

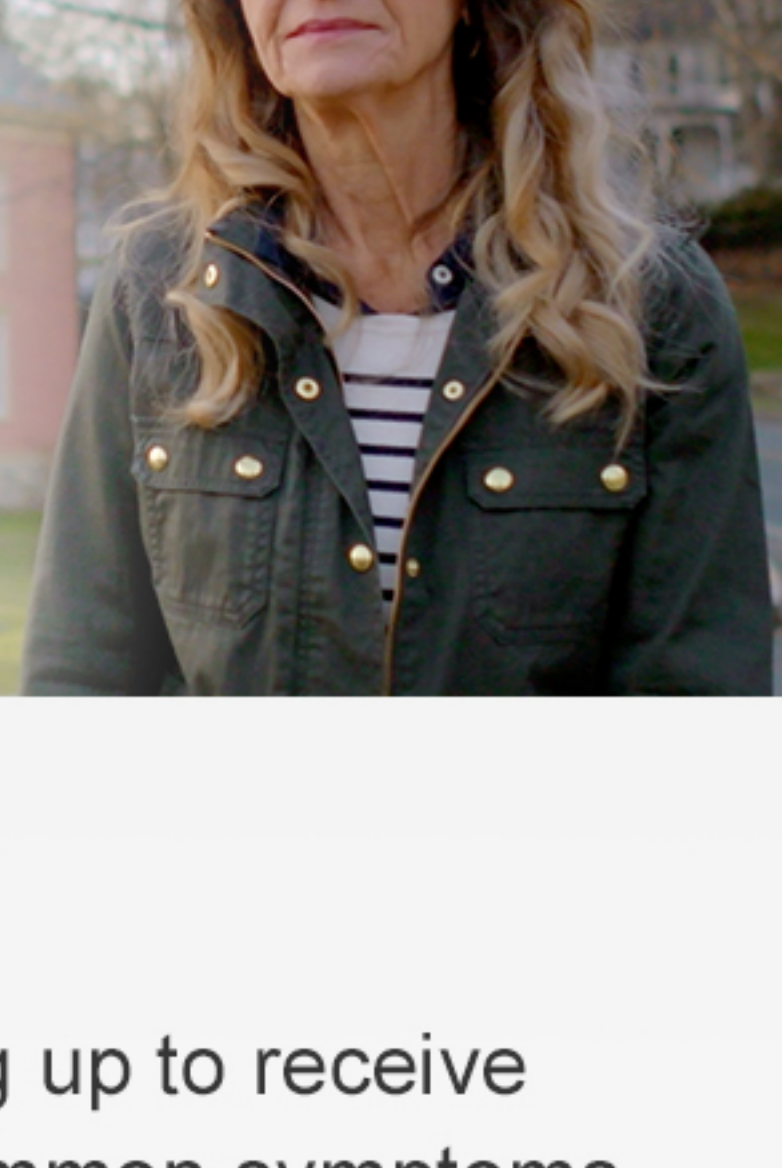
Learn about the symptoms of atrial fibrillation and don't ignore them—talk to a doctor.

If you are unable to see the message below, [view the web version here](#).

# no time to wait

**"I wish I hadn't waited so long to tell my doctor about my symptoms."**

— Jackie, diagnosed with Atrial Fibrillation



Dear [first name],

Thank you for signing up to receive information about common symptoms of atrial fibrillation (AFib).

My symptoms—heart racing and shortness of breath—didn't happen all the time, so I ignored them at first. I didn't realize that the symptoms of AFib can come and go, so I didn't think anything was wrong. I eventually told my doctor, and he diagnosed me with AFib, a type of irregular heartbeat. He also told me that **people with AFib have about a 5 times greater risk of stroke**. He said that some other common symptoms of AFib include irregular heartbeat, chest pain, fatigue, and light-headedness.

Scroll down to watch my AFib diagnosis journey.

