

ATRIAL FIBRILLATION

DID YOU KNOW?

86%

report that they do know the definition of a stroke...

...but only

61%

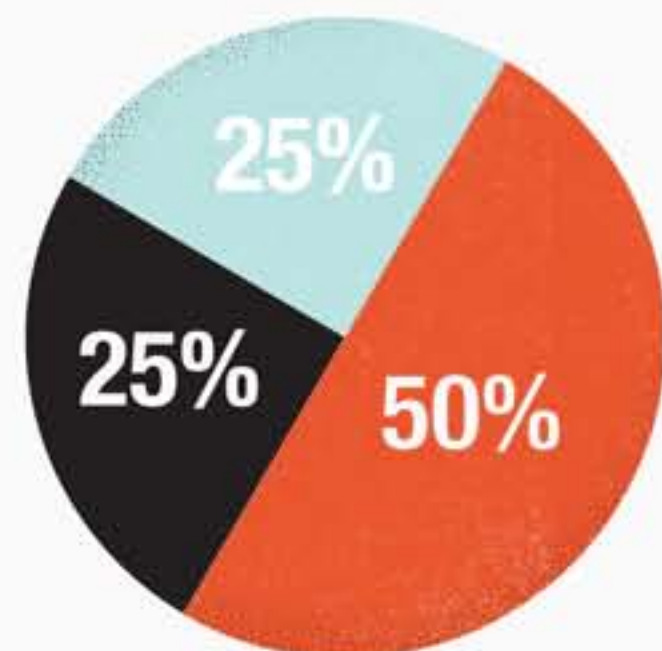
actually do.

Atrial fibrillation (AFib) affects an estimated **2.7 MILLION AMERICANS**



15% TO 20%
OF ALL STROKES ARE
ATTRIBUTABLE TO
ATRIAL FIBRILLATION

WHAT AFIB PATIENTS ARE THINKING ABOUT STROKES:



- ARE AT RISK
- ARE NOT AT RISK
- ARE NOT SURE

WHAT AFIB PATIENTS SAY THEIR GREATEST HEALTH CONCERN IS:

42%

Heart Disease/
Heart Attack

8%

Stroke

ATRIAL FIBRILLATION
PATIENTS HAVE A

5 TIMES

GREATER RISK
FOR STROKE.



What is Atrial Fibrillation?

Normally, your heart contracts and relaxes to a regular beat. In atrial fibrillation (also called AFib), the upper chambers of the heart (the atria) beat irregularly (quiver) instead of beating

effectively to move blood into the ventricles. **Because AFib allows blood to slow down or pool, it increases the risk of clotting, and therefore increases your risk of stroke.**

