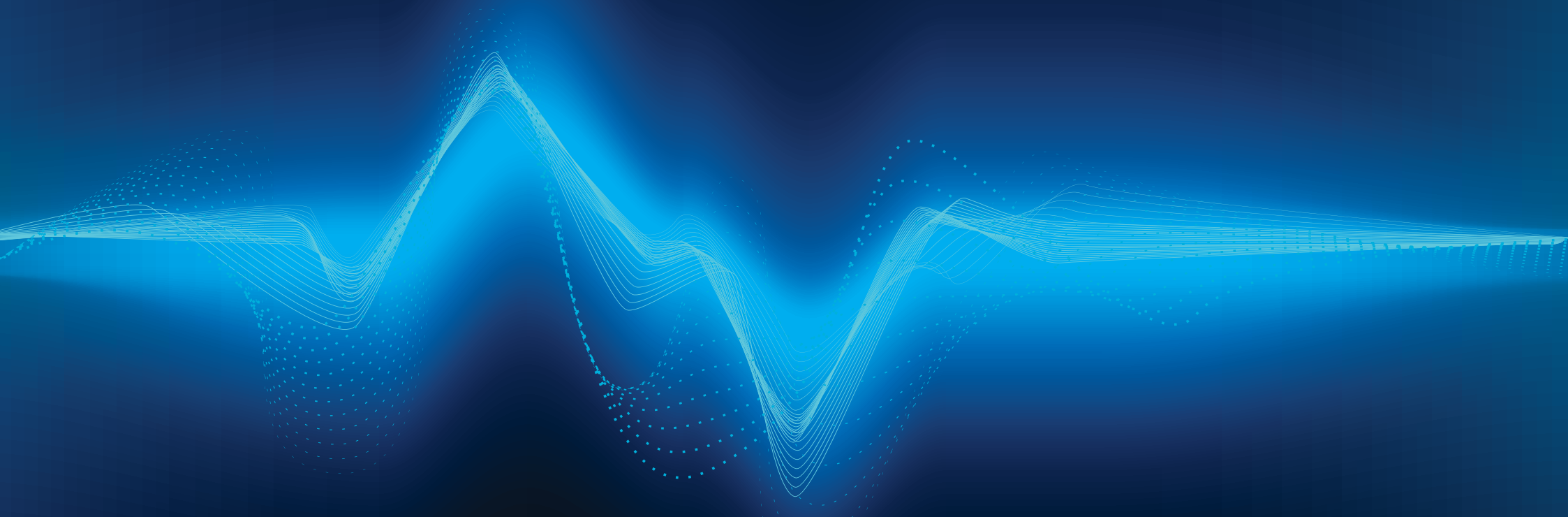
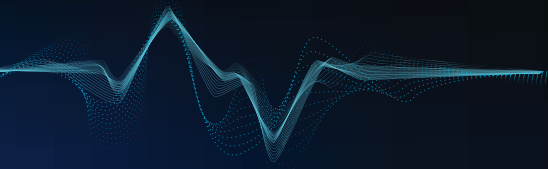


# **“Did you know? 10 surprising facts about EP”**

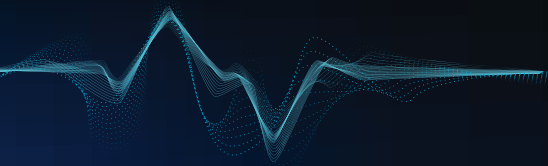




# What is Electrophysiology?

Did you know that Electrophysiology is a cardiology specialty dealing with the study of heart rhythm disturbances, including the study of the production of electrical activity and the effects of that electrical activity on the body?

**This field has advanced in the last 25 years from a theoretical discipline with minimal clinical impact to the only subspecialisation within Cardiology capable of curing patients**



## Did you know #1

Over **6 million** Europeans have  
**Atrial Fibrillation** and its prevalence is  
estimated to at least double over the next 50 years as  
the population ages?

Atrial fibrillation (AF or A-fib) is the **most common** abnormal **heart rhythm disorder**. It may cause no symptoms, but is often associated with palpitations, fainting, chest pain or fatigue

AF is strongly **age-dependent**, affecting 4 percent of individuals older than 60 years and 8 percent of persons older than 80 years



## Did you know #2

AF is estimated to be responsible for approximately  
15% of all strokes and for  
**20%** of all **ischemic strokes?**



**Ischemic stroke** occurs as a result of an obstruction within a blood vessel supplying blood to the brain

About 150,000 people in the **UK** are **affected** by stroke and approximately 53,000 people die from it each year



## Did you know #3

In 2014, approximately **140,000** EU patients are estimated to receive **catheter ablation** with the number projected to increase to **200,000** by 2019?

