Keeping AFib in Mind:

Many Americans May be Unfamiliar with a Leading Risk Factor for Stroke^{1,2}



According to a national survey of 1,010 US adults aged 40 and older conducted by The Harris Poll...



61% of adults 40+

say they aren't familiar with atrial fibrillation (AFib),¹ an irregular heart rhythm³...

...and 80% know blood clots are a leading cause of stroke, 1,4 but only 37% know that AFib can cause blood clots^{1,3}



82% of non-diagnosed adults 40+ wish they knew more about symptoms of AFib and what to do if they experience them¹



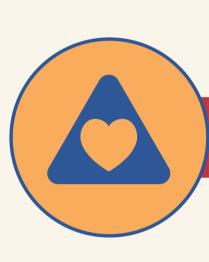
Among adults 65+, **58%** do not know their age can potentially put them at risk for AFib¹

Did You Know?



An estimated 8 million people in the US were projected to be affected by AFib in 2019⁵

People with AFib are at a 5 times greater risk of stroke than those with regular heartbeats^{6,7}



Common AFib Risk Factors^{8,9}

- Advancing age (60+)
- Hypertension
- Heart failure
- Diabetes Ischemic heart
- disease



It is possible to have **AFib without any** common risk factors



Common AFib Signs & Symptoms⁸

- Heart palpitations or a fluttering heart feeling Erratic heartbeat
- Lightheadedness/
- dizziness
- Shortness of

Extreme fatigue

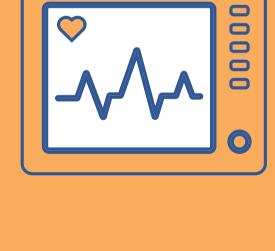
breath Chest pain



with AFib have no symptoms

Some people

Detecting AFib



(ECG): records electrical impulses that pass

Electrocardiogram

through the heart to help doctors track heart rate and confirm AFib^{10,11}



a health-care

practitioner can place fingers on an artery near the skin's surface to check heart rhythm¹²



doctor to listen to the heart via stethoscope¹³

allows a



Methods: wearable tech may help patients track

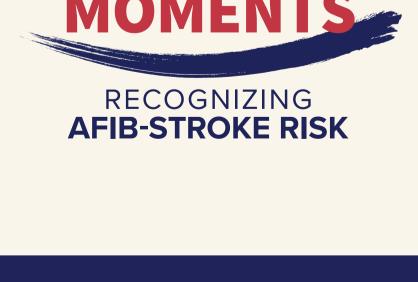
their heart rate, but further testing is needed, and results should be discussed with a doctor^{14,15} For more information about AFib, talk to your doctor

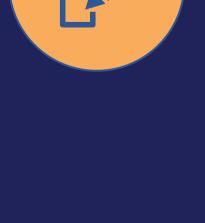
Visit www.AMatterofMoments.com to learn more about AFib and stroke risk.

The Bristol-Myers Squibb-Pfizer Alliance created the Matter MATTER OF

related to stroke and the importance of a timely AFib diagnosis. Why "Matter of Moments"? Because in a matter of moments, the lives of individuals, as well as their family and friends, can be affected by AFib-related stroke. This survey was conducted online by The Harris Poll on behalf of the Bristol-Myers

of Moments initiative to help raise awareness of AFib, how it's

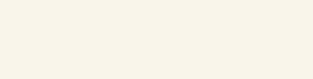


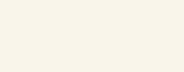


marital status, and employment status were weighted where necessary to bring them into line with their actual proportions in their respective population. Bristol-Myers Squibb

Squibb-Pfizer Alliance among 1,010 US adults 40+ between May 9 and May 28, 2019.

Figures for age by gender, education, income, race/ethnicity, region, size of household,





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