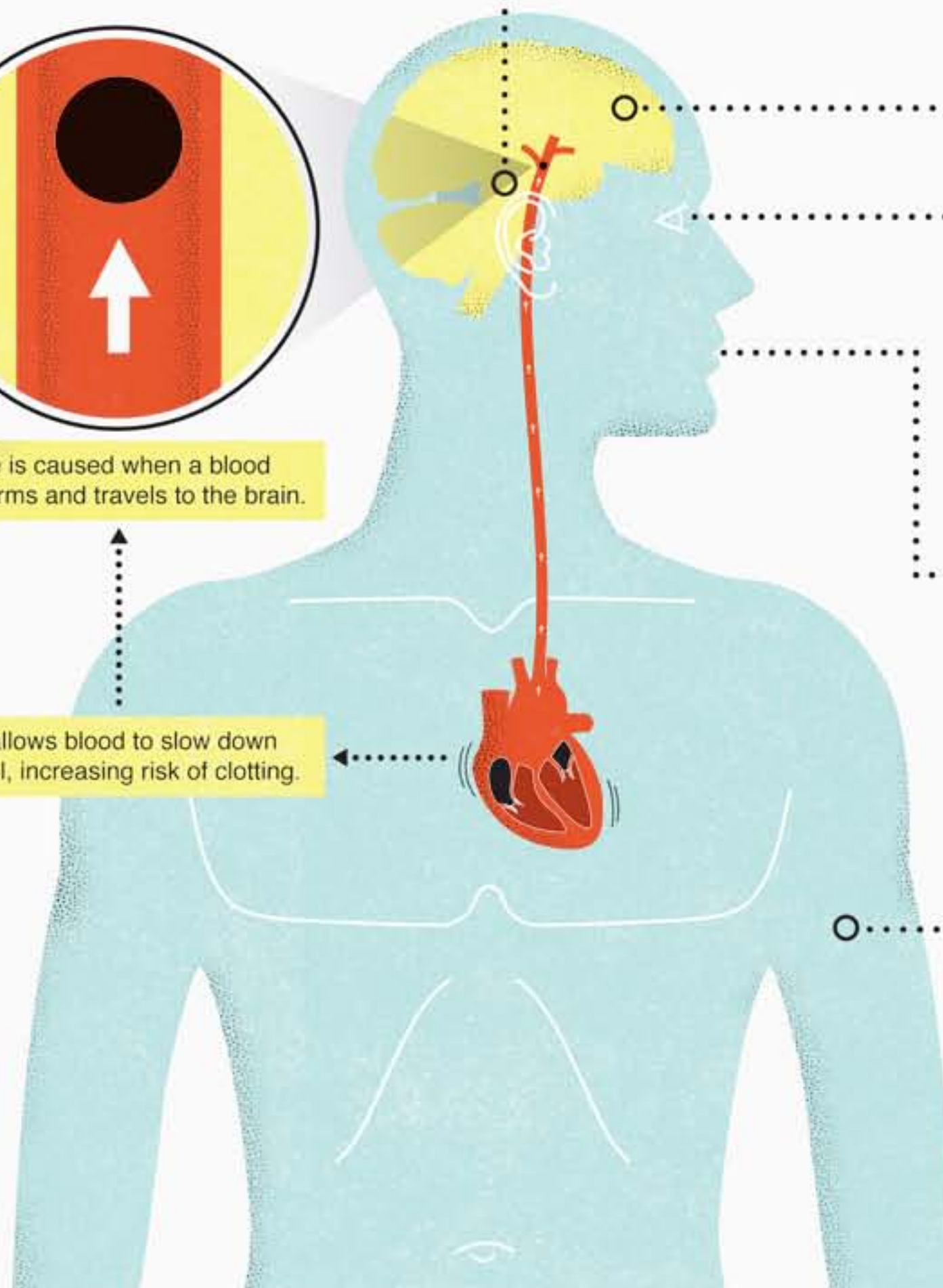


Stroke Warning Signs



Stroke is caused when a blood clot forms and travels to the brain.

AFib allows blood to slow down or pool, increasing risk of clotting.



Sudden trouble walking, dizziness, loss of balance or coordination

Sudden, severe headache with no known cause

Sudden trouble seeing in one or both eyes

Sudden confusion, trouble speaking or understanding

Sudden numbness or weakness of the face, arm, or leg, especially on one side of the body



What can you do?

- Take an active role in your health. Do this by having regular checkups with your healthcare professional.
- Work together to identify heart disease and stroke risk factors. If you are at risk, it is critical that you follow the treatment plan prescribed by your doctor.

"I have Atrial Fibrillation. By working with my doctor, I am managing my condition and therefore decreasing my risk for stroke. I have improved my diet and lifestyle and stick with my treatment plan. I refuse to be a statistic."

— Maricela

AFIB PATIENT
FROM AUSTIN, TEXAS

ATRIAL FIBRILLATION

"While there is a lot known about Atrial Fibrillation, there's a lot that's unknown as well. In 2010 we had a group of experts look at the research agenda for AFib from many perspectives, and were able to identify knowledge gaps. Our goal for AFib is to bridge those gaps through research and education and as a result impact treatment and prevention of AFib and AFib-related strokes."

Mark Estes III M.D., Professor of Medicine Tufts University School of Medicine



BRIDGE THE AFIB-STROKE KNOWLEDGE GAP BY ASSESSING YOUR PATIENTS' RISK AND TALKING TO THEM ABOUT STROKE.