**Catheter ablation** is a minimally invasive procedure that aims to stop the irregular heart beat by removing the abnormal tissue responsible for causing the **arrhythmia**

The growing number of these procedures underlines the growing **impact** of **cardiac arrhythmias** and the need for state-of-the-art catheter and **cardiac mapping technology**



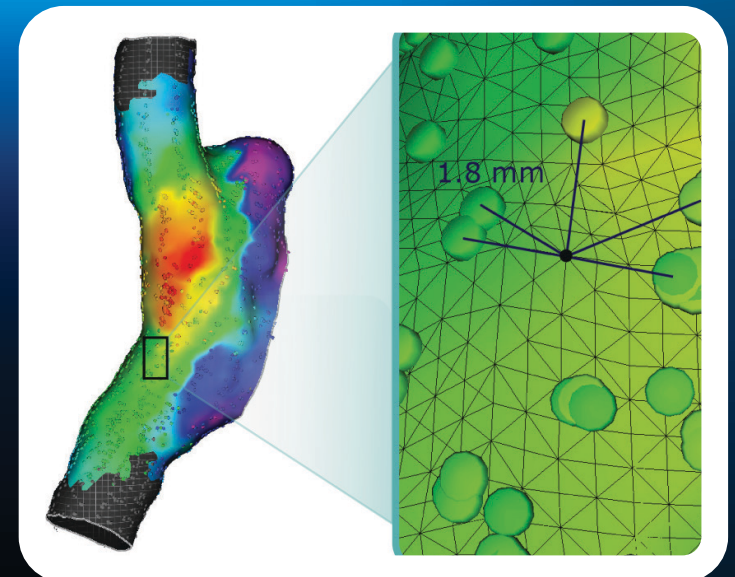


## Did you know #4

Approximately **85%** of all **catheter ablation** procedures worldwide are done with the aid of **mapping** and navigation devices?

**Mapping** the electrical activity of the heart is essential prior to catheter ablation in the **treatment** of **cardiac arrhythmias**

Second generation mapping systems such as the **Rhythmia™ Mapping System** could potentially reduce the diagnosis and **treatment** time by **30-60 minutes**





Did you know #5

# Catheter ablation may improve the quality of life

of AF patients and may eliminate or reduce the unpleasant symptoms of atrial fibrillation like shortness of breath, fatigue, or weakness

The unique sensor technology of some **new catheters** helps to **provide** more **accurate data** which **minimises** the diagnostic part of the **procedure** and potentially offers significant benefits to patients, physicians and health care systems





## Did you know #6

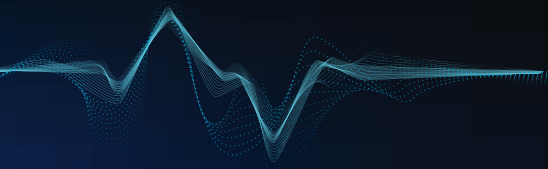
In the UK and in Germany, hospital admissions have been found to represent 44% to 50% of direct costs and in France hospitalizations have been found to represent

**60% of direct costs among patients with AF?**

The **financial burden** of stroke in the European Union was **€38 billion** in 2006, accounting for **2% to 3%** of total **healthcare expenditure** in the EU







## Did you know #7

The current **ESC Guidelines** recommend **catheter ablation** therapy as an alternative to medication for **first-line treatment** of **rhythm control** in certain patients with AF?

The **ESC Guidelines** aim to present all the relevant **evidence** on a particular clinical issue in order to **help** physicians to **weigh** the **benefits** and **risks** of a particular diagnostic or therapeutic **procedure**. Their purpose is to help everyday clinical medical decision-making

## Did you know #8

Second generation mapping systems such as the  
**Rhythmia™ Mapping System**  
could potentially reduce case mapping procedure time by  
**30-60 minutes?**

The **Rhythmia™ Mapping System** enables Electrophysiologists to create highly accurate anatomical and **electrical maps** of the heart

These **high-resolution images** may **improve** procedural efficacy and reduce the time needed to diagnose and deliver **treatment**





Did you know #9

**Electrophysiology** is the  
**fastest growing** of all the  
**cardiovascular disciplines**

The **Electrophysiology devices market**  
will be worth **\$5,496.6 Million** in 2019





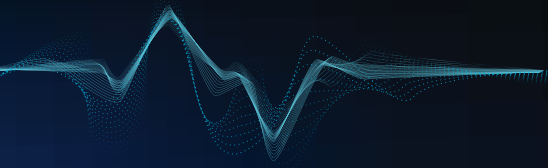
**Did you know #10**

**Boston Scientific** has invested  
**\$1.7 billion** in acquisitions over 3 years focused on  
**Electrophysiology?**

**Boston Scientific** spent **\$300M+** in R&D for its **Rhythm Management** business in 2012

Boston Scientific has a full suite of diagnostic and **ablation catheters** with over  
**20 CE-marked products**





# Boston Scientific

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