

Keeping AFib in Mind:

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



According to a 2019 national survey* of 1,010 US adults aged 40 and older conducted by The Harris Poll on behalf of the BMS-Pfizer Alliance...



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}

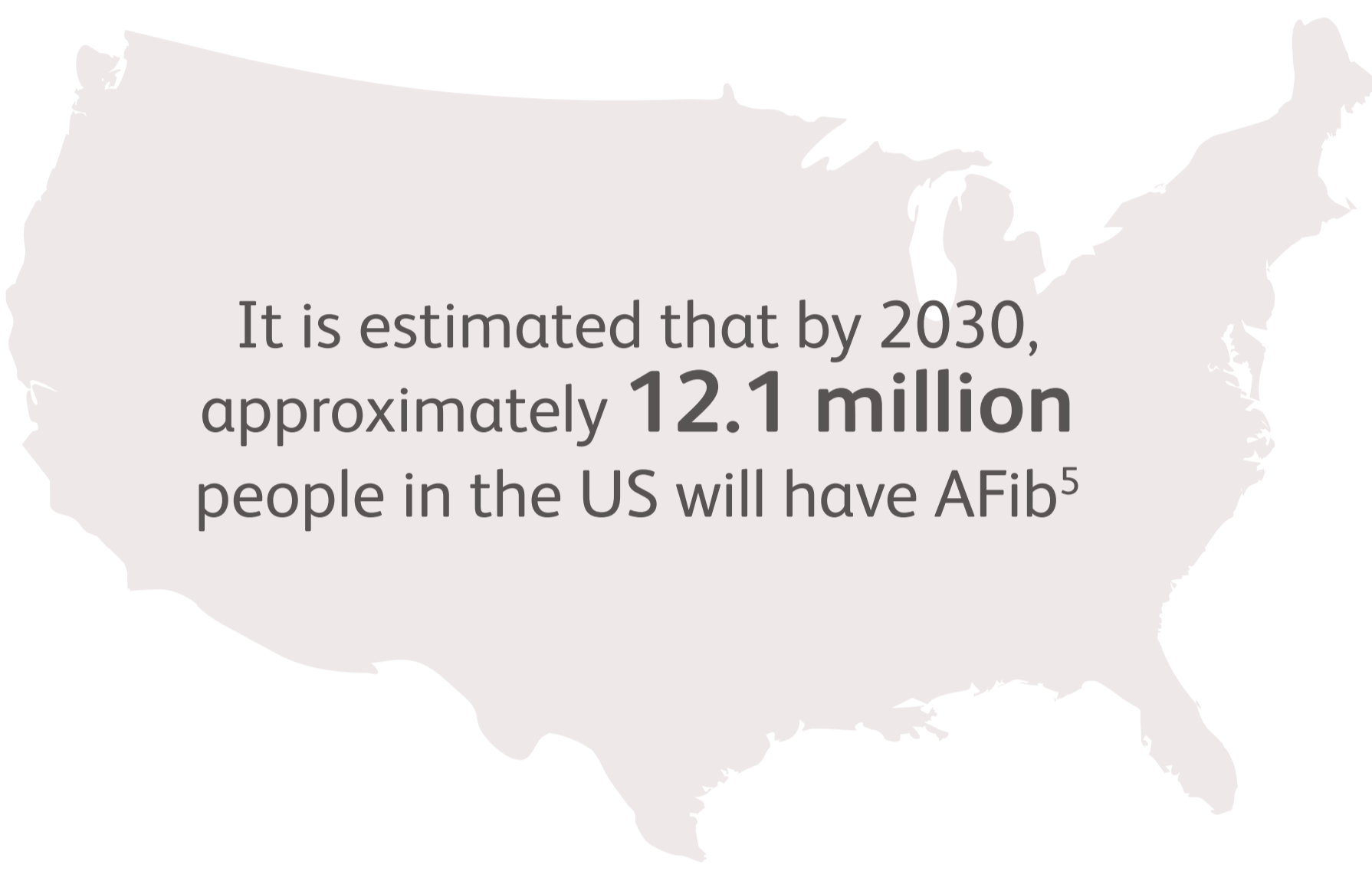


82% of non-diagnosed adults 40+ wish they knew more about symptoms of AFib and what to do if they experience them¹



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

Did You Know?



