



WATCHMAN FLX™ Pro
LEFT ATRIAL APPENDAGE CLOSURE DEVICE

(Social Templates)

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Template Social Posts: First to Offer WATCHMAN FLX™ Pro in your area

Below are ideas for Tweets and LinkedIn and Facebook posts that you can use to announce the first implant at your facility. Keep in mind:

- For added engagement, consider including a photo and a website link. Examples include a photo of the physician who performed the first implant or a photo of the patient, infographics, videos, etc. *[Make sure to obtain appropriate permissions to publish the images.]*
- You can create a shortened web link – also known as a bit.ly – by copying and pasting the web address of your desired page destination into <https://bitly.com/>. It will produce a shorter web link that you’re able to track.
- If you have a WATCHMAN FLX Pro or LAAC webpage on your website, consider including a link to that page within all your social posts on the topic. You can also link to third-party, heart health/AFib websites or www.watchman.com/flxpro to direct people to learn more.
- We recommend using the below tweets in sequence to engage the audience and tell the WATCHMAN FLX Pro story.

Sample Tweets (and suggested sequencing)

Proud to offer the WATCHMAN FLX™ Pro Left Atrial Appendage Closure Device – designed to reduce stroke risk in patients with non-valvular atrial fibrillation who need an alternative to oral anticoagulation therapy. [[bit.ly link to facility press release if issued](#)]

~7M Americans are affected by atrial fibrillation or #AFib – an irregular heartbeat that can feel like a quivering heart. Learn more and contact us about treatment options here: bit.ly/3pTYxBr.

#DYK: Patients with #AFib are 5x more likely to have a stroke; AFib-related strokes are more fatal and disabling. Learn more about the #WATCHMANFLXPRO Device, an alternative to oral anticoagulation therapy designed to help reduce stroke risk: bit.ly/3pTYxBr.

Dr. [[name](#)] implanted our 1st WATCHMAN FLX™ Pro Left Atrial Appendage Closure Device, the first coated LAAC device for the reduction of stroke risk associated with non-valvular atrial fibrillation. [[bit.ly link to facility press release if issued](#)]



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IF YOU ARE FIRST IN REGION TO IMPLANT:

We're first in [city/region/state] to implant the new WATCHMAN FLX™ Pro #LAAC Device, an alternative to oral anticoagulation therapy designed to reduce stroke risk in patients with non-valvular atrial fibrillation. Learn more at bit.ly/3pTYxBr.



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Sample LinkedIn/Facebook Posts

[Facility] is one of the first hospitals in [city/region/state] to implant the WATCHMAN FLX™ Pro Left Atrial Appendage Closure Device in patients with non-valvular atrial fibrillation. Learn more: [link to facility press release if issued]

An estimated seven million Americans are affected by atrial fibrillation (AFib) – an irregular heartbeat that feels like a quivering heart. Patients with AFib have a five-fold increased risk of stroke due to blood clots that can form in an area of heart called the left atrial appendage and travel to the brain. [Facility] is the first hospital in [city/region/state] to offer the WATCHMAN FLX™ Pro Left Atrial Appendage Closure Device, the newest version of the WATCHMAN stroke risk reduction technology for patients with non-valvular AFib seeking an alternative to oral anticoagulation therapy. The first coated LAAC device, it features HEMOCOAT™ technology – a new thromboresistant polymer coating – visualization markers for enhanced placement and a larger size option, it is designed to help treat a wide range of patients safely and effectively to ensure the best long-term outcomes. Learn more: bit.ly/3pTYxBr

Dr. [name] implanted our 1st WATCHMAN FLX™ Pro Left Atrial Appendage Closure Device designed to reduce stroke risk in patients with non-valvular atrial fibrillation, while also reducing the risk of device-related thrombus. [bit.ly link to facility press release if issued] To learn more about this treatment alternative and first coated LAAC device, visit bit.ly/3pTYxBr.

Did you know in the U.S. someone has a stroke every 40 seconds and someone dies from a stroke every four minutes?

