

Rock from the Heart 2025



From heartfelt moments to life-saving education, this report highlights how Rock from the Heart is making a difference.

Educational Empowerment

We've provided expert-led sessions, survivor stories, and accessible resources that equip individuals to take control of their heart health and make informed decisions for themselves and their families.

Community Connection Heart Health Advocacy

We've built a supportive community where patients, families, and advocates can connect, share experiences, and access life-saving information about aortic and heart valve disease—because no one should face a diagnosis alone.

Rock from the Heart 2025



Survivors leave their mark—each signature on this heart pillow represents a powerful story of strength, resilience, and life after aortic and heart valve disease.



Why Awareness Matters: The Impact of Aortic and Heart Valve Disease

Aortic and heart valve diseases are serious, often silent conditions that can lead to life-threatening outcomes if left undiagnosed or untreated. Despite their prevalence, public awareness remains low—making Rock from the Heart’s mission more vital than ever.

- Heart valve disease affects more than 11 million people in the United States, with the risk increasing significantly with age.^[1]
 - It is estimated that 1 in 10 people over age 75 has moderate to severe heart valve disease, often without symptoms.^[2]
- Aortic valve disease, including aortic stenosis, impacts over 2.5 million Americans, with up to 7% of adults over 65 affected.^[3] Without timely intervention, severe aortic stenosis can be fatal within just 2 to 3 years of symptom onset.^[4]
- Thoracic aortic aneurysms occur in 6 to 10 out of every 100,000 people annually, often progressing silently until a rupture or dissection.^[5]
- Aortic dissection, a life-threatening emergency, affects approximately 3 to 5 people per 100,000 each year and contributes to an estimated 13,000 deaths annually in the U.S.^[6]

These statistics highlight the urgent need for education, early detection, and support. Rock from the Heart exists to meet that need—amplifying awareness, empowering patients and families, and driving life-saving conversations. Your support helps us reach more people, share more stories, and save more lives.

Awareness is key to survival. Rock from the Heart events help bring the condition to the forefront.

Rock from the Heart envisions a future where individuals are empowered with the knowledge and resources to take control of their heart health, leading to a world with fewer undiagnosed aortic disease cases and related complications. Over the next five years, we aim to:

- Increase awareness: We will work tirelessly to raise awareness of aortic disease and its risk factors (family history, high blood pressure, bicuspid aortic valve), emphasizing that in most cases, aortic disease is asymptomatic and is underdiagnosed, with most cases diagnosed incidentally when the patient undergoes a scan for other medical conditions.
- Expand our reach: Our goal is to reach a wider audience, including those in underserved communities, by partnering with organizations and increasing our online presence.
- Develop new educational resources: We will continue to develop innovative resources that educate individuals about aortic disease diagnosis, management, and recovery, including workshops, webinars, podcasts, and online education.
- Foster partnerships: We will foster collaborations with healthcare providers, community organizations, and corporations to create impactful programs that promote aortic health education.


1. Alliance for Aging Research. Valve Disease Awareness: The Issue. Retrieved from [Body](#)

2. Heart Valve Disease Awareness Day. The Issue. Retrieved from [Body](#)

3. Nkomo, V. T., et al. (2006). Burden of valvular heart diseases: a population-based study. *Mayo Clinic Proceedings*, 81(9), 1274-1279. Retrieved from [Body](#)

4. Heart Valve Disease Awareness Day. Learn About Valve Disease. Retrieved from [Body](#)

5. Cleveland Clinic. Thoracic Aortic Aneurysm. Retrieved from [Body](#)

6. Isselbacher, E. M., et al. (2022). Aortic dissection: Pathophysiology, diagnosis, and management. *International Journal of Cardiology*, 362, 122-129. Retrieved from [Body](#) 

