



THINK AORTA FRANCE
PARIS MAR 2026

WHAT IS THINK AORTA?



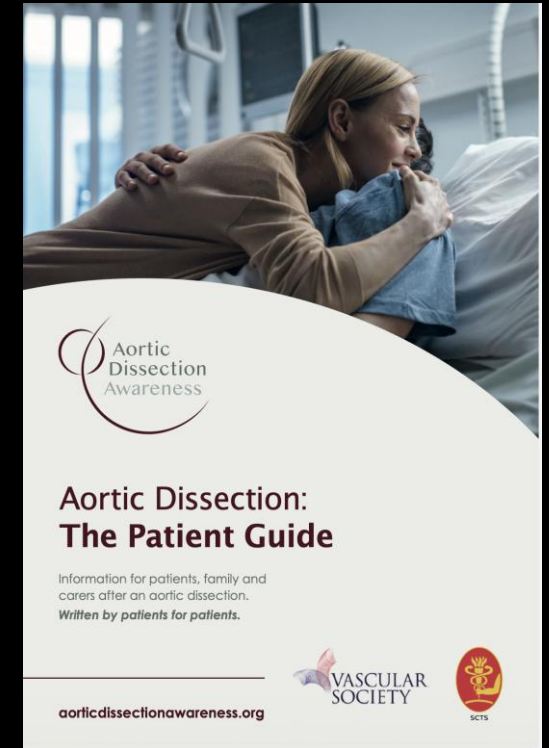
- THINK AORTA is a life–saving global campaign .
- Formed IN 2016 by Aortic Dissection Awareness Charity UK & Ireland (ADA)
- PARTNERSHIP with 4 professional societies (RCEM,RCR,SCTS,VSGBI) and Heart Research UK
- Active in 13 countries – France 14th



AORTIC DISSECTION AWARENESS CHARITY

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AORTA**

- ADA UK & IRELAND formed 2015
- Charity run by patients for patients
- Supports both patients and bereaved family .
- Improve care (NHS)
- Enabling research
- Named best specialist support charity in UK (2023)



 Aortic Dissection
Awareness

THINK AORTA GOALS

**THINK[®]
AORTA**



THINK AORTA POSTERS

THINK[®] AORTA

- THINK AORTA is aimed at medical professionals targeting diagnosis of AD in an acute setting.
- THINK AORTA /THINK FAMILY is a public campaign that promotes broader awareness and prevention of aortic disease.

Unexplained Severe Pain?

THINK[®] AORTA

Aortic Dissection is an emergency that is often fatal when missed


CT Scan for a definitive diagnosis

Symptoms <ul style="list-style-type: none">• Pain is the #1 symptom• Neck, back, chest or abdomen• Numbness or weakness in limbs• History of colicase	Patient Risk Factors <ul style="list-style-type: none">• Hypertension• Aortic aneurysm• Bicuspid aortic valve• Familial aortic disease• Marfan and other connective tissue disorders	Physical Examination <ul style="list-style-type: none">• Pulse deficit or vascular signs• Neurological signs of stroke or paraplegia
Pain characteristics can be: <ul style="list-style-type: none">• Maximal in seconds• Migratory & transient• Pain can be sharp, tearing, ripping	Diagnostic Warning <ul style="list-style-type: none">• Chest x-ray, ECG, ultrasound and blood tests can be normal	

thinkaorta.ca
Brought to you by Genetic Aortic Disorders Association (GADA) Canada gadacanada.ca Visit us for more information and to order copies of this poster.