Shockingly, 80 percent of strokes are preventable, and further education could save thousands of lives every year. We are proud to be one of the first in our [city/region/state] to offer our patients the WATCHMAN FLX™ Pro Left Atrial Appendage Closure Device – a device alternative to oral anticoagulation therapy designed to reduce stroke risk in patients with non-valvular atrial fibrillation with new features designed to advance procedural performance and safety. Learn more: bit.ly/3pTYxBr



Template Social Posts: Milestone implant announcement

Below are ideas for Tweets and LinkedIn and Facebook messages that you can use to promote the WATCHMAN FLX™ Pro device at your facility in conjunction with an implant milestone for your institution. Keep in mind:

- For added engagement with your followers, could include a photo of the physician who performed the milestone implant or a photo of a patient you are profiling with any of the messages. *[Make sure to obtain appropriate permissions to publish the images.]*
- You can create a shortened web link – also known as a bit.ly – by copying and pasting the web address of your desired page destination into <https://bitly.com/>. It will produce a shorter web link that you're able to track.
- If you have a WATCHMAN FLX™ Pro or LAAC webpage on your website, consider including a link to that page within all your social posts on the topic. You can also link to third-party, heart health/AFib websites or www.watchman.com/flxpro to direct people to learn more.

Sample Tweets

This [INSERT TIMING], a patient was implanted with the [MILESTONE #] WATCHMAN FLX™ Pro Left Atrial Appendage Closure Device at our hospital. Proud to offer this #LAAC therapy to our patients with non-valvular #AFib! Learn more bit.ly/3pTYxBr

~7M Americans are affected by atrial fibrillation or #AFib – an irregular heartbeat that can feel like a quivering heart. Learn more about treatment options now available bit.ly/3pTYxBr.

We've implanted [MILESTONE #] #WATCHMANFLXPRO devices in patients with non-valvular AFib at our hospital. Learn more about this alternative to oral anticoagulation therapy, built upon the most studied #LAAC platform worldwide. bit.ly/3pTYxBr

We're proud of our partnership w/ @BSCCardiology to offer our patients with non-valvular AFib the #WATCHMANFLXPRO Implant to reduce their risk of stroke! Learn more bit.ly/3pTYxBr



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Sample LinkedIn/Facebook Posts

This [INSERT TIMING], a patient was implanted with the [MILESTONE #] WATCHMAN FLX™ Pro Left Atrial Appendage Closure Device at our hospital. This latest LAAC device is designed to reduce stroke risk in patients with non-valvular atrial fibrillation (NVAF) who need an alternative to oral anticoagulation therapy. Its technology is built upon the WATCHMAN FLX LAAC Device, which has been used in nearly 190,000 of the more than 300,000 WATCHMAN procedures successfully completed to date, globally. Learn more bit.ly/3pTYxBr

An estimated seven million Americans are affected by atrial fibrillation (AFib) – an irregular heartbeat that can feel like a quivering heart. Patients with AFib have a five-fold increased risk of stroke due to blood clots that can form in an area of heart called the left atrial appendage and travel to the brain.

This [INSERT TIMING], a patient was implanted with the [MILESTONE #] WATCHMAN FLX™ Pro Left Atrial Appendage Closure Device at our hospital. This latest technology is a stroke risk reduction option for patients with non-valvular AFib seeking an alternative to oral anticoagulation therapy and built upon the most studied and implanted LAAC platform in the world. Learn more: bit.ly/3pTYxBr

Did you know in the U.S. someone has a stroke every 40 seconds and someone dies from a stroke every four minutes?

Shockingly, 80 percent of strokes are preventable, and further education could save thousands of lives every year. We are proud to offer our patients the WATCHMAN FLX™ Pro Left Atrial Appendage Closure Device – an alternative to oral anticoagulation therapy for stroke risk reduction in patients with non-valvular atrial fibrillation. This new technology builds on the proven safety and procedural performance of the WATCHMAN FLX™ LAAC Device, which has been used in nearly 190,000 of the more than 300,000 WATCHMAN procedures successfully completed to date, globally. Learn more at bit.ly/3pTYxBr.