2025 Topics Covered

- ACE Your Healthcare Journey (Advocate, Communicate, Educate)
- An Introduction to Health Tracking Devices and Data
- Managing your health in the digital world
- An Integrative Approach to Your Wellbeing
- Aortic Disease and Genetic Testing: What Can It Do for You?
- Medication Considerations for Patients with Aortic Disease
- Navigating Aortic Emergencies: The Patient Journey
- Aortic Root and Arrhythmias : A Brief Update on the Cardiac Conduction System in Health and Disease
- Abdominal Aortic Aneurysm Management
- Living with aortic disease: A silent enemy
- Patient Experience Discussion
- Mental Health and Chronic Conditions
- What is an Acute Cardiac Ready Hospital
- Heart Disease in Women
- Emerging Trends in Medical Management of Heart Disease
- The Importance of Rural Healthcare
- Navigating Aortic Emergencies: The Patient Journey



2025 Speaker Lineup - Twin Cities



John Whyte, MD, MPH
Chief Medical Officer
Web MD



Grethen MacCarrick, BS
Genetic Counselor
Johns Hopkins



Carin Andersen
Survivor
Aortic Hope / Think Aorta



Katie Christl, RN
Registered Nurse Clinician
Minneapolis Heart Institute



Maureen R. Doran RDN, LDN
Clinical Lead
Penny George Institute
for Health and Healing



Tyler Wallen, DO
Cardiothoracic Surgeon
Geisinger



Joe Jensen, MD
Cardiologist
Metropolitan Heart
and Vascular



Sebastian Iturra, MD
Cardiothoracic Surgeon
Minneapolis Heart Institute



Edwin Zishiri, MD
Electrophysiologist
Minneapolis Heart Institute



Scott Pearson, PharmD
Clinical Pharmacist Specialist
Allina Health



Elliot Stephenson, MD
Vascular Surgeon
Minneapolis Heart Institute



Amy Johnson
Founder
Rock from the Heart

2025 Speaker Lineup - Fargo/Moorhead



Emily Schumacher
Miss Minnesota 2024



Jason Go, MD
Interventional Cardiologist
Sanford Health



Daniel Gwynn, PharmD
Clinical Pharmacist, Cardiology
Sanford Health



Jenna Askvig
Ethan's Heart



Susan Farkas, MD
Cardiologist
Sanford Health



Jeremy Grindeland, PharmD
Senior Pharmacist
Sanford Health



Joshua Wynne, MD
Cardiologist
Sanford Health



Alisson Lass, PhD, LP
Licensed Psychologist
Sanford Health



Amy Johnson
Founder
Rock from the Heart



Steve English, MD
Director of Emergency Medicine
JPMC

Community Heart Screening

Community Heart Screening: Accessible Care, Life-Saving Impact

In 2025, Rock from the Heart proudly launched its first free community heart screening event, delivering critical preventive care directly to those who need it most. With generous support from GE HealthCare, who donated the use of their Vivid iq portable echocardiography system, and the dedication of volunteer healthcare professionals, we were able to provide echocardiograms and blood pressure checks to community members at no cost.

This event focused on identifying early signs of aortic and heart valve disease—conditions that often go undetected until it's too late. For participants in whom abnormalities were found, follow-up evaluations with a cardiologist were arranged, ensuring continuity of care and a path to timely diagnosis and treatment.

This initiative exemplifies our mission in action: saving lives through awareness, education, and direct community support. Thanks to our partners and volunteers, we're making a real difference—one heartbeat at a time.



Patient Education Videos

Expanding Impact Through On-Demand Education

To extend the reach of our mission beyond in-person events, Rock from the Heart records all Aortic Ed sessions and makes them available on our YouTube channel. These educational videos feature expert presentations on aortic and heart valve disease, covering topics such as diagnosis, treatment options, mental health, and patient experiences. By offering this content free and on-demand, we are breaking down barriers to access and ensuring that lifesaving information is available to anyone, anywhere. This digital library serves as a lasting resource that continues to educate and support long after the event ends.



Mike Preston, Survivor | Aortic Ed Sessions Fargo, ND 2025

52 views • 2 weeks ago



Jason GO, MD, FACC: Aortic Valve Stenosis | Aorta Ed Sessions Fargo, ND 2025

35 views • 2 weeks ago



Joshua Wynne, MD, MBA, MPH, Professor of Medicine: Rural Health...

