

Clinician & Practice Outreach Toolkit



Heart Rhythm *Community Connect*

New Patient & Caregiver Experience

Hosted by the Heart Rhythm Society

Sunday, April 26, 2026 | 10:00 AM - 3:00 PM CT

McCormick Place | Chicago, IL

UpBeat.org/HRCC26

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About This Event

What Is Heart Rhythm Community Connect?

Heart Rhythm Community Connect (HRCC) is a brand-new, one-day patient-centered event taking place on **Sunday, April 26, 2026**, during Heart Rhythm 2026 in Chicago.

Built for arrhythmia patients and caregivers, HRCC brings together expert-led education, practical guidance, and the kind of community that only comes from shared experience.

Why Share This With Your Patients?

- Relevant for all heart rhythm patients — AFib, VF, SVT, LQTS, device recipients, and more
- Timed alongside the Society’s 47th scientific meeting, where 10,000+ heart rhythm professionals from around the world gather to advance arrhythmia care
- Small group roundtable discussions and Q&A panels with heart rhythm specialists
- Held on a Sunday — minimal weekday schedule conflict
- Perfect for Chicago-area patients — local venue, easy access

Who Should Attend?

- Patients with any heart rhythm condition (AFib, flutter, SVT, bradycardia, SADS conditions, etc.)
- Patients with implanted devices (pacemakers, ICDs, loop recorders)
- Caregivers, family members, and care partners
- Newly diagnosed patients looking for guidance and community
- Established patients who want to stay informed on emerging technologies

Event Snapshot

Date	Sunday, April 26, 2026
Time	9:30 AM Check-In 10:00 AM – 3:00 PM Program
Venue	McCormick Place, 2301 S Martin Luther King Dr, Chicago, IL 60616
Cost	\$25 per person — email events@upbeat.org for financial assistance options
Registration	Registration is required. Onsite registration will be available, but please encourage online pre-registration at UpBeat.org/HRCC26 .
Meals	Light refreshments at check-in; buffet lunch provided
Hosted By	Heart Rhythm Society, UpBeat by HRS, Heart Rhythm Advocates
In Collaboration With	Arrhythmia Alliance
Endorsed By	SADS Foundation, StopAFib.org, Tour De Heart

Program Schedule



9:30 AM – 10:00 AM Registration/Check-In (light refreshments provided)

10:00 AM – 10:20 AM Welcome & Opening Remarks

10:20 AM – 10:30 AM Transition Break Before Presentations Begin

10:30 AM – 11:15 AM **Daily Harmony: Building Routines for Vibrant Living**

Less stress. Better sleep. More energy. That's daily harmony. This session breaks down the research on how everyday choices shape your mood and vitality, then provides you with the strategies to put that knowledge to work. Practical, engaging, and a little fun, *Daily Harmony* is your starting point for building a life that feels as good as it looks.

Presentations with Q&A:

<i>The Heart-Brain Connection: Breaking the Anxiety Loop</i>	Vicki A. Freedenberg, PhD, RN Children's National Hospital
<i>Sleep: The Unsung Hero of Heart Health</i>	Jill Boone Schaeffer, MSN, CRNP, FHRS, CCDS, CEPS Penn Medicine Lancaster General Health, The Heart Group
<i>HRS After Dark: Alcohol, Caffeine, and Other Vices</i>	Susan P. Etheridge, MD, FHRS, CEPS-P Boise St Luke's and Stanford Lucile Packard

11:15 AM – 12:00 PM **Living Well: Everyday Tips for Navigating Your Health Journey**

Whether you're managing a condition at home, switching providers, or traveling with medications in tow, this session has you covered. *Living Well* delivers practical, real-world strategies and interactive scenarios for every twist your health journey takes. Come with your questions and leave with an up-to-date playbook for living well.

Presentations with Q&A:

<i>How to Be the CEO of Your Own Health Team</i>	Annabelle S. Volgman, MD Rush University Medical Center
<i>Passing the Baton: Empowering Patients During Doctor Transition</i>	Peter F. Aziz, MD, FHRS, CEPS-P Cleveland Clinic Foundation
<i>Traveling with Confidence: From TSA to Tachycardia</i>	Suchelis Rhodd, MBBS Howard University Hospital

Program Schedule



12:00 PM – 1:00 PM Lunch Break (buffet provided) & Exhibit Visits

1:00 PM – 1:45 PM **Tomorrow's Medicine: Tech Trends Transforming Healthcare**

Less stress. Better sleep. More energy. That's daily harmony. This session breaks down the research on how everyday choices shape your mood and vitality, then provides you with the strategies to put that knowledge to work. Practical, engaging, and a little fun, *Daily Harmony* is your starting point for building a life that feels as good as it looks.

