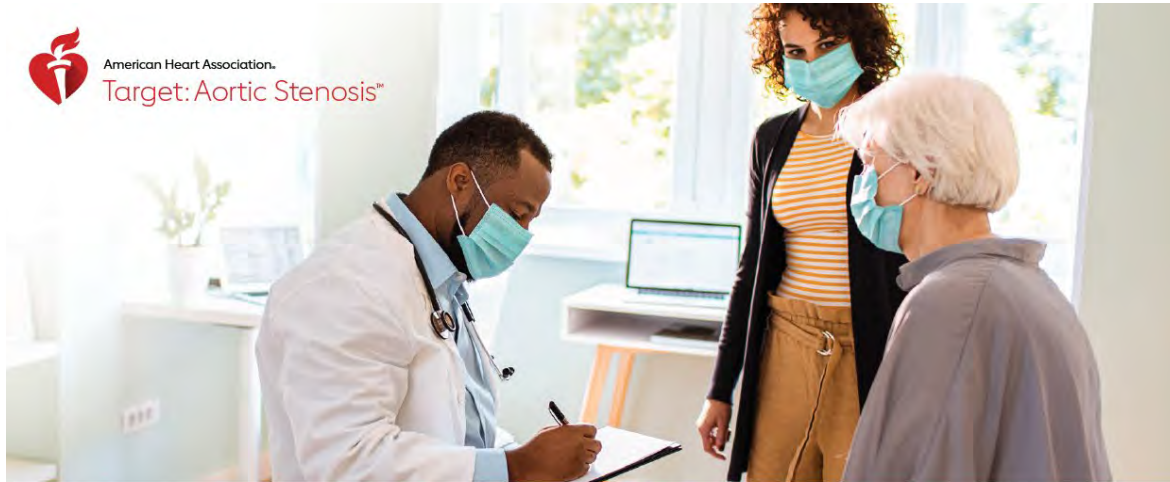
# Flyer/Postcard

## Healthcare professional



American Heart Association®

Target: Aortic Stenosis™



## Don't wait. Stop this thief.

Here's how to protect your patients



Edwards Lifesciences is the national sponsor of  
American Heart Association's Target: Aortic Stenosis.

[heart.org/TargetAS](https://heart.org/TargetAS)

Front side

## Aortic stenosis steals life

Patients often mistake the symptoms of aortic stenosis for the common effects of aging. They need to know how this disease may rob them of vitality and possibly, life.

**Don't wait. Get the tools and information to empower your patients to understand aortic stenosis and become engaged in their health journey.**

We have what they need to know:

- Fact sheet
- Discussion guide
- Symptom tracker
- Patient testimonial videos



American Heart Association®

Target: Aortic Stenosis™

© Copyright 2020 American Heart Association, Inc., a 501(c)(3) not-for-profit.  
All rights reserved. Unauthorized use prohibited. DS-16592 9/2020

[heart.org/TargetAS](https://heart.org/TargetAS)

Back side



American Heart Association®

Target: Aortic Stenosis™

# Newsletter Copy

Healthcare professional



## Spot aortic stenosis early

Timely diagnosis is key to treating this heart valve ailment. We can help you educate patients on signs, symptoms & treatment options.

[heart.org/TargetAS](https://heart.org/TargetAS)



## Aortic stenosis steals life

Patients often mistake the symptoms of aortic stenosis for the common effects of aging. They need to know how this disease may rob them of vitality and possibly, life.

Don't wait. Get the tools and information to empower your patients to understand AS and become engaged in their health journey.

We have what they need to know

- Fact sheet
- Symptom tracker
- Discussion guide
- Patient testimonial videos

[heart.org/TargetAS](https://heart.org/TargetAS)





American Heart Association®

Target: Aortic Stenosis™



## Don't wait. Stop this thief. Aortic stenosis steals life.

### Here's how to protect your patients

Patients often mistake the symptoms of aortic stenosis for the common effects of aging. They need to know how this disease may rob them of vitality and possibly, life.