7 views • 2 weeks ago



Daniel Gwynn, PharmD, BCCP: Trends in Valves and Blood...

6 views • 2 weeks ago



Jeremy Grindel, PharmD, BCPS: Emerging Trends in Medication...

13 views • 2 weeks ago



Amy Johnson, Founder Rock from the Heart | Aortic Ed Sessions...

38 views • 2 weeks ago



Shelly Austin, Survivor & Volunteer | Aortic Ed Sessions Fargo, ND 2025

3 views • 2 weeks ago



Gina Schock, Legendary Hall of Fame Drummer, Go-Go's | Aortic E...

56 views • 2 weeks ago



Amy Johnson: Rock from the Heart call to action | St. Paul, MN 2025

3 views • 2 months ago



Elliot Stephenson, MD: Abdominal Aortic Aneurysm (AAA)...

21 views • 2 months ago



Edwin Zishiri: Aortic Root & Arrhythmias a review of cardiac...

33 views • 2 months ago



Katie Christl, RN BSN: Navigating Aortic Emergencies: The Patient...

16 views • 2 months ago



Scott Pearson, PharmD, BCACP: Medication Considerations for...

4 views • 2 months ago



Gretchen MacCarriek: Aortic Disease and Genetic Testing: what...

18 views • 2 months ago



Robyn Peacock: Survivor Story | St. Paul 2025

12 views • 2 months ago



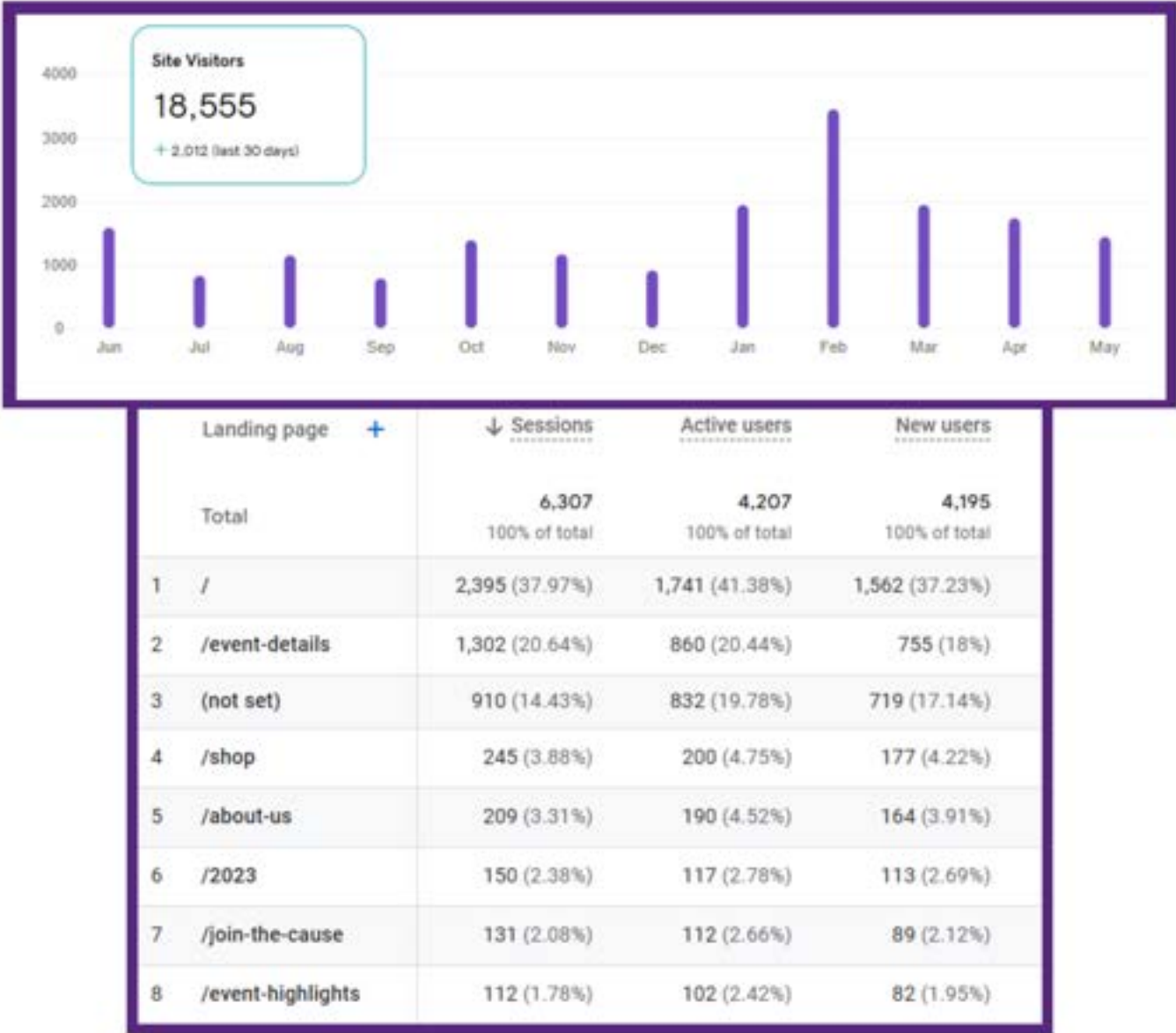
Barbara Ablitt: Survivor Story | St. Paul 2025

