

<Insert headline related to appropriate awareness milestone.>

**PATIENT SUCCESSFULLY IMPLANTED WITH <INSERT FACILITY NAME>'S  
<INSERT MILESTONE IMPLANT #> WATCHMAN FLX™ LEFT ATRIAL  
APPENDAGE CLOSURE DEVICE**

**OPTIONAL HEADLINE ADD ON**

**<DURING NATIONAL STROKE AWARENESS MONTH> OR <DURING ATRIAL  
FIBRILLATION AWARENESS MONTH> OR <ON WORLD STROKE DAY>**

*Permanent heart implant is designed to reduce stroke risk in patients with non-valvular atrial  
fibrillation*

<Insert City>, <Insert State>, <Insert Month Day, Year> -- <Insert Timing>, <Insert  
Physician Name and title> performed the institution's <Insert Milestone Implant #> implant  
of the latest-generation WATCHMAN FLX™ Left Atrial Appendage Closure (LAAC)  
Device on a patient with atrial fibrillation (AF). The hospital is one of the only/the first in  
<Insert state, region or city name> to offer the WATCHMAN FLX device, built upon the  
most studied and implanted LAAC device in the world, as an alternative to the lifelong use  
of blood thinners for people with AF not caused by a heart valve problem (also known as non-  
valvular AF).

**OPTIONAL AWARENESS MONTH ADD ON**

**<May is National Stroke Awareness Month> OR <September is Atrial Fibrillation Awareness  
Month> OR <October 29<sup>th</sup> is World Stroke Day>**, which serves as a timely reminder of the  
increased risk of stroke among people living with AF.<sup>1,2</sup>

An estimated seven million Americans are estimated to be affected by AF – an irregular  
heartbeat that can feel like a quivering heart.<sup>3</sup> People with AF have a five times greater risk of  
stroke<sup>4</sup> than those with normal heart rhythms. The WATCHMAN FLX device closes off an area  
of the heart called the left atrial appendage (LAA) to keep harmful blood clots that can form in  
the LAA from entering the blood stream and potentially causing a stroke. By closing off the  
LAA, the risk of stroke may be reduced and, over time, patients may be able to stop taking their  
blood thinner. The latest-generation technology has a new design to help treat more patients  
safely and effectively to ensure the best long-term outcomes.

<Insert a quote attributed to your implanting physician. Potential quote is below or insert your  
own quote.>

“Building upon the well-established WATCHMAN technology, the WATCHMAN FLX device  
serves as a safe and effective stroke risk reduction alternative for patients with non-valvular AF,  
especially those with a compelling reason not to be on blood thinners,” said <Insert Physician  
Name>. “I’m proud to have performed the <Insert Milestone Implant #> implant of this device at

our institution as it offers another patient a potentially life-changing stroke risk treatment and will allow us to treat a broader range of patients going forward.”

The WATCHMAN technology has been implanted in more than 200,000 patients worldwide and is done in a one-time procedure. It’s a permanent device that doesn’t have to be replaced and can’t be seen outside the body. The procedure is done under general anesthesia and takes about an hour. Patients commonly stay in the hospital overnight and leave the next day.

### **About Atrial Fibrillation**

Atrial fibrillation (AF) is a heart condition where the upper chambers of the heart (atrium) beat too fast and with irregular rhythm (fibrillation). AF is the most common cardiac arrhythmia, currently affecting up to 6 million Americans.<sup>3,5</sup> Stroke is the most common complication of AF, and AF-related strokes are also more frequently fatal and disabling.<sup>1,2</sup> In people with non-valvular AF, more than 90% of all stroke-causing clots that come from the heart form in the LAA.<sup>6</sup> The most common treatment to reduce stroke risk in patients with AF is blood-thinning medication, such as warfarin. While very effective at reducing the risk of stroke, blood thinners increase the risk of serious bleeding over time and come with certain requirements and restrictions.

For more information on the WATCHMAN FLX device, please visit: [www.watchman.com](http://www.watchman.com).

<Insert Hospital Boilerplate>

<Insert Hospital Media Contacts>

1. Hart RG, Halperin JL., Ann Intern Med. 1999; 131:688–695.

2. McGrath ER, Neurology 2013; 81:825-832.

3. Colilla S, Crow A et al. Estimates of Current and Future Incidence and Prevalence of Atrial Fibrillation in the U.S. Adult Population. Am J Cardiol 2013;112:1142-1147.

4. National Stroke Association. Making the Afib-Stroke Connection. <https://www.stroke.org/sites/default/files/resources/Afib-Connection%20for%20hcp.pdf>. Published 2012. Accessed September 1, 2016.

5. “Atrial Fibrillation Fact Sheet.” Centers for Disease Control and Prevention. [https://www.cdc.gov/heartdisease/atrial\\_fibrillation.htm](https://www.cdc.gov/heartdisease/atrial_fibrillation.htm).

6. Price MJ, Reddy VY, Valderrábano M, et al. Bleeding outcomes after left atrial appendage closure compared with long-term warfarin. JACC Cardiovasc Interv. 2015;8(15):1925-1932.

*Safety information for the WATCHMAN FLX™ Left Atrial Appendage Closure Device is available [here](#).*