Presentations with Q&A:

<i>Making Sense of Your Smart Watch: Friend or Foe?</i>	Rod S. Passman, MD, FHRS Northwestern University
<i>The Future of Heart Care: AI, Remote Monitoring, and You</i>	Mehak Dhande, MD Stanford University School of Medicine
<i>Telehealth Unplugged: Expanding Access, Redefining Care</i>	Brynn E. Dechert-Crooks, APN, FHRS, CCDS C.S. Mott Children's Hospital

1:45 PM – 2:30 PM **Meet the Experts**

Small group conversations with clinicians, patient advocates, and other heart rhythm experts about treatments, conditions, and lifestyle. Includes pre-scheduled breaks.

2:30 PM – 2:45 PM **Panel Q&A & Attendee Feedback**

2:45 PM – 3:00 PM Closing Remarks

Email & Patient Portal



Use the ready-to-send messages below in your patient portal, EHR messaging system, or any outbound patient email. **Personalize the bracketed fields and send as-is** — no editing required!

Suggested Subject Lines

Option A: New Heart Rhythm Health Event in Chicago — Sunday, April 26

Option B: You're Invited: A Day Designed Just for Heart Rhythm Patients

Option C: Join Us April 26 — Education & Support for Heart Rhythm Patients & Caregivers

Option D: Something Different This Sunday: A Heart Rhythm Event Made for You

Email / Patient Portal Message — Standard (Recommended)

COPY — Paste into your patient portal or email system. Replace [] fields.

Dear [Patient Name],

I wanted to personally invite you to a new event I think you'll find incredibly valuable.

Hosted by the Heart Rhythm Society, a global leader in arrhythmia care, **Heart Rhythm Community Connect is a brand-new, one-day experience designed specifically for heart rhythm patients and caregivers** — *not* a medical conference. Think of it as a day to learn, ask questions, and connect with others who understand what you're going through.

Date: Sunday, April 26, 2026

Time: 10:00 AM – 3:00 PM CT (Check-in begins at 9:30 AM)

Location: McCormick Place, 2301 S Martin Luther King Dr, Chicago, IL 60616

Cost: \$25 per person (financial assistance available) — coffee/light refreshments and lunch provided

You'll hear talks on managing stress and sleep, traveling safely with a heart condition, understanding your smartwatch data, and what AI and remote monitoring mean for your future care — all in plain language from today's leading heart rhythm specialists.

View the full agenda and register at UpBeat.org/HRCC26.

I hope to see you there.

[Your Name], [Credentials]

[Practice Name]



Email & Patient Portal

Use the ready-to-send messages below in your patient portal, EHR messaging system, or any outbound patient email. **Personalize the bracketed fields and send as-is** — no editing required!

Email / Patient Portal Message — Short Version

COPY — Short version for character-limited systems. Replace [] fields.

Dear [Patient Name],

I wanted to invite you to **Heart Rhythm Community Connect** — a brand-new, one-day event designed for heart rhythm patients and their caregivers, hosted by the Heart Rhythm Society, a global leader in arrhythmia care.

Date/Time: Sunday, April 26, 2026, 10:00 AM – 3:00 PM CT

Location: McCormick Place, 2301 S Martin Luther King Dr, Chicago, IL 60616

Cost: \$25 per person (financial assistance available) — coffee/light refreshments and lunch provided

Program includes plain-language presentations on stress, sleep, travel, technology, and living well with a heart rhythm condition, plus small-group discussions and Q&A panels with EP experts.

Space is limited. View the full agenda and register at UpBeat.org/HRCC26.

— [Your Name], [Practice Name]

Appointment Reminder Add-On

COPY — Append to appointment reminders.

P.S. — Are you available **Sunday, April 26, 10 AM – 3 PM**? **Heart Rhythm Community Connect** is a new, one-day event at McCormick Place in Chicago designed just for heart rhythm patients and their caregivers. Hosted by the Heart Rhythm Society, a global leader in arrhythmia care, this program will feature **expert talks, plus small-group discussions and Q&A panels with heart rhythm specialists**, all focused on living well with a heart rhythm condition. Lunch provided. View the full agenda and register at UpBeat.org/HRCC26 to join.