24 views • 2 months ago

Website Activity

Our website served as the central hub for information and engagement surrounding the 2025 Rock from the Heart event. Before the event, traffic surged as visitors registered for the symposium, explored speaker bios, and accessed early auction previews. During the event, live updates, the streaming link, and real-time auction access drove high user engagement.

After the event, interest remained strong as we shared photos, session recordings, and resources for ongoing education and support. This section details key performance indicators, top pages visited, and how our digital platform helped connect and inform our audience.



Landing page	↓ Sessions	Active users	New users
Total	6,307 100% of total	4,207 100% of total	4,195 100% of total
1 /	2,395 (37.97%)	1,741 (41.38%)	1,562 (37.23%)
2 /event-details	1,302 (20.64%)	860 (20.44%)	755 (18%)
3 (not set)	910 (14.43%)	832 (19.78%)	719 (17.14%)
4 /shop	245 (3.88%)	200 (4.75%)	177 (4.22%)
5 /about-us	209 (3.31%)	190 (4.52%)	164 (3.91%)
6 /2023	150 (2.38%)	117 (2.78%)	113 (2.69%)
7 /join-the-cause	131 (2.08%)	112 (2.66%)	89 (2.12%)
8 /event-highlights	112 (1.78%)	102 (2.42%)	82 (1.95%)

Social Media

Our social media platforms played a vital role in amplifying our message before, during, and after the event. From spotlighting speakers to sharing real-time moments, we connected with a broad audience. In this section, we'll showcase engagement highlights, follower growth, and top-performing content that helped raise awareness and build community.

Facebook Demographics and Impressions

Page overview

Last 28 days

Views

Views	1,181,110
3-second views	1,206
1-minute views	72
Watch time	7h 6m
Reach	523,893