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THINK FAMILY



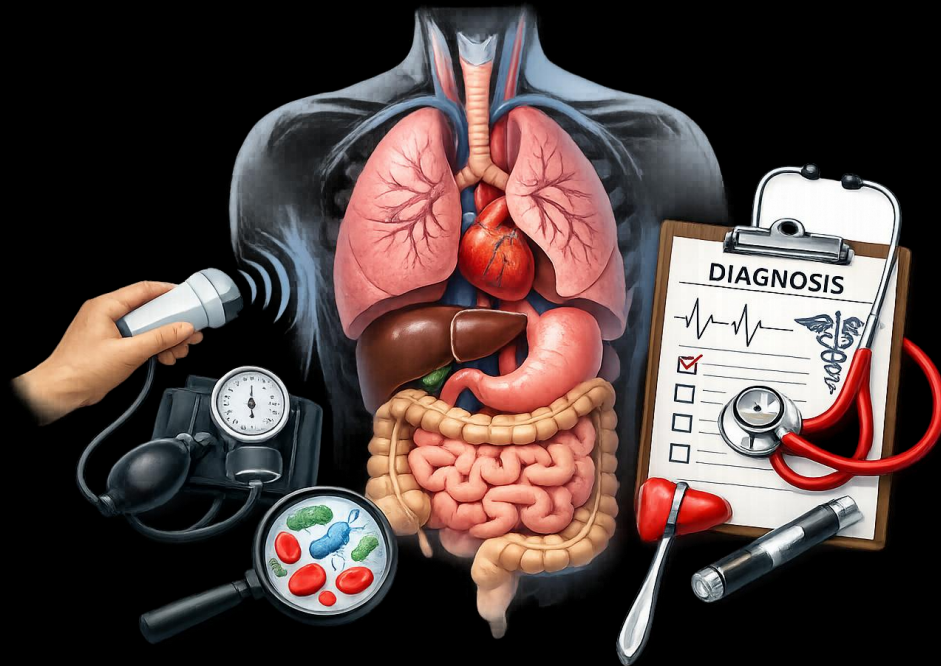
Aortic disease runs in families.
It's more common than you think.
If in doubt, check it out.

thinkaorta.net/family
#ThinkAortaThinkFamily



What's the problem? DIAGNOSIS WITHOUT CT

THINK[®] AORTA



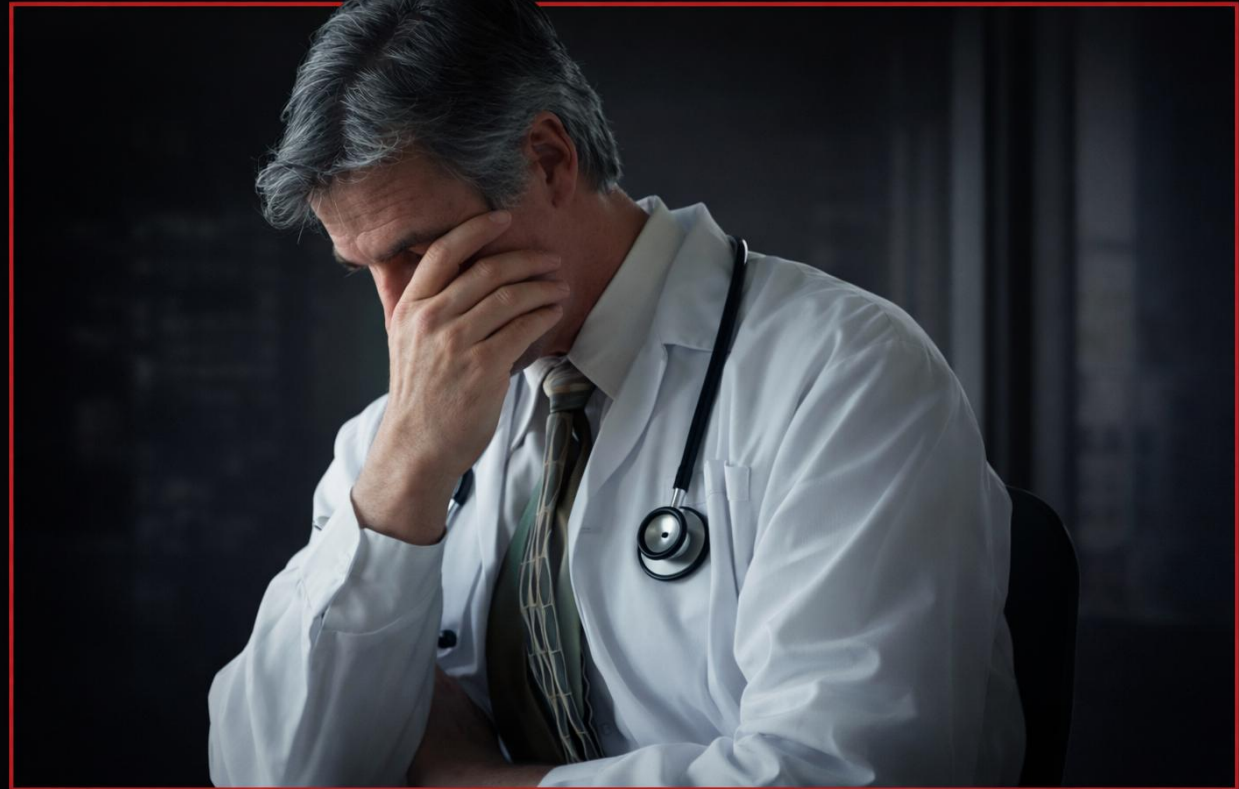
- Hard to detect, often misdiagnosed
- Recognition is a challenge
- CT Imaging – definitive
- But access to CT is variable
- Good diagnosis is luck

