

# Arrhythmia Alliance and the Partnership with touchCARDIO

An Expert Interview with John Camm<sup>1</sup> and Trudie CA Lobban MBE<sup>2</sup>

1. President and Trustee, Arrhythmia Alliance; Trustee, Atrial Fibrillation Association; Syncope Trust And Reflex anoxic Seizures (STARS) Medical Advisory Committee Member; Professor of Clinical Cardiology, St George's, University of London and Professor of Cardiology at Imperial College, London, UK;

2. Founder, Chief Executive Officer and Trustee, Arrhythmia Alliance; Founder and Chief Executive Officer, Atrial Fibrillation Association and Syncope Trust And Reflex anoxic Seizures (STARS)



## Trudie CA Lobban MBE

Trudie Lobban is the Founder, Chief Executive Officer and Trustee of the Arrhythmia Alliance. Trudie is also the Founder and Chief Executive Officer of Atrial Fibrillation Association (AF Association) and the Syncope Trust and Reflex anoxic Seizure group (STARS). These international charities provide information, support, education and awareness to patients, the public and healthcare professionals. Trudie sits on a wide range of medical boards with a focus on arrhythmia, and is recognised as a world expert at representing patients and their carers, as well as working closely with all those involved in the care and treatment of people affected by cardiac arrhythmias and sudden cardiac death. Alongside leading awareness campaigns, lobbying government for improvements in healthcare service for coronary heart disease and arrhythmias and launching the Heart Rhythm Congress, Trudie has contributed to research, medical papers and books as well as presenting at national and international meetings from Japan to USA and Norway to South Africa.



## John Camm

Professor John Camm is Professor of Clinical Cardiology at St. George's University of London, and Professor of Cardiology at Imperial College London. An international authority on arrhythmias, Professor Camm leads The European Network for Translational Research in Atrial Fibrillation and is Senior Consulting Editor for the European Heart Journal; he has authored over 1,300 peer-reviewed papers and given over 1,200 lectures, internationally. In collaboration with Trudie Lobban, he is a Founding Trustee of the AF Association and is President and Trustee of the Arrhythmia Alliance.

## Keywords

Automated external defibrillators (AED), arrhythmia, Arrhythmia Alliance, defibrillation

**Disclosures:** Trudie CA Lobban and John Camm have nothing to declare in relation to this article.

**Acknowledgement:** Medical writing assistance was provided by Dr CG Griffin of Griffin Scientific Ltd on behalf of Touch Medical Media and was supported by Touch Medical Media.

**Review Process:** This is an expert interview and as such, has not undergone the journal's standard peer review process.

**Compliance with Ethics:** This article is an interview and did not involve any studies with human or animal subjects performed by any of the authors.

**Authorship:** The named authors meet the International Committee of Medical Journal Editors (ICMJE) criteria for authorship of this manuscript, take responsibility for the integrity of the work as a whole, and have given final approval for the version to be published.

**Received:** 31 June 2018

**Published Online:** 30 July 2019

**Citation:** *European Journal of Arrhythmia & Electrophysiology*. 2019;5(1):Epub ahead of print

**Corresponding Author:** Trudie Lobban, Arrhythmia Alliance, Unit 6B, Essex House, Cromwell Business Park, Chipping Norton, OX7 5SR UK. E: [trudie@heartrhythmalliance.org](mailto:trudie@heartrhythmalliance.org)

**Support:** No funding was received for the publication of this article.

Cardiac arrhythmias are an increasingly common challenge in global healthcare. Atrial fibrillation is the most common arrhythmia and, over the past 30 years, it has been associated with increasing healthcare burden and patient mortality, in line with rising incidence and prevalence.<sup>1</sup> Atrial fibrillation represents a growing global epidemic with prevalence expected to double by 2030.<sup>2</sup>

The Arrhythmia Alliance is a collaboration focused on increasing awareness of arrhythmia and providing wide-ranging support to help improve outcomes in cardiac rhythm disorders. In 2018, the Arrhythmia Alliance published a White Paper on arrhythmia.<sup>3</sup> In this expert interview, Arrhythmia Alliance Founder, Trudie CA Lobban MBE and President, Professor John Camm, describe the aims, campaigns and collaborations of this alliance.