Interactions

Content interactions	5,157
Link clicks	10,700

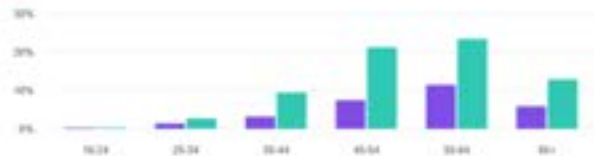
Demographics

Lifetime

Followers 4,178

Age and gender

Men 29.90%
Women 70.10%



Views

1.8M



Reach

869.7K



Visits

12.2K



Content interactions

13.9K



Link clicks

16.4K

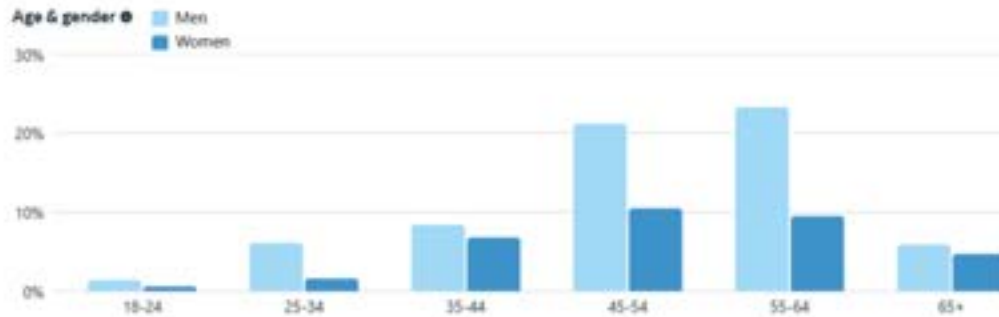


Follows

267



Instagram Demographics and Impressions



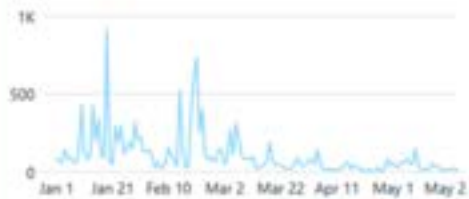
Views ●

23.7K



Reach ●

8.9K



Content interactions ●

975



Link clicks ●

29



Content interactions ●

975



Link clicks ●

29



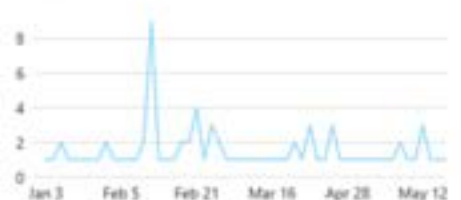
Visits ●

476



Follows ●

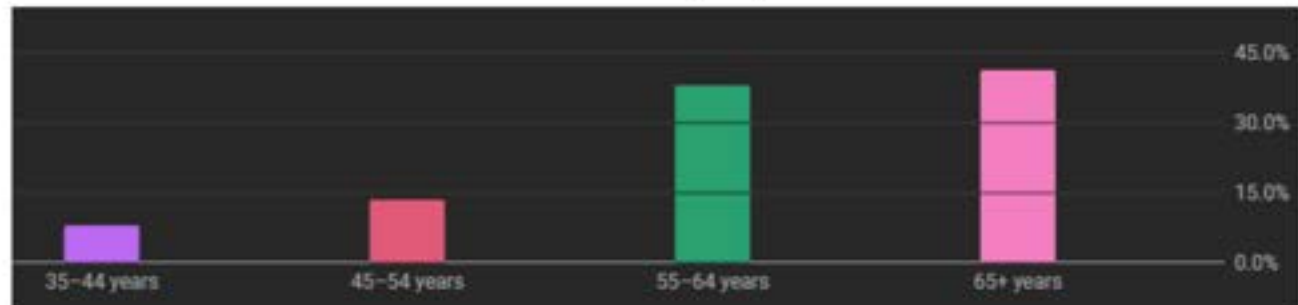
81



YouTube Channel

Rock from the Heart's YouTube channel continues to serve as a valuable educational tool. Post-event, we published videos from our Aortic Ed sessions, survivor stories, and event recaps. This section outlines viewer stats, watch time, and how our video content is helping educate and support those affected by aortic and heart valve disease.