Aortic Dissection

THE PAINFUL TRUTH

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- Considered in less than half the patients that present.
- Three out of ten are misdiagnosed even with classic symptoms
- Often recognised due to death of another patient



Aortic Dissection

THE UNHAPPY PATH

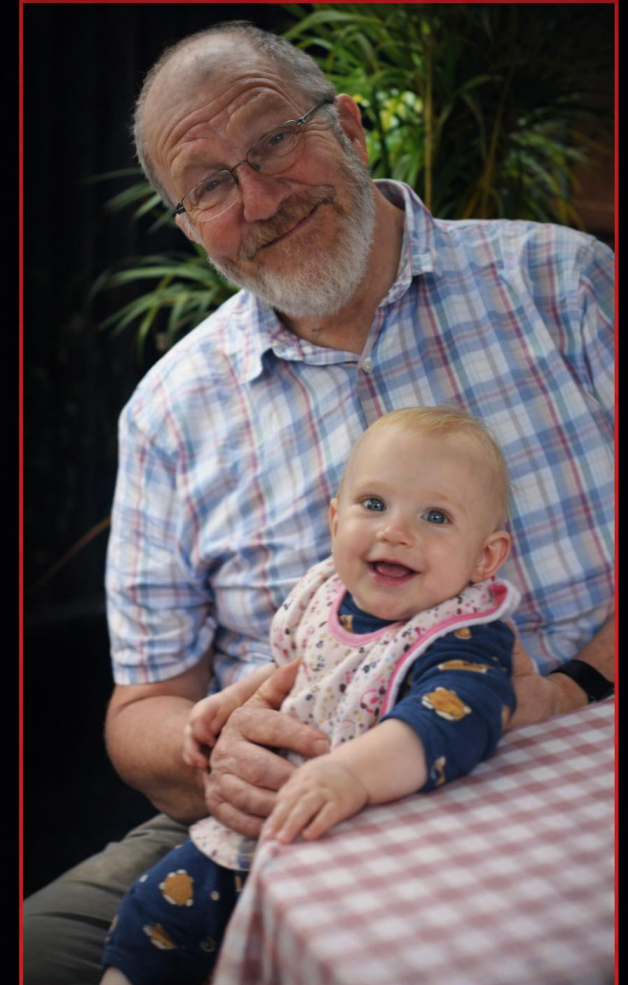
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AORTA

DR JACOB HASSAN, CAMBRIDGE

- 62 yo, retired GP, keen cyclist
- Attended the ED with sudden onset severe chest pain.
- Discharged and died at home with an acute Type A dissection

"The presentation of chest pain being severe, sharp and radiating to his back was indicative of acute aortic syndrome, specifically thoracic aortic dissection and should have triggered CT aortography at the hospital."

