



# World Stroke Day - Blue Latitude Health (BLH) Announces the Launch of a Global Atrial Fibrillation Patient Portal

*BLH and the SAS Task Force created the patient-centric portal to provide information on how to manage Atrial Fibrillation (AF) & help prevent AF-related strokes*

LONDON, UNITED KINGDOM, October 29, 2015 /EINPresswire.com/ -- [Blue Latitude Health](#), a creative marketing consultancy specialised in healthcare, today announces that they have successfully developed and launched [www.SignAgainstStroke.com](http://www.SignAgainstStroke.com), a patient and carer centric website for people impacted by AF, on World Stroke Day. The website includes downloadable materials developed by the Sign Against Stroke (SAS) Task Force to empower patients and their family members.

The goal of the new SAS site is to successfully inform and educate people on Atrial Fibrillation, AF-related stroke and the treatment options. The ultimate aim is to empower patients in taking an active role in their health care.

Blue Latitude Health focused on understanding the needs and learning journey of people impacted by AF and stroke, and also their carers from pre-diagnosis to treatment. The design was based on an appreciation of how people approach coming to terms with their condition, from both a rational and emotional perspective. This meant not only looking at the types of content, but how content was written, presented and structured. This approach resulted in relevant information being introduced to patients and carers through compelling videos and infographics, which aim to explain complex concepts in a visual, easily digestible form.

Mellanie True Hills, CEO of StopAfib.org and co-chair of the SAS Task Force, said: "Many people with AF are not aware of their increased risk of stroke. The Sign Against Stroke patient portal is designed to educate patients about managing their risk and to mobilise them to become active partners in their care."

Elisa del Galdo, Blue Latitude Health's Head of Customer Experience, said: "We are very excited to launch the Sign Against Stroke patient portal on World Stroke Day which we have developed in partnership with the SAS Task Force. This new patient-centric site aims to empower AF patients and allow them to become a partner in the treatment and management of their condition. At Blue Latitude Health, we always strive to work with our partners to incorporate the patient and carer perspective to ensure that our solutions are focused on their needs and requirements while taking into consideration our partner's objectives."

View video here <https://en.signagainststroke.com/about-af-related-stroke>

Infographics available on request.

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## About Atrial Fibrillation and Stroke

Atrial Fibrillation (AF) describes the rapid, irregular beating of the left atrium (upper chamber) of the heart. These rapid contractions of the heart are weaker than normal contractions, resulting in slow flow of blood in the atrium. The blood pools and becomes sluggish and can result in the formation of blood clots. If a clot leaves the heart and travels to the brain, it can cause a stroke by blocking the flow of blood through cerebral arteries. Some people with AF have no symptoms, but others may experience a fluttering feeling in the area of the chest above the heart, chest pain, lightheadness or fainting, shortness of breath and fatigue.

AF, which affects as many as 2.2 million Americans, increases an individual's risk of stroke by 4 to 6 times on average. The prevalence of AF is expected to increase 2.5 fold to 5.6 million by 2050, reflecting the growing population of elderly individuals. The risk of stroke associated with AF increases with age.

## About [www.SignAgainstStroke.com](http://www.SignAgainstStroke.com)

The content and tools found on SignAgainstStroke.com have been developed by the authors of the Global AF Patient Charter. This Task Force has been coordinated by a secretariat funded by Bayer Healthcare. This website is administrated by Fundacja Udaru Mózgu (The Polish Stroke Foundation), on behalf of the Sign Against Stroke (SAS) Task Force.

## About Blue Latitude Health

Blue Latitude Health is a new breed of creative marketing consultancy. We offer the vision of a consultancy with the creativity of an agency.

Our combination of heritage, approach and capability gives us a unique perspective in healthcare marketing. It means we're ideally placed to unlock the potential in products and services that save and transform lives.

Founded in 2003 as a marketing consultancy with digital expertise, we now work with some of the most influential healthcare brands in the world. Internationally and regionally, we help across the full range of marketing challenges:

- Organisational change
- Brand strategy
- Customer engagement

For more information, please visit: <http://bluelatitude.net/> or follow Blue Latitude Health on Twitter @blue\_latitude

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