**Even as a nurse, I didn't understand that AFib increased the risk of stroke.**

The important thing is to pay attention to your symptoms. If you are experiencing any symptoms listed below, the Symptom Guide may be a useful tool to help better prepare you for talking with a healthcare professional.

Even if symptoms come and go, be sure to contact a doctor today.

— Jackie

## Recognizing the symptoms is an important first step

Learn more about these symptoms and how to track them by downloading the AFib Symptom Guide.

[Download Now](#)

**Stay informed:** If you are experiencing any of the symptoms below, contact a healthcare professional, even if your symptoms are infrequent or they come and go.

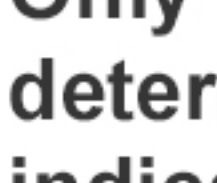
**Symptoms of AFib can include:**

 **Irregular heartbeat**

 **Heart racing**

 **Chest pain**

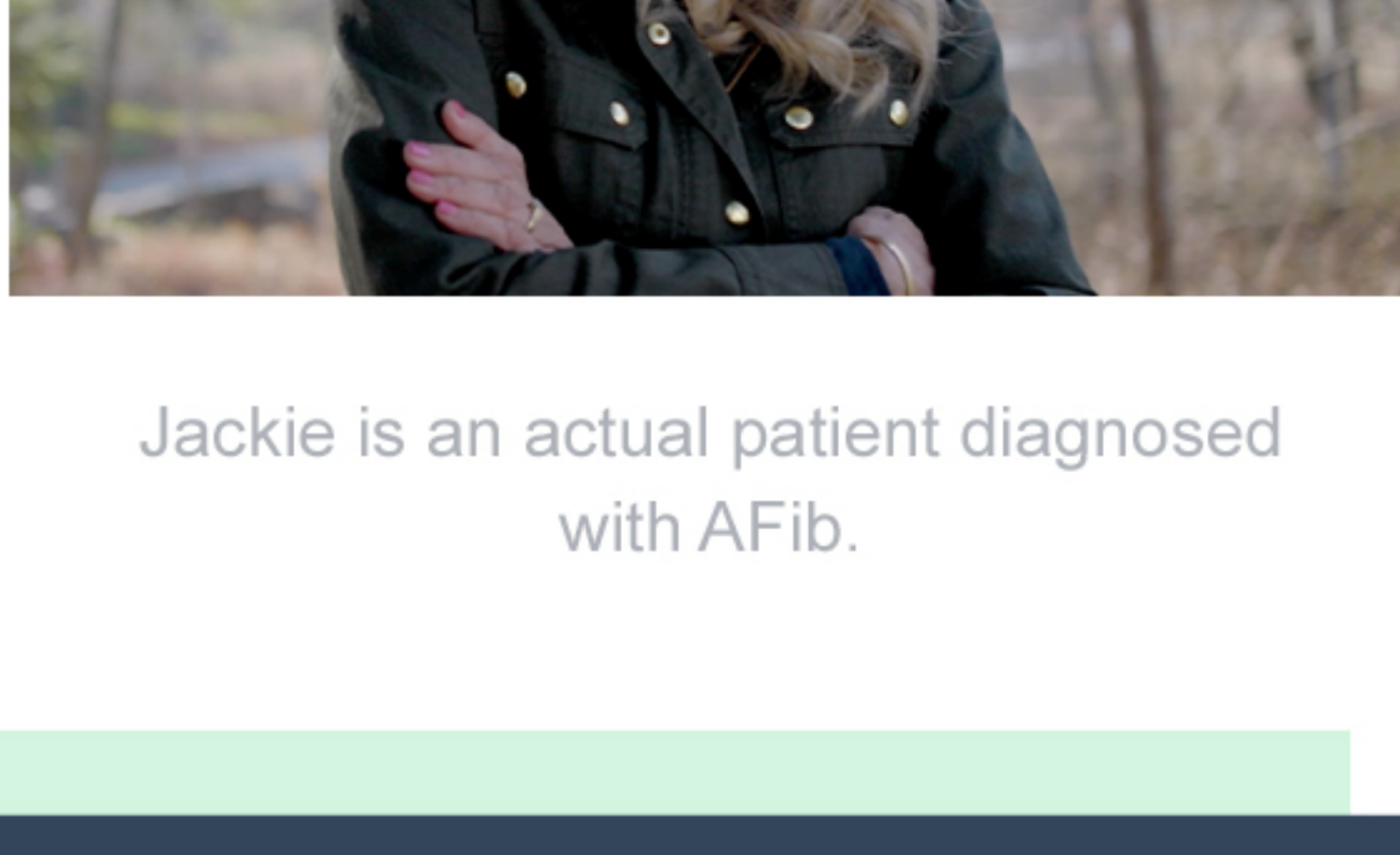
 **Shortness of breath**

 **Fatigue**

 **Light-headedness**

**Some people who have AFib may not experience any symptoms at all. Only a healthcare professional can determine whether these symptoms indicate AFib or another condition.**

**Watch Jackie's video to learn more about her AFib diagnosis journey.**



Jackie is an actual patient diagnosed with AFib.

**If you are experiencing any of these symptoms, contact a doctor. This is no time to wait.**

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# no time to wait

**“I wish I hadn’t waited  
so long to tell my doctor  
about my symptoms.”**

— Jackie,  
diagnosed with Atrial Fibrillation



Dear [first name],

Thank you for signing up to receive information about common symptoms of atrial fibrillation (AFib).

My symptoms—heart racing and shortness of breath—didn’t happen all the time, so I ignored them at first. I didn’t realize that the symptoms of AFib can come and go, so I didn’t think anything was wrong. I eventually told my doctor, and he diagnosed me with AFib, a type of irregular heartbeat. He also told me that **people with AFib have about a 5 times greater risk of stroke**. He said that some other common symptoms of AFib include irregular heartbeat, chest pain, fatigue, and light-headedness.