CORONER

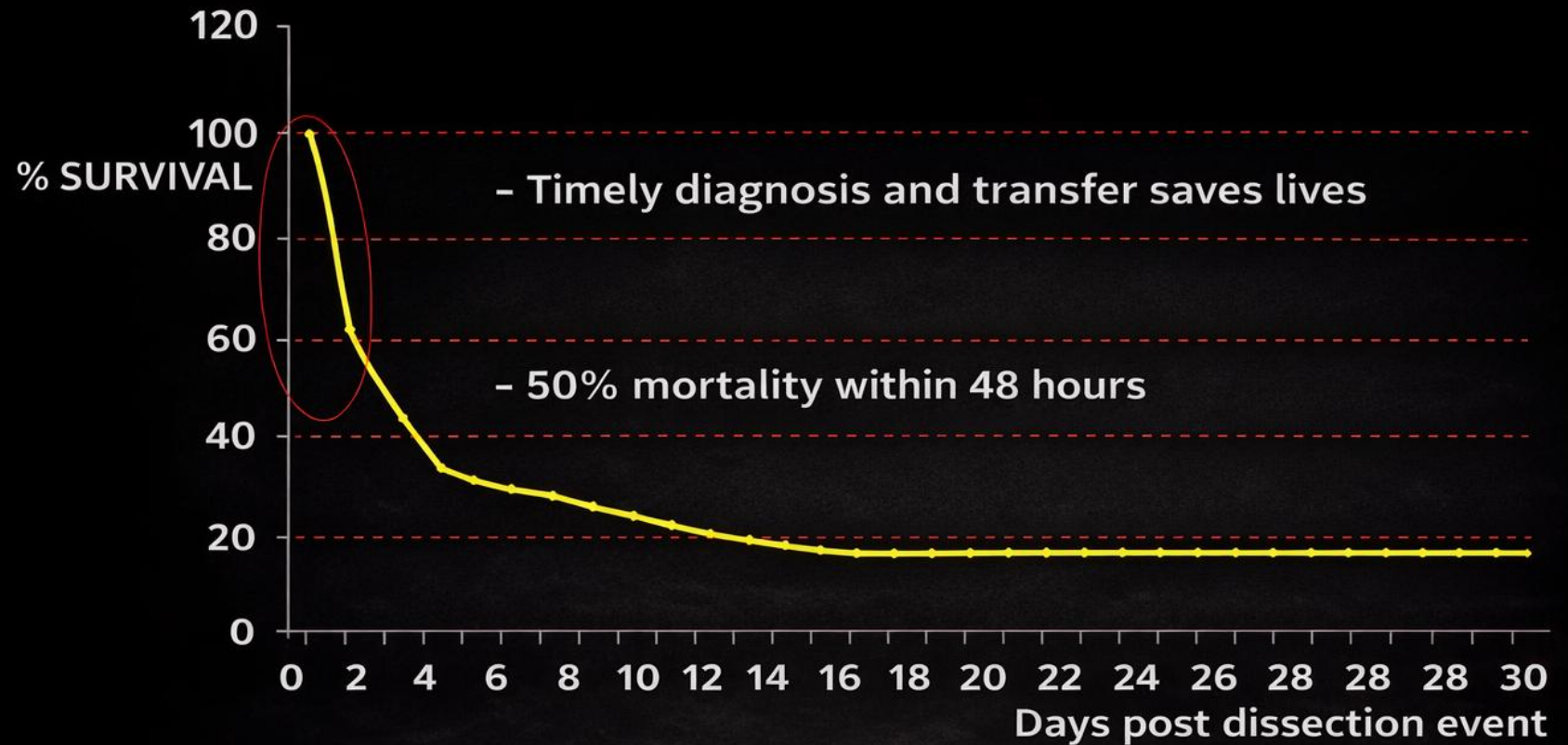


Aortic Dissection

TIMELY DIAGNOSIS SAVES LIVES

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AORTA

Survival
rates of
untreated
Aortic
Dissection



Pepper, J et al. Differential aspects of the disease and treatment of Thoracic Acute Aortic Dissection (ITAAD) - The European experience, *Annals of Cardiothoracic Surgery*, 2016, 5:4

