

American Heart
Association®



Fighting Heart Disease and Stroke

American Heart Association
American Stroke Association

**Partner Update & Strategic
Directions**

Katherine Krause
Executive Vice President, Advocacy

*Heart Disease and Stroke Prevention
Practitioners Institute
May 13th, 2003*



Our Impact Goal

The American Heart Association Impact Goal is to reduce coronary heart disease, stroke and risk 25% by the year 2010.



The AHA is Working in Your Community, State & Across the Nation....

- We're supporting advocacy efforts at the local, state and national levels.
- We fund research at the national and state levels.



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The AHA is Working in Your Community, State & Across the Nation....

- **We're strengthening emergency cardiovascular care by working with local emergency response professionals.**



The AHA is Working in Your Community, State & Across the Nation....

- **Through our American Stroke Association division, we're supporting stroke programs to reduce disability and death and offer the best possible care for stroke patients, their families and their caregivers.**

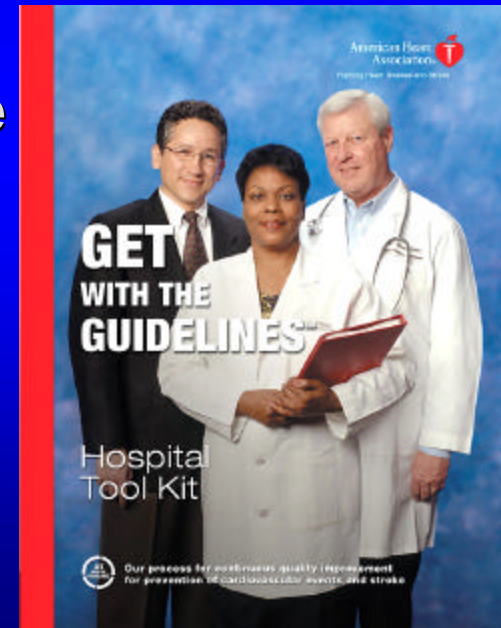
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The AHA is Working in Your Community, State & Across the Nation....

- We're working to improve the quality of the healthcare you receive in hospitals & doctor's offices by creating best practices for treating heart disease, stroke, high blood pressure & other risk factors.





The AHA is Working in Your Community, State & Across the Nation....

- We offer public awareness campaigns about knowing the heart attack & stroke warning signs.
- We offer public education programs.

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The AHA is Working in Your Community, State & Across the Nation....

- We provide professional education so researchers and physicians can learn and provide the best care for patients in our community.
- We offer consumer education programs.

**scientific
sessions
2002**

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Strategic Plan

Goals 2003-2006



Action Goals 2003-2006

**Knowledge
*Discovery***

**Knowledge
*Processing***

**Knowledge
*Transfer***



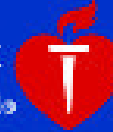
The AHA Strategic Plan

**Strategic Plan
Framework**

Market Plans/Goals

Agendas

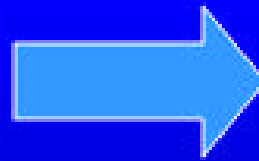
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The AHA Strategic Plan

**Knowledge
Discovery**



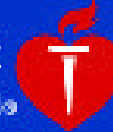


Market Goals: Knowledge Discovery

- Advocate for increased funding
- Identify and fund:
 - Highly meritorious research
 - Strategically-focused research



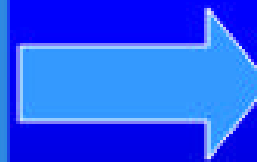
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**Knowledge
Processing**





Market Goals: Knowledge Processing

- Knowledge-sharing among researchers
- Knowledge-sharing between researchers and providers
- Decrease time-to-market for new science



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The AHA Strategic Plan

**Knowledge
Transfer**

Market Goals: Knowledge Transfer

- Influence systems to apply guidelines
- Influence providers directly to apply guidelines
- Increase general public and patients who adhere to guidelines
- Promote healthy environments



Our Priorities....

- **Strategically Focused Research.** Seek new funding sources and define research agendas.
- **Development and Implementation of Guidelines.** Continue exploration of programs like Get With The Guidelines, an emphasis on ensuring emergency response systems in conjunction with our guidelines, and partnerships or alliances to achieve widespread adherence by providers and patients.
- **Focus on Healthcare Systems and Providers.** Leverage efforts to impact large numbers of patient outcomes by influencing systems and providers.
- **Environmental and Policy Change.** Influence environmental change to support healthy lifestyles. Leverage participation in coalitions to influence a broad range of policy. Expand capabilities in policy research.

Our Priorities....



- **Revenue Generation.** In addition to continued refinement of traditional revenue generation approaches, expand the role of major giving. Enhance the donor experience with educational and other opportunities.
- **Customer Focus.** Continue to build Association-wide mentality, infrastructure, and knowledge to serve customer needs through multi-channel interactions.
- **Positioning.** Generate passion and urgency about cardiovascular diseases and stroke.



Strategic Themes

- 1. AHA is committed to quality patient outcomes.**
- 2. AHA is a cause-driven organization whose foundation is knowledge.**
- 3. Credible science is the fundamental asset of the organization.**
- 4. Mobilizing partner and customer relationships is central to achieving our goals.**
- 5. Evaluation must be considered.**
- 6. Improving the health system as a whole is critical.**

AHA Key Markets



- **Patients**
 - Individuals who have had an event and/or diagnosed with **chronic disease**
- **Healthcare Market, including Providers**
 - Consists of purchasers/payers, oversight /accreditation, healthcare entities, and providers that ultimately influence quality of care.
- **Researcher Scientists**
 - Early career through established investigator (PhD) and/or Clinical Investigator (MD, PhD, DO)
- **Donors**
 - Individuals, corporations, or foundations with the capacity to make a monetary or in-kind contribution
- **General Public**
 - Every Individual in the United States
- **Public Officials**
 - Federal, State or Local decision makers that can change the legislative or regulatory environment

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What's Next?

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