

Heart Valve Voice Canada 2023 Impact Report



Dr. Ben Tyrrell and colleagues at Heart Valve Disease Day 2023 stethoscope event hosted by West Edmonton Mall.

Message from the Chair and Managing Director

Heart valve disease (HVD) is a common, serious, but treatable condition that affects more than one million Canadians but, until now, has maintained a low profile in the world of cardiovascular disease. In Canada, too many patients receive potentially life-saving treatments too late due to a combination of low awareness, deficiencies in detection, and delays in diagnosis and access to care.

The mission of Heart Valve Voice Canada (HVVC) is to improve the lives of Canadians with heart valve disease by raising awareness, engaging, and supporting patients and advocating on their behalf. Patients are at the centre of everything we do. This is reflected in our leadership, which is comprised of people with lived experience with heart valve disease and healthcare providers.

In a short period of time, we have increased awareness around heart valve disease and the importance of early detection, while engaging and supporting patients across their care journey. From our ground-breaking report, *Heart Valve Disease: Working together to create a better patient journey*, to our awareness campaigns, pan-Canadian community stethoscope events, provincial advocacy and patient engagement, HVVC is making a mark and paving the way toward improving the lives of Canadians impacted by heart valve conditions.



Hugh MacPhie

**Chair of the Board,
Heart Valve Voice Canada**

Lived experience with mitral valve regurgitation.



Ellen Ross

**Managing Director,
Heart Valve Voice Canada**

Heart Valve Disease: Working together to create a better patient journey



[Click here to view report](#)

Heart valve disease has been described as ‘the next cardiac epidemic’. If left untreated, it can cause heart failure, stroke, arrhythmia, and blood clots, or death.

As Canada’s population is aging, heart valve disease is on the rise. However, in too many cases the illness is undetected, untreated, or treated too late. This results in avoidable deaths, costly hospital admissions and significant compromises to people’s quality of life. Much of this burden could be alleviated by addressing existing gaps in care.

In response to these major gaps in care, Heart Valve Voice Canada developed *Heart Valve Disease: Working together to create a better patient journey*. This report provides a series of recommendations to improve the journey of people living with heart valve disease, putting the patient perspective at the centre.

Introduction of Bill 66: Heart Valve Disease Awareness Act in Ontario’s Parliament

Bill 66, a Private Member’s Bill introduced by Rudy Cuzzetto, MPP for Mississauga-Lakeshore and a person with lived experience with heart valve disease, will proclaim February 22nd as Heart Valve Disease Awareness Day, and a week in September as Heart Valve Disease Awareness Week.

By proclaiming HVD Awareness Day and HVD Awareness Week, the Province of Ontario recognizes the importance of increasing awareness about the risks and symptoms of HVD, improving the detection and treatment of HVD and supporting Ontarians living with HVD and their families.



Rudy Cuzzetto, MPP for Mississauga Lakeshore.

[Link to video of event](#)

Heart Valve Disease Awareness Campaigns

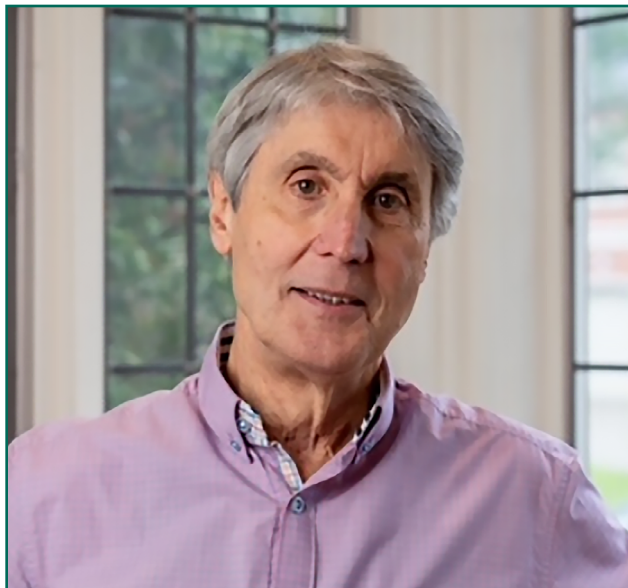


During Heart Valve Disease Awareness Week and on Heart Valve Disease Awareness Day, HVVC takes to the airwaves and to social media to spread our message, and together with our partners we go out into communities across Canada to conduct stethoscope checks to improve awareness of heart valve disease symptoms and the importance of early detection.

The Patient Voice

Len Crispino is preparing to walk part of Europe’s famed Camino de Santiago in spring 2024. Twice before, he planned to do it, but his heart problems brought those plans to a halt. Now, at age 75, after an aortic valve replacement, he’s hoping to tackle the challenge.

Sharing stories of patients like Len is part of our mission to raise awareness and support those living with heart valve disease by letting them know they are not alone—there are so many others on similar journeys.



“People need to know about the importance of being treated early.

I think there’s a large part of our population that does not get treated because they’re not detected early enough.”

[Read Len’s full story and other patient stories](#)

Len Crispino, Member of HVVC Board of Directors.

Thank you to all our partners who provide us the means to support, educate and advocate for Canadians with heart valve disease and their families.



Heart Valve Disease
Working Group



2023 by the numbers:

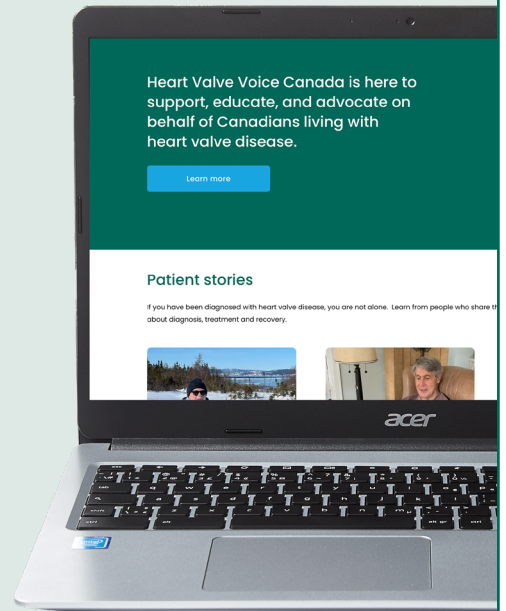


8 stethoscope check events:
murmurs detected in 12% of participants



2 awareness campaigns with a campaign reach of 6.8+ million across print, TV, radio & digital channels

New website with resources to educate & support patients throughout their entire journey



1 Provincial Bill introduced to support heart valve disease awareness

[Link to video of event](#)



1st SESSION, 43rd LEGISLATURE, ONTARIO
1 CHARLES III, 2023

Bill 66

An Act to proclaim Heart Valve Disease Awareness Day and Heart Valve Disease Awareness Week

HVVC Newsletters:
3,200+ subscribers

98% of respondents found the newsletter “Always helpful” or “Sometimes helpful”

67% of respondents always read the newsletter

Learn more at www.HeartValveVoice.ca or scan