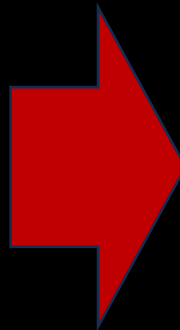
Aortic Dissection 8 MYTHS

THINK AORTA

BUSTED! Eight Myths About Acute Aortic Dissection **THINK AORTA**

Myths	Facts
Acute aortic dissection is extremely rare.	In the UK, acute aortic dissections kill more people per year than road traffic accidents. ¹
Acute aortic dissection always presents with ripping or tearing chest pain.	The key defining feature of acute aortic dissection is sudden onset, severe pain which may be maximal at onset and then subside. ² Pain can be transient and migratory and may occur in the chest, neck, back, jaw, or abdomen. ^{2,3}
Acute aortic dissection is not a genetic condition.	Up to 30% of acute aortic dissections are caused by hereditary syndromic or non-syndromic aortic diseases. ⁴
Acute aortic dissection is a condition affecting individuals over 65.	Acute aortic dissection occurs in younger patients , particularly those with genetic conditions like Marfan syndrome or vascular Ehlers-Danlos syndrome. ⁵ Misdiagnosis is common in young patients and pregnant women , when aortic dissection is rarely considered. ⁶ It is a leading cause of maternal cardiac death. ⁷
Acute aortic dissection patients always have poor outcomes.	Patient survival and outcomes improve with early diagnosis and prompt intervention. ⁸ Acute aortic dissection is treatable and there is now a large community of survivors , thanks to advances in modern medicine and surgery. ⁹
You cannot CT scan everyone with suspected acute aortic dissection.	Definitive diagnosis of aortic dissection requires a CT angiogram or MRI of the whole aorta. ^{2,9,10} Blood tests, chest x-ray, ECG, or echocardiogram cannot exclude an acute aortic dissection. ¹⁰
We need to reduce the number of CT Aorta scans because they are costly.	THINK AORTA's diagnostic strategy of increasing the index of suspicion for aortic dissection and lowering the barrier to CT Aorta is endorsed by the Royal College of Emergency Medicine and the Royal College of Radiologists. ^{2,9} In 2024, the UK NHS tariff for a CT Aorta was £112. ¹¹
Algorithmic approaches are best for diagnosing acute aortic dissection.	Clinician gestalt , informed by THINK AORTA, has been credited with improving aortic dissection diagnosis in the UK. ¹² The optimum diagnostic strategy currently is: THINK AORTA – CT scan to confirm. ^{2,9}

References: 1. Heart Research UK. Raising Awareness of Aortic Dissection. 2021. 2. NHS. NICE Regional S.O.P. on the acute management of aortic dissections. No date. 3. Nickson C. Acute Aortic Dissection. 2023. 4. Abbasciano et al. Evaluating the Feasibility of Screening Relatives of Patients Affected by Nonsyndromic Thoracic Aortic Diseases: The REST Study. 2022. 11(8):e023741. 5. Yuan X. Current Understanding of Aortic Dissection. 2022;20(1):3. 6. Patel P. Misdiagnosis of Acute Aortic Dissection: A Multi-Centre 10-Year Retrospective Observational Cohort Study. Presented at The 2024 Aortic Dissection Symposium. 2023. 7. Maternal, Neonatal and Infant Clinical Outcome Review Programme. Saving Lives, Improving Mothers' Care. 2016. 8. Mathew CR. Impact of time between diagnosis to treatment in Acute Type A Aortic Dissection. 2021;1(1):2019. 9. The Royal College of Emergency Medicine. Best Practice Guidelines. 2024. 10. Choi et al. How do I rule out aortic dissection? 2019. 11. NHS. 2023-25 NHS Payment Scheme. Retrieved. 2024. 12. National Institute for Cardiovascular Outcomes Research (NICOR). National Aortic Center Surgery Audit. 2023 Summary Report. Abbreviations: CR: computed tomography; ECG: electrocardiogram; MRI: magnetic resonance imaging; NHS: National Health Service; UK: United Kingdom.