Social Media



Five short, platform-flexible posts written in a physician's voice. Pick one, add an image from the toolkit assets folder, and post as-is. All work across Facebook, Instagram, LinkedIn, and X.

Post 1 — Short

COPY — Tag HRS and AA in the [] fields.

Mark your calendar for Heart Rhythm Community Connect, taking place at McCormick Place in Chicago, Sunday, April 26, from 10 AM – 3 PM.

Brought to you by the experts of the **[Heart Rhythm Society]** in collaboration with **[Arrhythmia Alliance]**, this great new patient and caregiver event offers a full day of expert talks, practical guidance for living well with a heart rhythm condition, and shared community with those who “get it.”

Check out the agenda and RSVP today UpBeat.org/HRCC26

Post 2 — Emojis

COPY — Tag HRS and AA in the [] fields.

You're invited!

Who: Heart rhythm patients and their caregivers
What: Heart Rhythm Community Connect 2026
Where: McCormick Place, Chicago, IL
When: 10 AM – 3 PM, Sunday, April 26 (lunch included)
RSVP: UpBeat.org/HRCC26

This exciting new program, hosted by the experts of the **[Heart Rhythm Society]**, in collaboration with **[Arrhythmia Alliance]**, includes plain-language presentations — about stress, sleep, travel, technology, and living well with a heart rhythm condition — plus small-group discussions and expert Q&A panels.

View the full agenda and register today to save your spot at UpBeat.org/HRCC26.

#HeartRhythm #HeartHealth #PatientSupport

Social Media



Five short, platform-flexible posts written in a physician's voice. Pick one, add an image from the toolkit assets folder, and post as-is. All work across Facebook, Instagram, LinkedIn, and X.

Post 3 — Living well / lifestyle-focused

COPY — Tag HRS and AA in the [] fields.

How does stress affect your heart rhythm? What about sleep, alcohol, or caffeine? Your questions deserve real answers.

Heart Rhythm Community Connect is a new, one-day event brought to you by the experts of the **[Heart Rhythm Society]** in collaboration with **[Arrhythmia Alliance]** — with dedicated sessions on the everyday lifestyle factors that matter most to patients living with a heart rhythm condition.

Sunday, April 26, 10 AM – 3 PM | McCormick Place, Chicago

Check out the agenda and RSVP today UpBeat.org/HRCC26

Post 4 — Community-focused

COPY — Tag HRS and AA in the [] fields.

You don't have to navigate your heart rhythm condition alone...

Brought to you by the experts of the **[Heart Rhythm Society]** in collaboration with **[Arrhythmia Alliance]**, Heart Rhythm Community Connect is a new, informative one-day event where you can connect with other patients and caregivers who truly understand living with a heart rhythm condition. Learn during expert talks, join small-group discussions, and ask your burning questions during Q&A panels.

Sunday, April 26, 10 AM – 3 PM | McCormick Place, Chicago

Check out the agenda and RSVP today UpBeat.org/HRCC26

Downloadable & Printable Marketing Assets



The following assets are included in your toolkit download. All digital files are ready to use — no design software needed.

Asset	Format / Size	Best Use
Program Schedule	8.5" x 11" Print-Ready PDF	Email attachment; waiting room; exam room; lobby
Promo Slide	1920px x 1080px PNG (add to standard PowerPoint)	Speaking opportunities; lobby/office/exam room screens
Event Poster	11" x 17" Print-Ready PDF	Waiting room; exam room; lobby
Event Flyer	8.5" x 11" Print-Ready PDF	Hand to patients at checkout; print for bulletin boards
2-Sided Postcard	6" x 4" Print-Ready PDF	Mail to patients; have at checkout; hand out at events
Email Signature Banner	650px x 175px PNG	Outlook, Gmail — add to email signature through April 26
Social Square 1:1	1080px x 1080px PNG	Best for Instagram and LinkedIn
Social Portrait 4:5	1080px x 1350px PNG	Instagram feed
Social Landscape 16:9	1080px x 566px PNG	Facebook, LinkedIn
Story / Reel	1080px x 1920px PNG	Instagram/Facebook Stories; Reels cover

[Download Assets Here](#)

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Sunday, April 26, 2026 | Chicago, IL

UpBeat.org/HRCC26

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