

THE HEART OF THE MATTER

What Does America Really Know About Coronary Artery Disease Treatments?

JUST THE FACTS: HEART DISEASE

Heart disease is the **leading cause of death** in the U.S.¹

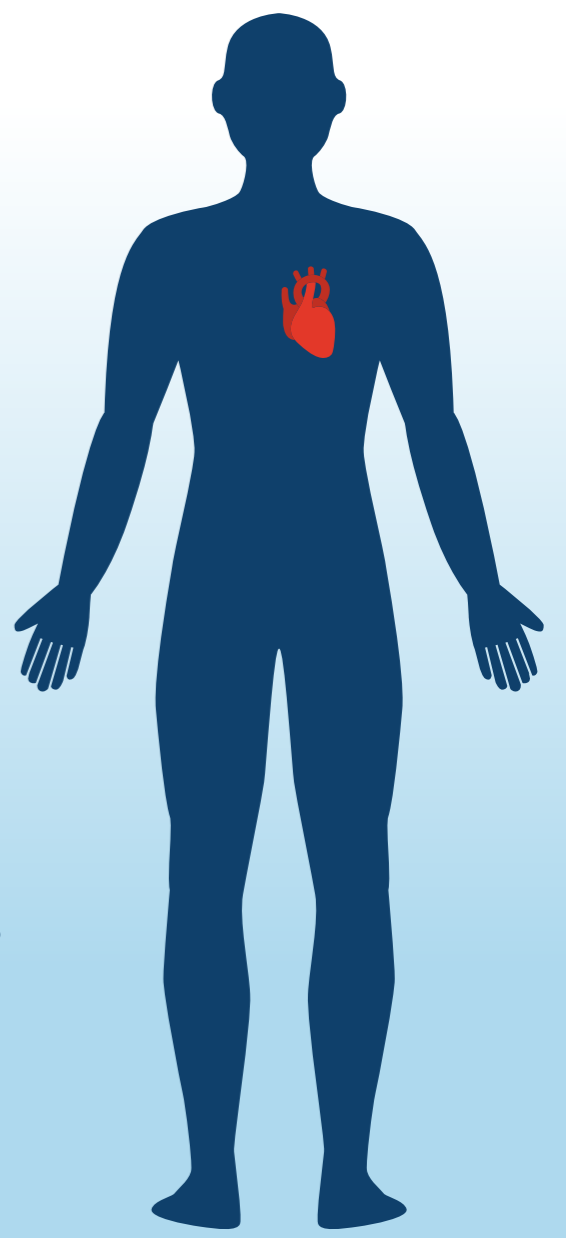
An estimated **15 million Americans** are affected by **coronary artery disease (CAD)** – the most common type of heart disease¹



CAD is caused by a **build-up of plaque in arteries** that results in reduced blood flow to the heart²



Heart disease strikes **someone** in the U.S. about once every **43 seconds**³



Harris Poll conducted two online surveys among U.S. adults age 35+ on behalf of Boston Scientific before and after American Heart Month to gauge Americans' CAD treatment IQ:

HEART DISEASE AWARENESS AND PREVENTION IS HIGH AMONG AMERICANS



96% understand what happens during a heart attack



8 out of 10

can name CAD as the most common cause of heart attack



9 out of 10 know that lifestyle modifications can reduce the risk of heart attack

Majority cited physical exercise, smoking cessation, high blood pressure, high cholesterol (LDL) management, and family history as risk factors for developing CAD



WHILE GENERAL AWARENESS IS HIGH, AMERICANS KNOW CONSIDERABLY LESS ABOUT COMMON TREATMENT OPTIONS INCLUDING DRUG-ELUTING STENTS

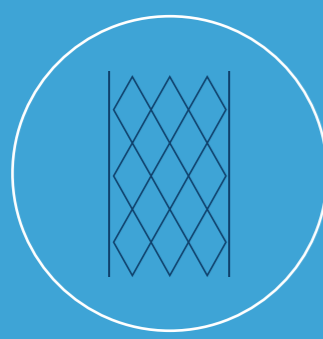
In treating CAD, the goal is to **restore blood flow**.