Myths

- Acute aortic dissection is extremely rare.
- Acute aortic dissection always presents with ripping or tearing chest pain.
- Acute aortic dissection is not a genetic condition.
- Acute aortic dissection is a condition affecting individuals over 65.

Bereaved family member & person w/familial risk
LISA SKINNER

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Lisa's sisters, Angela and Kirsty, both died suddenly from Type A acute aortic dissection and subsequent aortic rupture.

Following both their deaths, Lisa became aware of her familial risk of aortic disease.

Lisa experiences musculoskeletal challenges and Lisa's children have Ehler's Danlos Syndrome (EDS) which is a known risk factor for aortic dissection.

Solution

THINK AORTA, CT TO CONFIRM

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AORTA**

Unexplained Severe Pain?

THINK AORTA

Aortic Dissection is an emergency that is often fatal when missed

CT Scan for a definitive diagnosis

Symptoms

- Pain is the #1 symptom
- Neck, back, chest or abdomen
- Numbness or weakness in any limbs
- History of collapse

Pain characteristics can be:

- Maximal in seconds
- Migratory & transient
- Pain can be sharp, tearing, ripping

Patient Risk Factors

- Hypertension
- Aortic aneurysm
- Bicuspid aortic valve
- Familial aortic disease
- Marfans and other connective tissue disorders

Physical Examination

- Pulse deficit or vascular signs
- Neurological signs of stroke or paraplegia

Diagnostic Warning

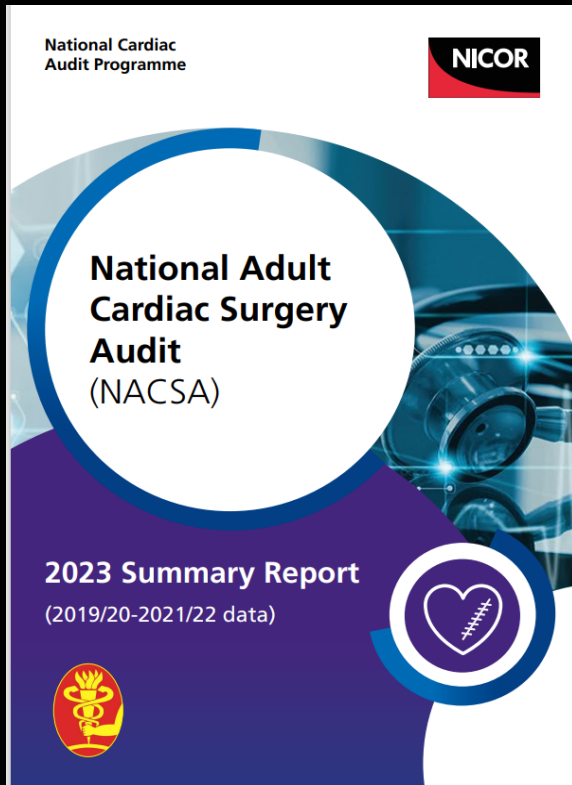
- Chest x-ray, ECG, ultrasound & blood tests can be normal

Aortic Dissection Awareness UK in collaboration with
Heart Research UK
Society for Cardiothoracic Surgery in Great Britain and Ireland
The Royal College of Emergency Medicine
www.thinkaorta.net



