

# Watch Us Now

Uncovering how oral anticoagulants affect day-to-day living and the quality of life for people with atrial fibrillation

**WATCH US NOW** is an initiative that aims to empower people living with Afib to learn about treatment options to help reduce the risk of a stroke.

## Just the Facts



**Atrial fibrillation (Afib)** is the most common type of cardiac arrhythmia, or irregular heartbeat, affecting more than five million Americans



People with Afib have a **five times greater risk of suffering from a stroke** than someone with a regular heartbeat<sup>i</sup>



**Blood thinners**, or oral anticoagulants, are the most common treatment to help prevent a stroke; however, they also increase the risk of bleeding



40 percent of people eligible for oral anticoagulants **do not take their medication** for various reasons and may need a treatment alternative<sup>ii</sup>

StopAfib.org and Boston Scientific Corporation recently commissioned The Harris Poll to conduct a new online survey to better understand how oral anticoagulants affect day-to-day living and the quality of life for people aged 45+ who have been diagnosed with Afib. The survey found:

## It's not just physical, it's emotional



Around half of people with Afib (49%) say their condition has **negatively impacted their overall quality of life**



Many (45%) agree that their Afib **robs them of activities they used to do**



2 in 5 (40%) feel **emotionally drained** to constantly be thinking about their Afib



People with Afib report **feeling concerned** (51%) and restricted

## Stuck between a rock and a hard place



**The risk of stroke is a top of mind concern** for people with Afib, with more than 7 in 10 (71%) feeling that reducing their risk of stroke is one of the most important aspects of managing their Afib



More than a third (38%) of those taking oral anticoagulants **feel trapped** between their fear of having a stroke and their fear of the risks associated with oral anticoagulants



Despite concerns, 41 percent of people with Afib say they **rarely or never discuss the risks of oral anticoagulants** with their healthcare provider

## Alternative options may eliminate common risks



More than 4 in 5 people with Afib taking an oral anticoagulant (83%) say they would be **willing to try a different treatment to help reduce their risk of stroke**



81% of people with Afib who are currently taking an oral anticoagulant **wish there was a treatment as effective** at reducing their risk of stroke

If someone has a history of major (serious) bleeding while taking blood thinners, has a lifestyle, occupation or condition that puts them at risk for bleeding, or takes warfarin and has trouble staying within the recommended blood clotting range, device alternatives may be an option.

People with Afib and their loved ones can visit [www.WatchUsNow.com](http://www.WatchUsNow.com) to learn more.

About the survey: The research was conducted online by The Harris Poll on behalf of StopAfib.org and Boston Scientific Corporation, which funded the survey, among patients with atrial fibrillation within the US. The survey was conducted July 2 – July 20, 2018 among 436 patients aged 45+ who have ever been diagnosed by a healthcare provider with atrial fibrillation. Figures for age by sex, income, employment status, marital status, race/ethnicity, education and size of household were weighted where necessary within each region to bring them into line with their actual proportions in the population.