Scroll down to watch my AFib diagnosis journey.

**Even as a nurse, I didn’t understand that  
AFib increased the risk of stroke.**

**The important thing is to pay attention to your symptoms.** If you are experiencing any symptoms listed **below**, the Symptom Guide may be a useful tool to help better prepare you for talking with a healthcare professional.

Even if symptoms come and go, be sure to contact a doctor today.

— Jackie

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**Learn more about these symptoms and how to track them by downloading the AFib Symptom Guide.**

[Download Now](#)

**Stay informed:** If you are experiencing any of the symptoms below, contact a healthcare professional, even if your symptoms are infrequent or they come and go.

### Symptoms of AFib can include:



**Irregular heartbeat**



**Heart racing**



**Chest pain**



**Shortness of breath**



**Fatigue**



**Light-headedness**

**Some people who have AFib may not experience any symptoms at all. Only a healthcare professional can determine whether these symptoms indicate AFib or another condition.**

**Watch Jackie’s video to learn more about her AFib diagnosis journey.**



Jackie is an actual patient diagnosed with AFib.



**If you are experiencing any of these  
symptoms, contact a doctor. This is  
no time to wait.**

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## **AFib Email 1b: Letter from a Patient**

### **<subject line options>**

Hear from a real patient with atrial fibrillation

A patient with atrial fibrillation shares her diagnosis story

Learn the common symptoms of atrial fibrillation

Learn about a real patient's experience being diagnosed with AFib

### **<preview text options>**

Learn about the symptoms of atrial fibrillation and don't ignore them—talk to a doctor.

See why Jackie wished she had talked with her doctor sooner.

Learn more about the connection between atrial fibrillation and the risk of stroke.

Know the common symptoms of atrial fibrillation and talk with a doctor.

Even if symptoms of AFib come and go, speak up, and talk to a doctor.