Template Social Posts: Disease Awareness Month/Week/Day

Below are ideas for Tweets and LinkedIn and Facebook messages that you can use to promote the WATCHMAN FLX Pro device at your facility in conjunction with national awareness months/weeks. Keep in mind:

- For added engagement with your followers, you can include a hashtag related to the awareness month you are referencing on Twitter and Facebook (i.e., #heartmonth for National Heart Health Month in February).
- Consider including a photo and a website link. Examples include a photo of the physician who performed the first implant or a photo of the patient, infographics, videos, etc. *[Make sure to obtain appropriate permissions to publish the images.]*
- You can create a shortened web link – also known as a bit.ly – by copying and pasting the web address of your desired page destination into <https://bitly.com/>. It will produce a shorter web link that you’re able to track.
- If you have a WATCHMAN FLX Pro or LAAC webpage on your website, consider including a link to that page within all your social posts on the topic. You can also link to third-party, heart health/AFib websites or www.watchman.com/flxpro to direct people to learn more.

Sample Tweets

Did you know in the U.S. someone has a stroke every 40 seconds and someone dies from a stroke every four minutes? #[insert awareness month appropriate hashtag]
~7M Americans are affected by atrial fibrillation of #AFib – an irregular heartbeat that can feel like a quivering heart. #[insert awareness month appropriate hashtag]
Ahead of [awareness month/week/day], [facility name] is helping educate patients about [insert disease state] and treatment options now available. #[insert awareness month appropriate hashtag]
The #WATCHMANFLXPro device highlights our commitment to bringing meaningful innovations to patients with non-valvular #AFib #[insert awareness month appropriate hashtag]
We now offer patients with non-valvular AFib an alternative to oral anticoagulation therapy with the new #WATCHMANFLXPro device #[insert awareness month appropriate hashtag]
We’re proud of our partnership w/ @bostonsci to offer the #WATCHMANFLXPro device #[insert awareness month appropriate hashtag]



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Sample LinkedIn/Facebook Posts

This [awareness month/week/day] we want you to know that [facility] is one of the first hospitals in [city/region/state] to implant the WATCHMAN FLX™ Pro Left Atrial Appendage Closure Device in patients with non-valvular atrial fibrillation. Learn more about this therapy bit.ly/3pTYxBr #[insert awareness month appropriate hashtag]

An estimated seven million Americans are affected by atrial fibrillation (AFib) – an irregular heartbeat that can feel like a quivering heart. Patients with AFib have a five-fold increased risk of stroke due to blood clots that can form in an area of heart called the left atrial appendage and travel to the brain.

[Facility] is the first hospital in [city/region/state] to offer the newest version of a stroke risk reduction therapy for high-risk patients with non-valvular AFib seeking an alternative to oral anticoagulation. Learn more: bit.ly/3pTYxBr #[insert awareness month appropriate hashtag]

Did you know that in the U.S. someone has a stroke every 40 seconds and someone dies from a stroke every four minutes?

Shockingly, 80 percent of strokes are preventable, and further education could save thousands of lives every year. We are proud to offer our patients the WATCHMAN FLX™ Pro Left Atrial Appendage Closure Device – an alternative to oral anticoagulation therapy that is designed to reduce stroke risk in patients with non-valvular atrial fibrillation. This device is built on the most studied and implanted LAAC platform in the world and features a new design to help treat a wide range of patients safely and effectively to ensure the best long-term outcomes. Learn more: bit.ly/3pTYxBr #[insert awareness month appropriate hashtag]



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Template Social Posts: General Device Awareness and Education

Below are ideas for Tweets and LinkedIn and Facebook posts that you can use to educate your audience about the WATCHMAN FLX Pro device and procedure. Keep in mind:

- For added engagement, consider including a photo and a website link. Examples include a photo of the physician who performed the first implant or a photo of the patient, infographics, videos, etc. *[Make sure to obtain appropriate permissions to publish the images.]*
- You can create a shortened web link – also known as a bit.ly – by copying and pasting the web address of your desired page destination into <https://bitly.com/>. It will produce a shorter web link that you're able to track.
- If you have a WATCHMAN FLX Pro or LAAC webpage on your website, consider including a link to that page within all social posts on the topic. You can also link to third-party, heart health/AFib websites or www.watchman.com/flxpro to direct people to learn more.