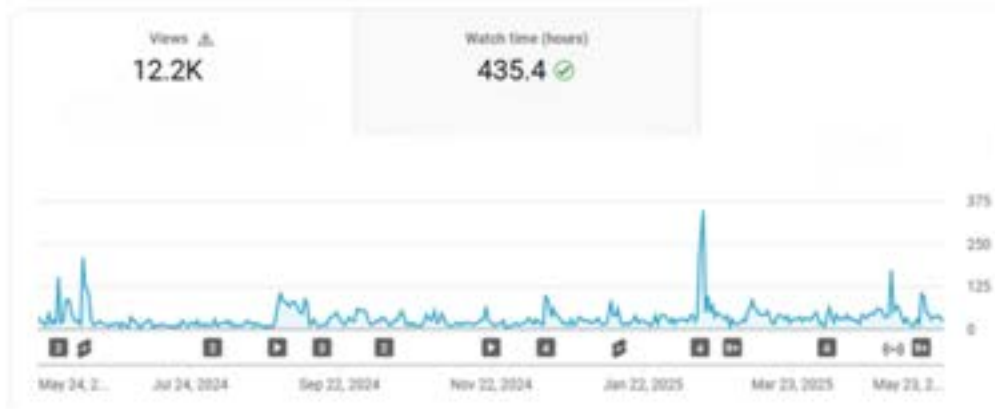
YouTube Demographics



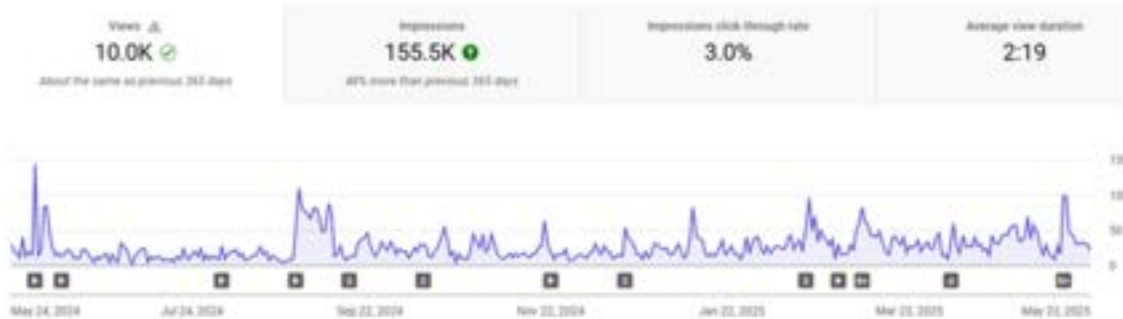
Geography	Views	Watch time (hours)
<input type="checkbox"/> Total	12,161	435.4
<input type="checkbox"/> United States	6,850 56.3%	268.9 61.8%
<input type="checkbox"/> Canada	55 0.5%	0.2 0.0%
<input type="checkbox"/> United Kingdom	48 0.4%	0.2 0.0%
<input type="checkbox"/> Australia	34 0.3%	0.2 0.0%
<input type="checkbox"/> India	25 0.2%	0.4 0.1%
<input type="checkbox"/> Greece	18 0.2%	0.2 0.0%
<input type="checkbox"/> Netherlands	13 0.1%	0.3 0.1%
<input type="checkbox"/> Brazil	12 0.1%	0.1 0.0%