Vast majorities **know about medicines** (cholesterol, anticoagulants, blood pressure) that help treat CAD



Yet **1 out of every 3 people** are not familiar with **surgical procedures** such as coronary bypass surgery (open heart surgery), balloon angioplasty or coronary stenting



Unlike open heart surgery, balloon and coronary stent angioplasty procedures **don't require the rib cage to be opened**



However, **2 in 5** said **yes or not sure** when asked if stent placement requires open heart surgery

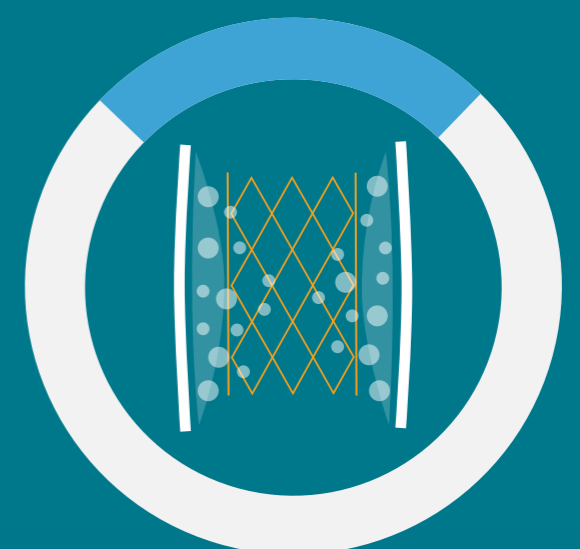
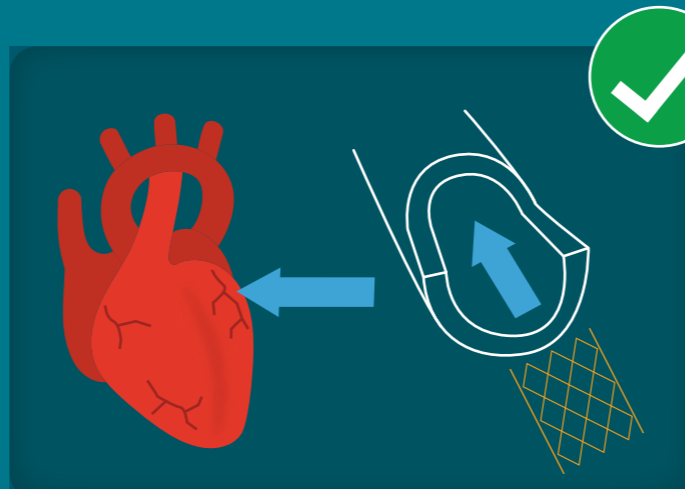
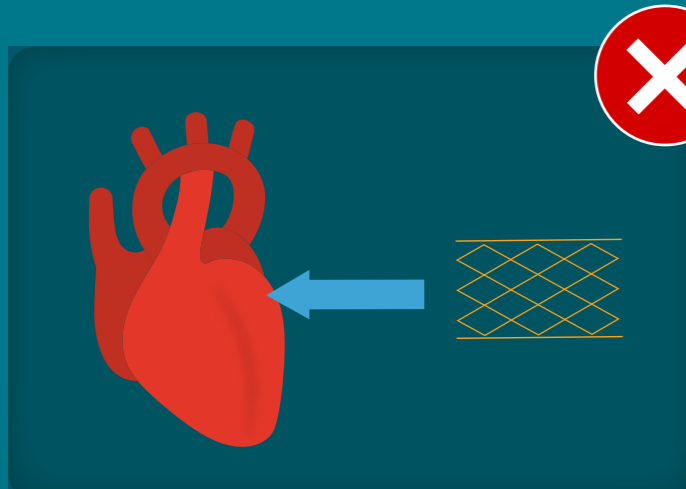
MORE THAN 1 IN 3 HAD PERSONAL EXPERIENCE WITH STENTS BUT LACK UNDERSTANDING OF HOW THEY WORK

Despite research showing that in some cases patients can be discharged the same day after a stent procedure,⁵ **less than 1/2 of Americans** knew that only an **overnight hospital stay is usually required** after a stent is placed



Coronary artery stents are placed **within** the blood vessels outside of the heart - not in the heart itself - yet over 1/2 of respondents **were not sure** if stents work best when they are placed directly in the heart

Only about **1/4** know some **stents release medicine** that helps prevent future blockages



Sources:
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5. Rao SV, Kaltenbach LA, Weintraub WS, et al. Prevalence and Outcomes of Same-Day Discharge After Elective Percutaneous Coronary Intervention Among Older Patients. JAMA. 2011;306(13):1461-1467. doi:10.1001/jama.2011.1409.

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