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Sample Tweets

If you have trouble tolerating long-term use of oral anticoagulation therapy for non-valvular atrial fibrillation, the WATCHMAN FLX™ Pro Left Atrial Appendage Closure Device might be an option for you. [link to your hospital webpage with information about WATCHMAN FLX Pro/LAAC, or bit.ly/3pTYxBr]

There's an alternative to oral anticoagulation therapy for non-valvular AFib patients. A one-time WATCHMAN FLX™ Pro Left Atrial Appendage Closure Device might be an option for you. Learn more about the implant [link to your hospital webpage with information about WATCHMAN FLX Pro/LAAC, or bit.ly/3pTYxBr]

Some people need an alternative to oral anticoagulation therapy for non-valvular atrial fibrillation. The WATCHMAN FLX™ Pro Left Atrial Appendage Closure Device could be an option. [link to your hospital webpage with information about WATCHMAN FLX Pro/LAAC, or bit.ly/3pTYxBr]

Do you or a loved one need an alternative to oral anticoagulation therapy for non-valvular atrial fibrillation? Learn about the WATCHMAN FLX™ Left Atrial Appendage Closure Implant. Your physician at (hospital name) can discuss more. [link to your hospital webpage with information about WATCHMAN FLX Pro/LAAC, or bit.ly/3pTYxBr]

Oral anticoagulation therapy may not be the only option to reduce AFib stroke risk. Learn about a left atrial appendage closure implant that could be an option for you. [link to your hospital webpage with information about WATCHMAN FLX Pro/LAAC, or bit.ly/3pTYxBr]

The WATCHMAN FLX™ Pro Left Atrial Appendage Closure Device is built upon the most studied and implanted #LAAC platform in the world! Learn more about this device for patients with non-valvular atrial fibrillation: [link to your hospital webpage with information about WATCHMAN FLX Pro/LAAC, or bit.ly/3pTYxBr]



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Sample LinkedIn/Facebook Posts

If you or a loved one need an alternative to oral anticoagulation therapy for non-valvular atrial fibrillation, a one-time procedure to implant the WATCHMAN FLX™ Pro Left Atrial Appendage Closure (LAAC) Device may reduce stroke risk for a lifetime. Learn about the device and discuss with your cardiologist. [[link to your hospital webpage with information about WATCHMAN FLX Pro/LAAC, or bit.ly/3pTYxBr](#)]

Did you know, in people with AFib not caused by a heart valve problem, more than 90% of stroke- causing clots that come from the heart are formed in the left atrial appendage (LAA). The WATCHMAN FLX™ Pro Left Atrial Appendage Closure (LAAC) Device is designed to reduce stroke risk in patients with non-valvular atrial fibrillation (NVAf) who need an alternative to oral anticoagulation therapy. Learn more about the device and procedure: [[link to your hospital webpage with information about WATCHMAN FLX Pro/LAAC, or bit.ly/3pTYxBr](#)]

An estimated seven million Americans are affected by atrial fibrillation (AFib) – an irregular heartbeat that can feel like a quivering heart. Patients with AFib have a five-fold increased risk of stroke due to blood clots that can form in an area of heart called the left atrial appendage and travel to the brain. A one-time procedure with the WATCHMAN FLX™ Pro Left Atrial Appendage Closure (LAAC) Device can help reduce the risk of stroke for many patients. Learn more about the device and procedure: [[link to your hospital webpage with information about WATCHMAN FLX Pro/LAAC, or bit.ly/3pTYxBr](#)]

Twice daily blood thinners could mean taking up to 10,000 pills over a lifetime to reduce stroke risk over a lifetime. The WATCHMAN FLX™ Pro Left Atrial Appendage Closure (LAAC) Device is a one-time procedure designed to reduce stroke risk for those who need an alternative to oral anticoagulation therapy. [[link to your hospital webpage with information about WATCHMAN FLX Pro/LAAC, or bit.ly/3pTYxBr](#)]