

Mumbai's Readiness to Tackle a Heart Attack, Revealed!

~ Study conducted by Fortis Hospitals, Mumbai between July and August 2016, with a sample size of 6,656 Mumbaikar's ranging from 18-45+ years ~

~ With 60% deaths occurring during a Heart Attack, caused due to lack of specific symptom awareness and timely medical intervention – study reveals need for building awareness ~

~ Fortis Hospitals, Mumbai, launch '#AttackTheAttack' Campaign~

Mumbai, 26th Sept, 2016: Charged with the insights shared by the in-house Cardiologists, who explained that about 60% of patients that they screened, displayed atypical symptoms before they had finally sought their opinion. This alarming revelation prompted teams at Fortis Hospital, Mulund, Vashi, Kalyan and SL Raheja Mahim, to reach out to Mumbaikar's, aiming to understand if they could spot the symptoms of a heart attack and tackle one till medical aid arrived.

Important findings of the study:

I. Overall:

- Of the **62%** respondents who stated awareness about specific symptoms of a Heart Attack, **68%** lacked awareness about radiating pain in jaw, arms, shoulders, abdomen & back and **85%** lacked awareness about nausea associated Epigastric (upper abdominal) pain – important symptoms of a Heart Attack
- Upon being identified as a Heart Attack, **89%** respondents believed that calling an ambulance was the 1st point of action

II. Gender distribution:

- With the respondents profile of **76% male and 24% female**, it was observed that females at **70%** as against males at **59%** had higher awareness about the symptoms of Heart Attack

III. Age:

- **15%** respondents in the age group of **45+** incorrectly stated that paralysis (**12%**) was a specific symptom of Heart Attack
- Awareness of symptoms was weakest amongst the **young respondents (18-25yrs)** with least importance given to radiating pain in jaw, arms, shoulders, abdomen and back at **27%**

IV. Symptom awareness:

- Top 3 generic symptoms of Heart Attack were earmarked at - **Breathlessness (57%), Chest Pain (74%) and Sweating (60%)**
- **85%** respondents did not believe pain in jaw, arms, shoulders, abdomen and back was a specific symptom of a Heart Attack, aided recall revealed that it was believed to be an indicator of acidity
- Of the **38%** respondents who stated that they are not aware of the symptoms, with aided recall **63%** stated generic symptoms

V. Intervention:

- When probed about **‘at-home-intervention’** till medical aid arrived; respondents in the age group of **45+** displayed high awareness about Aspirin’s association with Heart Attack; however were unable to state first aid basics

Commenting about the survey, **Dr Hasmukh Ravat, Senior Interventional Cardiologist & HOD-Cardiology, Fortis Hospital, Mulund**, said, *“The survey is a much-needed eye opener. There has been a significant increase in the number of youth (between the age groups of 25-35 & 30-40yrs) suffering from cardiac issues. Primary reasons being demanding lifestyles that lead to Hypertension, high Cholesterol, further fueled by smoking & drinking, irregular eating habits, stress, inadequate sleep, lack of exercise etc. I have also witnessed a spike in the number of younger patients coming in with Triple Vessel Disease. I believe there is grave need to create awareness about the symptoms of Heart Attack, guidelines to managing Heart Health and to reach the hospital within the Golden Hour”.*

Dr Rahul Gupta, Interventional Cardiologist, Fortis Hiranandani Hospital, Vashi, said, *“People who are presented with unusual symptoms should immediately go in for an ECG, even slightest suspicion should not be ignored. Atypical (uneasiness etc.) symptoms are more common amongst women but are overlooked, as the survey rightly highlights. A Dispirin could be chewed upon, while the patient awaits medical aid. Increasing number of people with and without distracters such as smoking, high sugar levels, high cholesterol, stress and lack of sleep, are seen coming in with cardiac complaints. Building awareness across age groups, not just for the symptoms but for the measures to tackle the attack, is of utmost importance – it will help bring down the mortality rate in the Golden Hour.”*

Dr Zakia Khan, Intervention Cardiologist, Fortis Hospital, Kalyan, said, *“Anything that makes you sweaty and uneasy in the middle of the night is not gas, it can be a Heart Attack – an ECG needs to be conducted immediately. Commonest presentation is that Heart Attack is passed on as Acidity. People above 40+yrs or those with risk factors for heart disease, family history – any symptom that resembles gas but makes you uneasy can be a Heart Attack! These days, younger generation is also susceptible to a Heart Attack, last case being of a 21yr old, proportionally linked to sedentary lifestyle, smoking and family history. Pre-menopausal women are highly susceptible too. Right treatment at the right time is of utmost importance; early ECG and Cardiac Troponin Assay will help detect one.”*

Dr Hareesh Mehta, Interventional Cardiologist, Fortis SL Raheja Hospital, Mahim, said, *“People across all age groups are susceptible to heart attacks, either due to congenital or lifestyle factors. Of the segment of patients who seek consultations with me, about 20% have first visited the Gastroenterologist to seek intervention for ‘acidity’. I believe it’s high time that people recognize their body’s warning symptoms and seek immediate medical intervention, not just those above 40yrs of age but youngsters too. Women especially, who usually tend to suppress their symptomatic*

discomfort, need to be seek medical *intervention* on priority. Awareness needs to be strongly built amongst the youth, as rightly highlighted in the survey.”

With an understanding of the need to build and bolster awareness about symptoms of Heart Attack, through the report, Fortis Hospitals, Mumbai, today announced the launch of the **‘#AttackTheAttack’** Campaign. Backed by data and launched on the eve of World Heart Day, the campaign with an objective of educating the masses about preventive measures, its symptoms and effective steps that must be taken as soon as heart attack strikes. The campaign, spearheaded by the **#AttackTheAttack Brigade**(Comprising of Cardiologists) will also aim at building awareness for the fact that about half of heart attack deaths occur in the first hour, before the victim reaches a hospital, due to the lack of awareness about specific symptoms; therefore, it is essential to notify emergency services within the first five minutes of a heart attack, and receiving medical attention within the first hour. Through the campaign that gets rolled-out on World Heart Day, Cardiologists and Emergency Care Medics from Fortis Hospitals, Mumbai, will reach out to Housing Societies, Corporate Houses, Press Clubs, Educational Institutes and Shopping Malls along with digital touch-points such as social networks and target-focused websites.

Talking about this campaign, **Mr Raj Gore, COO-South & West, Fortis Hospitals Ltd.**, said, *“The statistics of the survey only highlight the **appalling** state of awareness in the city, continued efforts to engage with different age groups will help bridge the gap. Many lives could be saved if regular health check-ups are undertaken **at regular intervals** and lifestyle of moderation is followed. We will, with our team of Cardiologists, in the next six months will reach out to people across multiple channels to educate, prepare and prevent. We will bolster our efforts to save and enrich lives, through education, awareness and clinical expertise”*



We at Fortis believe that empowering people with the right information and emergency care techniques can surely help reduce fatalities in the event of a heart attack. It is with this aim that

Press Release

For immediate dissemination



Fortis Hospitals, Mumbai has introduced "Attack the Attack", you can get more information about the initiative on <http://www.fortishealthcaremumbai.com/>

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About Fortis Healthcare Limited:

Fortis Healthcare Limited is a leading integrated healthcare delivery service provider in India. The healthcare verticals of the company primarily comprise hospitals, diagnostics and day care specialty facilities. Currently, the company operates its healthcare delivery services in India, Dubai, Mauritius and Sri Lanka with 45 healthcare facilities (including projects under development), approximately 10,000 potential beds and 329 diagnostic centres.

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