**Don't wait. Get the tools and information to empower your patients to understand aortic stenosis and become engaged in their health journey.**

We have what they need to know:

- Fact sheet
- Discussion guide
- Symptom tracker
- Patient testimonial videos

[heart.org/TargetAS](https://heart.org/TargetAS)



Edwards Lifesciences is the national sponsor of  
American Heart Association's Target: Aortic Stenosis.

© Copyright 2020 American Heart Association, Inc., a 501(c)(3) not-for-profit.  
All rights reserved. Unauthorized use prohibited. 09-16592 10/2020 • 20-129

# Full Page Ad

Healthcare professional



# Follow the Guidelines Campaign

*Healthcare Professional Campaign*

*Driving to [Heart.org/TargetAS](https://heart.org/TargetAS)*



# Web Banners

## Healthcare professional

Patient focused and HCP focused imagery

Link to [heart.org/TargetAS](https://heart.org/TargetAS)

728X90




300X500



Follow the guidelines to  
treat aortic stenosis


[heart.org/TargetAS](https://heart.org/TargetAS)

 Edwards Lifesciences is the national sponsor of  
American Heart Association's Target: Aortic Stenosis



Follow the guidelines to  
treat aortic stenosis


[heart.org/TargetAS](https://heart.org/TargetAS)

 Edwards Lifesciences is the national sponsor of  
American Heart Association's Target: Aortic Stenosis

250X250, 300X250, 350X250




Follow the guidelines to treat  
aortic stenosis

 Edwards Lifesciences is the national  
sponsor of American Heart  
Association's Target: Aortic Stenosis

[heart.org/TargetAS](https://heart.org/TargetAS)



Follow the guidelines to treat  
aortic stenosis


 Edwards Lifesciences is the national  
sponsor of American Heart  
Association's Target: Aortic Stenosis

[heart.org/TargetAS](https://heart.org/TargetAS)

650X90, 728X90



Follow the guidelines to treat  
aortic stenosis

 Edwards Lifesciences is the national sponsor of  
American Heart Association's Target: Aortic Stenosis

[heart.org/TargetAS](https://heart.org/TargetAS)



American Heart Association®

Target: Aortic Stenosis™

# Newsletter Content

## Healthcare professional

### Follow the guidelines to treat aortic stenosis

*Target: Aortic Stenosis* focuses on addressing challenges in diagnosing and treating this common and deadly heart valve disease. We encourage you to follow the 2020 Valvular Heart Disease Guidelines for comprehensive, up-to-date recommendations for diagnosing and treating your patients. <http://heart.org/targetAS>





American Heart Association®

Target: Aortic Stenosis™

# Full Page Ad

## Healthcare professional (Print and Electronic)



### Follow the guidelines to treat aortic stenosis

**Your aortic stenosis patients deserve treatment they can trust.**

*Target: Aortic Stenosis* focuses on addressing challenges in diagnosing and treating this common and deadly heart valve disease. We encourage you to follow the 2020 Valvular Heart Disease Guidelines for up-to-date comprehensive recommendations for diagnosing and treating your aortic stenosis patients.

Recommendations for patients with severe aortic stenosis include:

- Evaluation for valve intervention by a multidisciplinary team
- Expanding indications for TAVI including for those at low surgical risk
- Valve intervention based on the severity of symptoms and heart function
- Shared decision-making to weigh the risks and benefits between valve types (bioprosthetic vs. mechanical) and interventions (TAVI vs. SAVR)

[heart.org/TargetAS](https://heart.org/TargetAS)



Edwards Lifesciences is the national sponsor of  
American Heart Association's Target: Aortic Stenosis.

