
AFib Education Events

Connect with your patients
through AFib Education Events



AFib Education Events are a meaningful solution to reach patients who have already been diagnosed with non-valvular Atrial Fibrillation to support their decision-making process.



AFib Education Events:

a successful patient education solution

Why Host an AFib Education Event

High-quality patient education plays an important role in helping patients understand complex medical conditions and procedures, reduce anxiety and increase compliance with physician recommendations.

Boston Scientific has developed AFib Education Events, a patient-centric program designed so that physicians can extend the reach and impact of their patient education efforts.

Many patients with non-valvular Atrial Fibrillation may be un-educated or misinformed about stroke risk management options

- These events are a forum to educate patients and help explain treatment options, while at the same time dispel any misconceptions participants may have about managing their afib related stroke risk.
- AFib Education Events provide a comfortable, relaxed setting for encouraging potential patients to gather as much information possible to make an informed decision on their stroke risk management.
- Patients are encouraged to attend with family or friends. Light snacks, refreshments and educational materials will be provided.



Customized Materials to Help Promote the Event

Partnering For Success

A Boston Scientific representative will work closely with you to ensure your Patient Education Event results in a valuable learning experience for your patients.

Your Representative Can Offer:

- Event planning and logistic support
- Customized event invitations and posters to promote the event
- Invitation postage
- Meeting room fee (if applicable)
- Light snacks and refreshments at the event
- Patient friendly PowerPoint presentation
- Robust patient education materials
- Personalized follow-up to interested patients

Your **LOGO** Here

NEED AN ALTERNATIVE TO BLOOD THINNERS?

If you have atrial fibrillation not caused by heart valve problems and need an alternative to blood thinners, you'll want to learn more about

WATCHMAN
LEFT ATRIAL APPENDAGE CLOSURE IMPLANT

PLEASE JOIN US FOR A FREE AFIB EDUCATIONAL EVENT to learn more about WATCHMAN, a one-time, minimally-invasive procedure that permanently reduces stroke risk without the worries that come with a lifetime of blood thinners.

One Time. For a Lifetime.

DATE: [weekday, month xx, 2019]
 TIME: [00:00 am pm]
 LOCATION: [room name]
 [address line 1]
 [city, state, zip code]
 SEATING IS LIMITED, SO RSVP AT [1-800-XXX-XXXX]
 Family and friends are welcome to attend. Light snacks and refreshments will be provided.
 Before the event, see if you may be a candidate for WATCHMAN by visiting eligibility.watchman.com

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WATCHMAN
LEFT ATRIAL APPENDAGE CLOSURE IMPLANT

Ask your doctor about WATCHMAN, a one-time, minimally-invasive procedure that permanently reduces stroke risk without the worries that come with a lifetime of blood thinners.

SEE IF YOU'RE A CANDIDATE AT WATCHMAN.COM

IMPORTANT SAFETY INFORMATION
 The WATCHMAN and WATCHMAN FLX Devices are permanent implants designed to close the left atrial appendage in the heart in an effort to reduce the risk of stroke.
 While all medical procedures there are risks associated with the implant procedure and the use of the device. The risks include but are not limited to: accidental heart puncture, air embolism, allergic reaction, anemia, anesthesia risks, arrhythmias, AV (Atrioventricular) fistula, bleeding or throat pain from the TEE (Trans Esophageal Echocardiogram), blood clot or air bubbles in the lungs or other organs, breaking at the catheter insertion site, clot formation on the device, cranial bleed, excessive bleeding, gastrointestinal bleeding, groin puncture bleed, hypotension, infection/pneumonia, pneumothorax, pulmonary edema, pulmonary vein obstruction, renal failure, stroke, thrombosis and transient ischemic attack. In rare cases death can occur.
 Be sure to talk with your doctor so that you thoroughly understand all of the risks and benefits associated with the implementation of the device.
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[Logo Here]

(Account Return Address Line 1)
(Account Return Address Line 2)

PLEASE JOIN US FOR A FREE EDUCATIONAL EVENT.

[Logo Here]

GOT AFIB?

YOU'RE NOT ALONE. AN ESTIMATED 5 MILLION PEOPLE IN THE U.S. HAVE BEEN DIAGNOSED WITH ATRIAL FIBRILLATION.

Now that you've been diagnosed with AFib, it's important to understand not only the condition but also the risks associated with it, and AFib-related stroke.
 If you have AFib not caused by a heart valve problem and are interested in learning more about the condition, the connection between AFib and stroke, and options available to manage your stroke risk, we have an educational event for you!

PLEASE JOIN US FOR A FREE EDUCATIONAL EVENT.