YouTube Impressions

Your channel got 12,161 views in the last 365 days



Your channel got 3,542 views in the last 90 days



How viewers find your videos

Views Last 365 days



YouTube Content

Duration	Publish date	Views	Watch time (hours)	Impressions
<input type="checkbox"/> Total		12,161	435.4	171,407
<input type="checkbox"/> 8:57	Gina Schock, Drummer for the Go-Go's Survivor Story	2,259 18.6%	78.5 18.0%	26,073
<input type="checkbox"/> 1:43	Aortic Fire with Gina Schock of the Go-Go's	1,161 9.6%	15.6 3.6%	24,620
<input type="checkbox"/> 3:03	Rock from the Heart: Shelly's Story	781 6.4%	15.6 3.6%	2,891
<input type="checkbox"/> 5:49	Rock from the Heart - Sebastian Bach - Fargo ND 5-6-2...	691 5.7%	16.4 3.8%	8,412
<input type="checkbox"/> 0:35	Eric from Spin Doctors is ready to Rock from the Heart ...	533 4.4%	1.7 0.4%	444
<input type="checkbox"/> 21:49	Christina Fanola, MD MSc Thoracic Aortic Disease an...	477 3.9%	43.2 9.9%	5,092
<input type="checkbox"/> 0:36	Rock and roll road trip, taking a much needed break fro...	411 3.4%	1.3 0.3%	745
<input type="checkbox"/> 23:43	Remy Maxwell interview with Sebastian Bach - Feb 2024	390 3.2%	22.6 5.2%	5,109
<input type="checkbox"/> 3:38	Rock from the Heart - transforming the landscape of a...	301 2.5%	7.2 1.7%	902
<input type="checkbox"/> 0:39	Pete Johnson and Gina Schock from the Go-Go's rocki...	206 1.7%	1.6 0.4%	3,427
<input type="checkbox"/> 1:52	Global Heart Hub - Heart Valve Disease Awareness Wa...	201 1.7%	2.4 0.6%	9,873
<input type="checkbox"/> 5:17	Rock from the Heart feat Rick Springfield -WCCO TV int...	193 1.6%	6.8 1.6%	2,399
<input type="checkbox"/> 0:39	Rock from the Heart Volunteer Opportunities	165 1.4%	1.0 0.2%	214
<input type="checkbox"/> 34:12	Joshua Wynne, MD, MBA, MPH Aortic Disease Cause...	159 1.3%	18.8 4.3%	2,061
<input type="checkbox"/> 6:37	Rock from the Heart founder Pete Johnson and Gina S...	149 1.2%	6.5 1.5%	1,532
<input type="checkbox"/> 20:04	Rock from the Heart 2023-Minneapolis- Aortic Surgery ...	137 1.1%	7.2 1.7%	236
<input type="checkbox"/> 4:56:02	Rock from the Heart Aortic Ed Sessions - FARGO-MOO...	135 1.1%	32.7 7.5%	897
<input type="checkbox"/> 0:51	Richie Ramone Rocks from the Heart	120 1.0%	1.0 0.2%	632
<input type="checkbox"/> 19:55	Sarah Palmer, Cardiac Surgeon Surgery for aortic dise...	117 1.0%	8.5 2.0%	259
<input type="checkbox"/> 1:20	December 14, 2024	111 0.9%	0.9 0.2%	186
<input type="checkbox"/> 1:00	Rock from the Heart on WDAY TV Fargo 1-27-2022	104 0.9%	0.8 0.2%	7,346
<input type="checkbox"/> 0:27	🎸🔥 Rock from the Heart 2025 Concerts - Save the ...	94 0.8%	0.2 0.1%	1,685
<input type="checkbox"/> 25:17	Aortic Disease Surgery Karol Mudy, MD, Cardiothoracic...	91 0.8%	5.3 1.2%	244
<input type="checkbox"/> 1:00	Rock from the Heart with Sebastian Bach	86 0.7%	0.9 0.2%	1,101
<input type="checkbox"/> 4:51:07	Rock from the Heart Aortic Ed Sessions, St. Paul Hotel...	83 0.7%	7.7 1.8%	1,086
<input type="checkbox"/> 15:22	Spin Doctors February 22nd - Palace Theater - St. Pau...	82 0.7%	1.8 0.4%	780

Attendee feedback

To what extent did this conference meet your expectations?



How well organized was the conference?



Overall, did the sessions meet your expectations?



Would you recommend the conference to others?



Attendee Comments

- Thanks again for today. I really enjoyed! Cannot wait for the next event.
- I thought it went really well. Thank you for all your hard work on this.
- Great info!
- I thought it was magnificent.
- The flow was exceptionally smooth, seamless.
- Thank you so much for all you did to make the symposium event happen!! The information presented was so helpful and I'm really looking forward to going back over the material, listening and learning as I listen. I have a new diagnosis of aortic aneurysm and aortic bicuspid murmur. While they are both in the early stages, I've been told that surgery will be necessary in the future so I'm learning to live with this waiting stage. The symposium gave me perspective and hope.
- Thank you so much! It was a great experience all around. Your communication, , everything went so well.
- Kudos on a fantastic event! I really enjoyed the conference and was so impressed with the whole day of education and patient stories. Thank you again for inviting me to present!
- Every year I learn something new from all the speakers. I really love attending, even virtually. I enjoyed all the speakers. Thanks again Amy and Pete and helpers for all the time you put into an awesome symposium.
- All the speakers were easily understandable and incredibly knowledgeable.

ROCK FROM THE HEART



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