MORE PATIENTS ARE RECEIVING EMERGENCY AORTIC SURGERY

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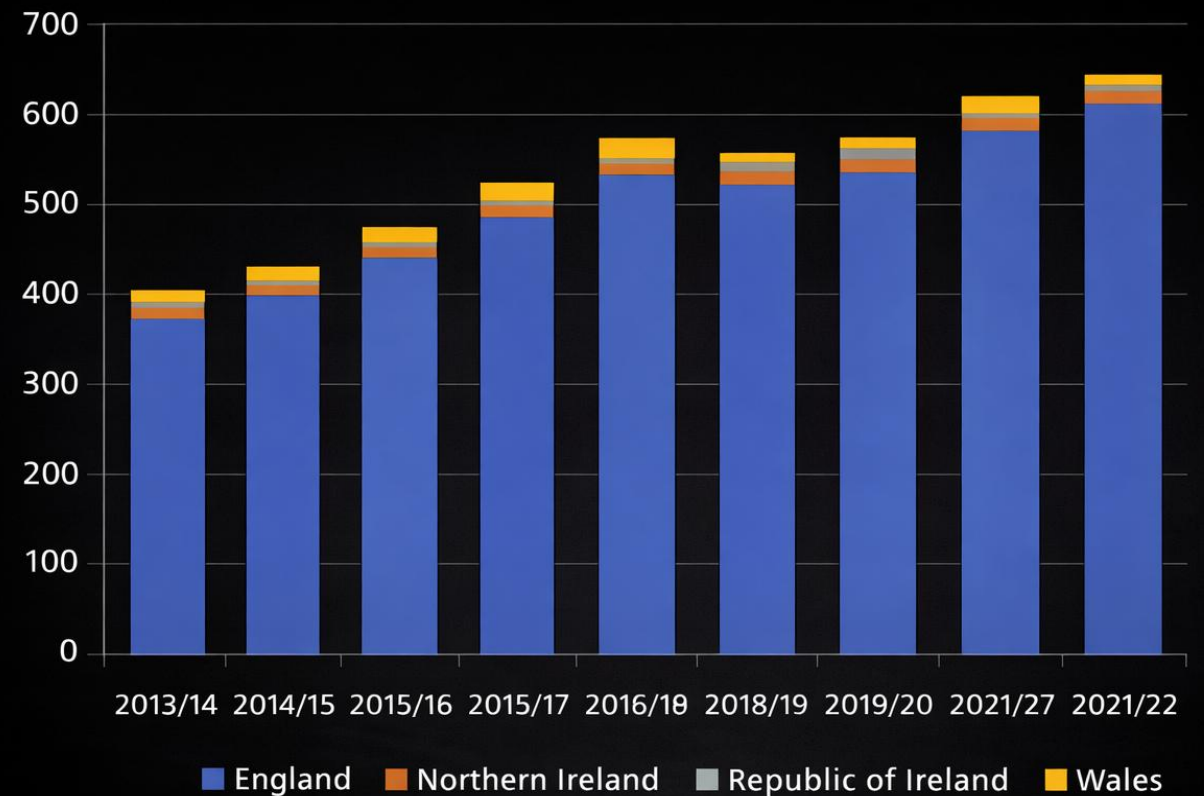


Surgery for acute Type A Dissection, 2014-2022

68%
increase in cases

+250
lives per year

Fig 2.13: Emergency surgery on the Thoracic Aorta activity by nation, 2013/14 - 2021/22 (NACSA data)



Any operation on a segment of the thoracic aorta performed as an emergency (includes both emergencies and salvage). The large majority (but not all) are for aortic dissection

The Happier Path
GORDON McMANUS

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Aged 42, Gordon experienced an acute aortic dissection as a result of a bicuspid aortic valve, which is a genetic abnormality.

He received the 'gold-standard' of care, as detailed in the Acute Aortic Dissection Pathway Toolkit.

He recovered well, returning to full-time employment and a similar level of physical activity as before his dissection.