## Q. Could you tell us about the Arrhythmia Alliance and its aims?

**John Camm:** Arrhythmia Alliance is an alliance between all the people who have an interest in cardiac arrhythmias. This includes everyone from patients, through to health service stakeholders and administrators, along with physicians, paramedical support teams, cardiac technicians and allies in the pharmaceutical and health education industries. The aim of Arrhythmia Alliance is to unite all of these parties together in a collaboration to achieve important objectives in cardiac rhythm care.

## Q. What recent campaigns has the Arrhythmia Alliance been involved with?

**Trudie Lobban:** The collaborative nature of the Arrhythmia Alliance has supported numerous campaigns aimed at improving cardiac rhythm awareness and care. Perhaps the most successful campaign to date has been 'Know Your Pulse' – an initiative aimed at patients that provides encouragement and support in monitoring the pulse as a way of detecting potential arrhythmia: 'know your pulse, know your heart rhythm'.<sup>4</sup> This campaign has been embraced by

decision-makers – governments and parliaments – and patients across the globe, with notable involvement in Australia, Canada, the USA and throughout Europe. Through the ‘Know Your Pulse’ campaign, arrhythmia, particularly atrial fibrillation, has been detected in many people and thus contributed to the saving of lives.

The campaign ‘Defibs Save Lives’ champions the need to place automated external defibrillators (AEDs) in public places.<sup>5</sup> To date, this has resulted in the placement of over 3,000 AED units, leading to saved lives for people with arrhythmias. The reach has been wide, including the use of AEDs in police cars in the USA, and placement of AEDs across the UK.

### **Q. What will be the benefits of the partnership between the Arrhythmia Alliance and Touch Medical Media?**

*Trudie Lobban:* We were delighted to partner with Touch Medical Media – expressing the collaborative nature of the Arrhythmia Alliance – to

help bring education, greater awareness, information and support in advancing care of cardiac arrhythmia.

*John Camm:* The Arrhythmia Alliance is a global initiative, and our alliance with Touch Medical Media enables us to deliver important messages, campaigns and education to a wide audience, rapidly.

### **Q. How do you expect this partnership to evolve?**

*John Camm:* The collaboration between the Arrhythmia Alliance and Touch Medical Media facilitates the dissemination of messages, education and support from centralised centres in two countries to a global audience.

*Trudie Lobban:* The collaboration encapsulates the ethos of the Arrhythmia Alliance and, as the partnership develops, we look forward to providing greater awareness, information, education and support to all parties involved in cardiac rhythm care. □

- 
1. Chugh S, Havmoeller R, Narayanan K, et al. Worldwide epidemiology of atrial fibrillation: A global burden of disease 2010 study. *Circulation*. 2014;129:837–47.
  2. Patel NJ, Atti V, Mitrani RD, et al. Global rising trends of atrial fibrillation: a major public health concern. *Heart*. 2018;104:1989–90.
  3. Arrhythmia Alliance. White Paper on inequalities and unmet needs in the detection of atrial fibrillation (AF) and use of therapies to prevent AF-related stroke in Europe. 2018. Available at: [www.heartrhythmalliance.org/aa/uk/af-white-paper-2018](http://www.heartrhythmalliance.org/aa/uk/af-white-paper-2018) (accessed 5 July 2019).
  4. Arrhythmia Alliance. Know Your Pulse. Available at: [www.heartrhythmalliance.org/aa/uk/know-your-pulse/](http://www.heartrhythmalliance.org/aa/uk/know-your-pulse/) (accessed 5 July 2019).
  5. Arrhythmia Alliance. Defibs Save Lives. Available at: [www.heartrhythmalliance.org/aa/uk/defibs-save-lives](http://www.heartrhythmalliance.org/aa/uk/defibs-save-lives) (accessed 5 July 2019).