“Did you know? 10 surprising facts about EP”
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.
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.
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.