

# Keeping AFib in Mind:

## Many Americans May be Unfamiliar with a Leading Risk Factor for Stroke<sup>1,2</sup>



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),<sup>1</sup> an irregular heart rhythm<sup>3</sup>...

...and 80% know blood clots are a leading cause of stroke,<sup>1,4</sup> but only 37% know that AFib can cause blood clots<sup>1,3</sup>



**82% of non-diagnosed adults 40+** wish they knew more about symptoms of AFib and what to do if they experience them<sup>1</sup>



Among **adults 65+**, **58%** do not know their age can potentially put them at risk for AFib<sup>1</sup>

### Did You Know?



An estimated **8 million** people in the US were projected to be affected by AFib in 2019<sup>5</sup>

**5x**

People with AFib are at a 5 times greater risk of stroke than those with regular heartbeats<sup>6,7</sup>



### Common AFib Risk Factors<sup>8,9</sup>

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



It is possible to have AFib without any common risk factors



### Common AFib Signs & Symptoms<sup>8</sup>

- 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<sup>10,11</sup>



**Pulse Palpation:** a health-care practitioner can place fingers on an artery near the skin's surface to check heart rhythm<sup>12</sup>



**Auscultation:** allows a doctor to listen to the heart via stethoscope<sup>13</sup>



**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<sup>14,15</sup>

For more information about AFib, talk to your doctor

Visit [www.AMatterofMoments.com](http://www.AMatterofMoments.com) to learn more about AFib and stroke risk.

The Bristol-Myers Squibb-Pfizer Alliance created the *Matter of Moments* initiative to help raise awareness of AFib, how it's 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 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.



Bristol-Myers Squibb



#### 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/dhbsp/data\\_statistics/fact\\_sheets/fs\\_atrial\\_fibrillation.htm](https://www.cdc.gov/dhbsp/data_statistics/fact_sheets/fs_atrial_fibrillation.htm). Accessed March 1, 2019.
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. January CT, Wann LS, Calkins H, et al. 2019 AHA/ACC/HRS focused update of the 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 Clinical Practice Guidelines and the Heart Rhythm Society. *Circulation*. 2019;140:e125-e151.