



# Global Heart Hub

## COVID-19 Response, Patient-led Campaign

Highlights, from March 30 – July 31, 2021

Phase 2 of our COVID-19 Response Campaign highlighted that cardiac emergencies are medical emergencies; heart patients need to be proactive in seeking care; and healthcare providers and systems need to prioritise the treatment of heart patients.



Delivered over  
**36.5 million**  
opportunities to see the  
campaign messages  
across social, digital,  
print, TV, and radio  
coverage

WHEN YOUR HEART SAYS SO...



WHEN YOUR HEART NEEDS YOU...



BECAUSE TIME IS CRUCIAL...



Shared by **95+**  
influencers,  
follower total of  
**744,000+** users



Translated  
across **14**  
languages



Shared  
across  
**24**  
countries



Media pick-up:  
**80+** features  
across  
**7** countries

YouTube  
campaign,  
**1,800,000+**  
impressions