When from a physician about available treatment options that can help reduce the risk of AFib-related strokes, including drug and device therapies.
 Family and friends are also welcome to attend. Light snacks and refreshments will be provided. Seating is limited, so please RSVP at [1-800-XXX-XXXX] or seating@watchman.com
 Don't wait until the event to learn more about an alternative to blood thinners for stroke risk reduction. WATCHMAN is a one-time, minimally-invasive procedure that permanently reduces stroke risk without the worries that come with a lifetime of blood thinners. See if you may be a candidate by visiting eligibility.watchman.com

One Time. For a Lifetime.

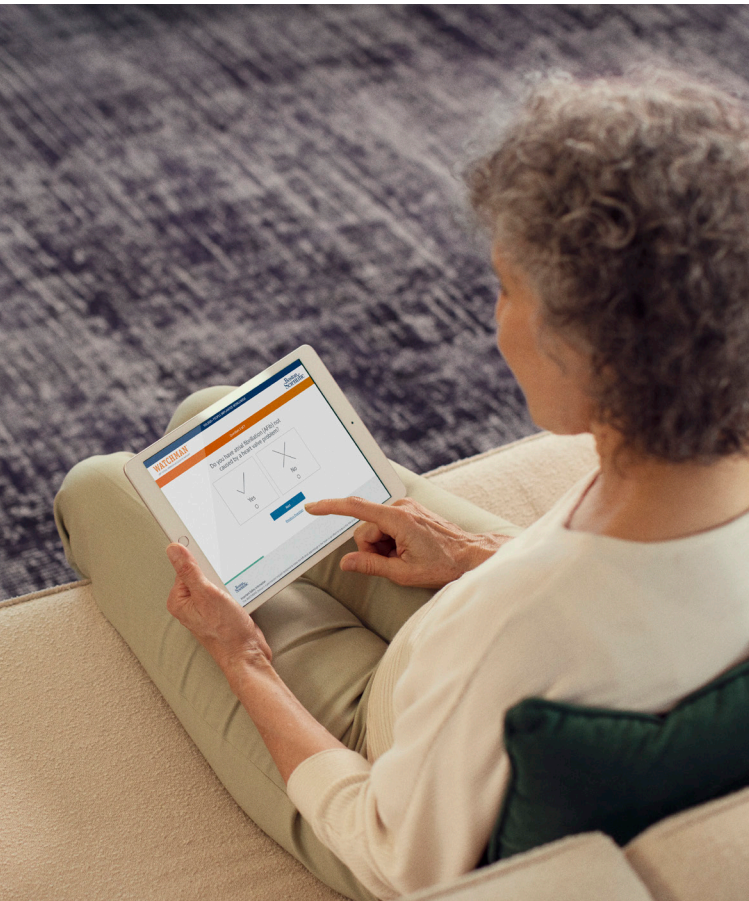
WHEN: [Weekday, Month, XX, 2021]
 [00:00 AM PM]
 WHERE: [Location]
 [Room Name]
 ADDRESS: [Address Line 1]
 [Address Line 2]
 WE HOPE YOU'LL JOIN US.

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The Value of an AFib Education Event

After attending an AFib Education Event, many patients report that they become more involved in their treatment pathway and are motivated to take action and make an appointment with their physician for consultation.

Patients also leave the event with a deeper understanding of their stroke risk management options, educational materials to refer back to, and a pathway to learning more.



Events are typically 1 hour in duration and cover 3 main sections:

- 1 Physician Delivered Content:** Physicians review how the heart works, the connection between AFib and stroke risk, treatment options and provide information about Left Atrial Appendage Closure (LAAC) therapy.
- 2 Patient Testimonial:** Do not underestimate the power of a heartfelt testimonial. Whether you show a patient video or have one of your patients speak about his or her own unique journey and decision to get a WATCHMAN Implant, the first-hand perspective tends to be immediately evident amongst attendees.
- 3 Question & Answer:** Open discussion between patients and physicians helps provide the opportunity to address common questions as well as clear up any misconceptions patients may have.

Safeguarding Patient Confidentiality

AFib Education Events are designed to be HIPAA compliant and protect patient privacy by:

- ✓ Ensuring that information regarding patients' medical conditions, diagnoses or medical histories are not disclosed to a Boston Scientific representative.
- ✓ Executing a Letter of Agreement (LOA). This LOA outlines the partnership of the program establishing roles and responsibilities relevant to each involved party.
- ✓ Ensuring that Boston Scientific representatives will only follow up with patients that have expressed the desire for information and have provided written consent.
- ✓ Presenting all treatment options available to help patients manage their afib related stroke risk including drug and device based alternatives. LAAC is one of several therapies reviewed during an AFib Education Event.



Partner with Your Boston Scientific Representative

Ask your representative about how an AFib Education Event can support your patient education offerings and benefit the patients in your practice.

Place removeable adhesive here.

**Boston
Scientific**
Advancing science for life™

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