It is estimated that by 2030, approximately **12.1 million** people in the US will have AFib⁵



People with AFib are at approximately 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



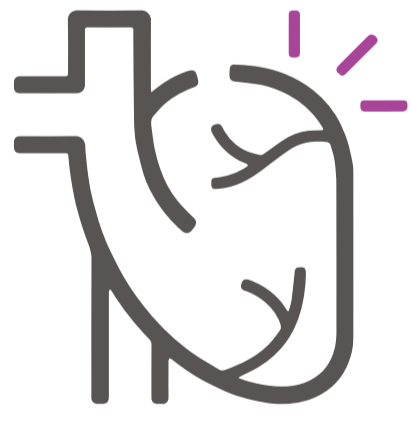
Common AFib Signs & Symptoms⁸

- Heart palpitations or a fluttering heart feeling
- Erratic heartbeat
- Lightheadedness/dizziness
- Extreme fatigue
- Shortness of breath
- Chest pain



Some people with AFib have no symptoms

Detecting AFib



Electrocardiogram (ECG): records electrical impulses that pass through the heart to help doctors track heart rate and confirm AFib^{10,11}



Pulse Palpation: a healthcare practitioner can place fingers on an artery near the skin's surface to check heart rhythm¹²



Auscultation: allows a doctor to listen to the heart via stethoscope¹³



Evolving Wearable 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}

*This survey was conducted online by The Harris Poll on behalf of the Bristol Myers 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, marital status, and employment status were weighted where necessary to bring them into line with their actual proportions in their respective population.



REFERENCES

1. Pfizer/BMS MoM Survey conducted by The Harris Poll, May 2019.
2. Cleveland Clinic. Know Your Risk Factors for Stroke. <https://my.clevelandclinic.org/health/articles/13398-know-your-risk-factors-for-stroke>. Accessed August 28, 2019.
3. National Heart, Lung, and Blood Institute (NHLBI). Atrial fibrillation. <https://www.nhlbi.nih.gov/health-topics/atrial-fibrillation>. Accessed March 1, 2019.
4. Mayo Clinic. Stroke. <https://www.mayoclinic.org/diseases-conditions/stroke/symptoms-causes/syc-20350113>. Accessed March 22, 2019.
5. Colilla S, et al. Estimates of current and future incidence and prevalence of atrial fibrillation in the US adult population. *Am J Cardiol.* 2013;112(8):1142-1147.
6. January CT, Wann LS, Alpert JS, et al for the American College of Cardiology/American Heart Association Task Force on Practice Guidelines. 2014 AHA/ACC/HRS guideline for the management of patients with atrial fibrillation. A report of the American College of Cardiology/American Heart Association Task Force on practice guidelines and the Heart Rhythm Society. *J Am Coll Cardiol.* 2014;64(21):e1-e76.
7. Wolf PA, Abbott RD, Kannel WB. Atrial fibrillation is an independent risk factor for stroke: The Framingham Study. *Stroke.* 1991;22(8):983-988.
8. Center for Disease Control and Prevention (CDC). Atrial fibrillation fact sheet. https://www.cdc.gov/heartdisease/atrial_fibrillation.htm. Accessed November 9, 2021.
9. Heart Rhythm Society. Risk factors for atrial fibrillation. <https://www.hrsonline.org/Patient-Resources/Heart-Diseases-Disorders/Atrial-Fibrillation-AFib/Risk-Factors-for-AFib>. Accessed March 1, 2019.
10. MedlinePlus. Electrocardiogram. <https://medlineplus.gov/ency/article/003868.htm>. Accessed June 10, 2019.
11. National Heart Lung and Blood Institute (NHLBI). Electrocardiogram. <https://www.nhlbi.nih.gov/health-topics/electrocardiogram>. Accessed June 10, 2019.
12. MedlinePlus. Pulse. <https://medlineplus.gov/ency/article/003399.htm>. Accessed June 10, 2019.
13. MedlinePlus. Auscultation. <https://medlineplus.gov/ency/article/002226.htm>. Accessed June 10, 2019.
14. US Preventive Services Task Force. Screening for atrial fibrillation with electrocardiography: US Preventive Services Task Force recommendation statement. Published online August 7, 2018. *JAMA.* doi:10.1001/jama.2018.10321.
15. American College of Cardiology (ACC) and American Heart Association (AHA). 2019 ACC/AHA Guideline on the Primary Prevention of Cardiovascular Disease: A Report of the American College of Cardiology/American Heart Association Task Force on Clinical Practice Guidelines. Published online March 17, 2019. *Circulation.* <https://doi.org/10.1161/CIR.0000000000000678>.