© Copyright 2021 American Heart Association, Inc., a 501(c)(3) not-for-profit.  
All rights reserved. Unauthorized use prohibited. DS18351 10/21 • 21-000





American Heart Association®

Target: Aortic Stenosis™

# Social Media and Graphics

## Healthcare professional

Social media is a powerful tool for spreading the word and getting others involved. Please share the following messages, images, and posts or retweet from @AHAScience

- Edwards LifeSciences
  - Facebook - [@Edwardslifesciences](#)
  - Twitter - [@EdwardsLifesci](#)
  - LinkedIn - <https://www.linkedin.com/company/edwards-lifesciences/>
- Association of Black Cardiologists
  - Facebook - [@abcardio](#)
  - Twitter - [@ABCardio1](#)
  - Instagram - [abcardio1](#)
  - LinkedIn - <https://www.linkedin.com/company/association-of-black-cardiologists/>
  - LinkedIn (Group) - <https://www.linkedin.com/groups/8691649/>
- American Society For Preventive Cardiology
  - Twitter - [@ASPCardio](#)
  - LinkedIn - <https://www.linkedin.com/company/american-society-for-preventive-cardiology/>
- Association of Physicians Associates in Cardiology
  - Facebook - [@PACardiology](#)
  - Twitter - [@APAC\\_Cardiology](#)
  - Instagram - [pasincardiology](#)
  - LinkedIn (Group) - <https://www.linkedin.com/groups/4023586/>



# SOCIAL MEDIA

## Healthcare professional

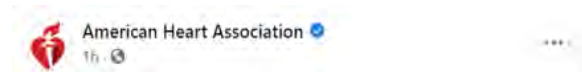


Did you know? The AHA recommends evaluation of patients with severe aortic stenosis for valve intervention by a multidisciplinary team.  
<http://heart.org/targetAS>



Follow the Valvular Heart Disease Guidelines

File name:  
DS-18351\_AS\_04e\_SoMe\_1200x1200  
DS-18351\_AS\_04e\_SoMe\_1200x675  
DS-18351\_AS\_04e\_SoMe\_1200x628



We encourage you to follow the guidelines for comprehensive, up-to-date recommendations for diagnosing and treating your patients with aortic stenosis. <http://heart.org/targetAS>

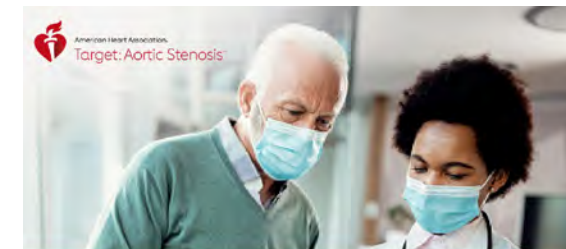


Follow the Valvular Heart Disease Guidelines

File name:  
DS-18351\_AS\_04g\_SoMe\_1200x1200  
DS-18351\_AS\_04g\_SoMe\_1200x675  
DS-18351\_AS\_04g\_SoMe\_1200x628



Work together with your patients with severe aortic stenosis in shared decision-making to discuss the risks and benefits of treatment options.  
<http://heart.org/targetAS>

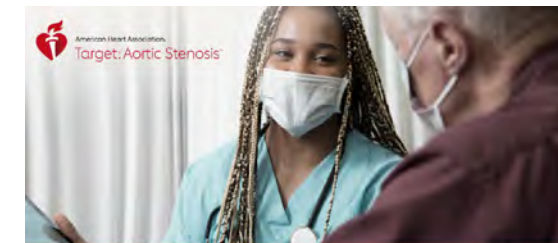


Follow the Valvular Heart Disease Guidelines

File name:  
DS-18351\_AS\_04b\_SoMe\_1200x1200  
DS-18351\_AS\_04b\_SoMe\_1200x675  
DS-18351\_AS\_04b\_SoMe\_1200x628



Valve intervention for severe aortic stenosis is based symptoms and heart function.  
<http://heart.org/targetAS>



Follow the Valvular Heart Disease Guidelines

File name:  
DS-18351\_AS\_04c\_SoMe\_1200x1200  
DS-18351\_AS\_04c\_SoMe\_1200x675  
DS-18351\_AS\_04c\_SoMe\_1200x628

# THANK YOU

By participating in the Target: Aortic Stenosis initiative you are joining the movement that is helping to reduce cardiovascular death in people living with Aortic Stenosis.