THINK AORTA GLOBAL

THINK[®] AORTA

Unexplained Severe Pain?
THINK AORTA
Aortic Dissection is an emergency that is often fatal when missed
CT Scan for a definitive diagnosis

Dolor sobtat i intens?
PENSA AORTA
La Dissecció Aòrtica és una emergència quirúrgica - mortal si no es detecta a temps
El diagnòstic definitiu és amb TAC amb contrast

Unexplained Severe Pain?
CUIMHNIGH AR AN AORTA
Aortic Dissection is an emergency that is often fatal when missed
CT Scan for a definitive diagnosis

Unexplained Severe Pain?
THINK AORTA
Aortic Dissection is an emergency that is often fatal when missed
CT Scan for a definitive diagnosis

Durere severă inexplicabilă?
GÂNDEȘTE-TE LA AORTĂ
Disecția de aortă este o urgență care este frecvent fatală dacă nu este diagnosticată
Tomografia computerizată (CT) cu contrast i.v. pentru un diagnostic definitiv

ألم شديد ليس له تفسير؟
فكر في الشريان الأورطي
تفحص الشريان الأورطي بالأسعة المقطعية يؤكد التشخيص

不明原因疼痛?
Unexplained Severe Pain?
可能是主动脉导致 THINK AORTA
Aortic Dissection is an Emergency that is often fatal when missed
明瞭的診斷需要 血管電腦斷層
CT Scan for a definitive diagnosis

Unexplained Severe Pain?
THINK AORTA
Aortic Dissection is an emergency that is often fatal when missed
CT Scan for definitive diagnosis

Dor intensa inexplicată?
PENSA AORTA
A Dissecção da Aorta é uma emergência frequentemente fatal quando não identificada
Angio-TC para um diagnóstico definitivo

Sintomas

- Dor e/ó P1 súbito
- Parestias, formigão, fraqueza ou dormência
- Sintomas de ruptura em algum membro
- Instabilidade da pressão

A dor pode ser:

- Mitigada ou regressiva
- Migração e expansão
- Constante ou intermitente

Fatores de Risco

- Hipertensão
- Doença da aorta
- Tabagismo
- Doença arterial no tronco
- Método de morte durante de saúde comparativo

Exame Físico

- Dilatação ou assimetria dos pulsos arteriais
- Bruxas neurogênicas de PRC ou paraspinais

Informação Diagnóstica

- Painel de testes, ECG, ecografia e exames laboratoriais podem ser úteis

Aortic Dissection Awareness UK & Ireland em colaboração com:
Sociedade Portuguesa de Angiologia e Cirurgia Vascolar - SPACV
Sociedade Portuguesa de Angiologia e Cirurgia Vasculolar - SPACV
Sociedade Portuguesa de Angiologia e Cirurgia Vasculolar - SPACV

Dor Intensa Inexplicada?
PENSE AORTA
Dissecção da Aorta é uma emergência frequentemente fatal quando não identificada
Tomografia para um diagnóstico definitivo

Dolore forte senza un motivo chiaro?
PENSA AORTA
La Dissecczione Aortica è una emergenza frequentemente fatale quando non identificata
LA TOMOGRAFIA COMPUTERIZZATA (CT) PERMETTE UNA DIAGNOSI CERTA

Unexplained Severe Pain?
Sakit yang tak dapat diungkapkan?
THINK AORTA INGAT AORTA
Aortic Dissection is an Emergency that is often fatal when missed
Peringatan: aortic dissection may not present warning
CT Scan for a definitive diagnosis
Minta CT of Aorta Dissection yang Sudah!

Global Adoption

2016 UK & IRELAND

2020 USA

2021 BRAZIL

2021 SPAIN

2022 MALAYSIA

2024 CANADA

2024 EGYPT

2025 ITALY

2025 PORTUGAL

2025 AUSTRALIA

2025 NEW ZEALAND

2026 ROMANIA

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THANK YOU | MERCI

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