Recognizing common symptoms of AFib is a first step. Learn more about the risk of AFib-related stroke.



Understanding the connection between atrial fibrillation and increased risk of stroke.

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# no time to wait

## Some things to know about atrial fibrillation (AFib) and the increased risk of stroke

**DR. ANDREA RUSSO, MD, CARDIOLOGIST**

PAST PRESIDENT, HEART RHYTHM SOCIETY

Dear [first name],

Do you know the connection between  
AFib and stroke risk?

**People with AFib have about 5 times greater risk of stroke.** Even if the symptoms of AFib come and go, the risk of stroke stays. It's important to talk to a healthcare professional if you are experiencing any of the following symptoms, as it could mean AFib—a type of irregular heartbeat.

Common symptoms can include  
**irregular heartbeat, heart racing,  
chest pain, shortness of breath,  
fatigue, and light-headedness.**

People with AFib have about

**5 times greater risk of stroke**

Learn more about these common  
symptoms and how to track them by  
downloading the Symptom Guide.

**Download the AFib  
Symptom Guide now**

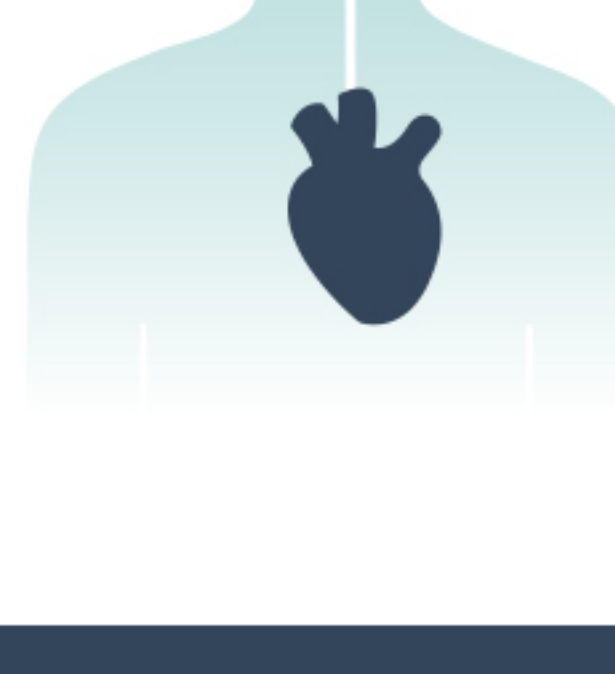
**Only a healthcare professional  
can determine whether these  
symptoms indicate AFib or  
another condition.**

## HOW CAN AFib LEAD TO A STROKE?

During a normal heartbeat, the upper chambers (atria) and lower chambers (ventricles) of the heart work together to pump blood to the rest of the body. AFib occurs when the upper chambers of the heart beat irregularly, and do not pump all of the blood to the lower chambers, causing some blood to pool and potentially form clots.



If a clot breaks loose, it can travel through the bloodstream to the brain and lead to a stroke. Strokes related to AFib are often more severe compared to strokes with other underlying causes.



**Learn more about AFib  
and stroke risk**

## WHAT ARE SOME RISK FACTORS FOR AFib?

There are some risk factors that may increase your chances of developing AFib. These include but are not limited to:

- Age 65 and older
- High blood pressure
- Diabetes
- Sleep apnea
- Heavy alcohol use
- Heart disease, such as congestive heart failure and coronary artery disease
- Prior heart attacks
- Smoking
- Obesity
- Overactive thyroid

**If you are experiencing any of  
these symptoms, contact a  
doctor. This is no time to wait.**

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# no time to wait

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DR. ANDREA RUSSO, MD, CARDIOLOGIST  
PAST PRESIDENT, HEART RHYTHM SOCIETY

Dear [first name],

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Common symptoms can include **irregular heartbeat, heart racing, chest pain, shortness of breath, fatigue, and light-headedness.**



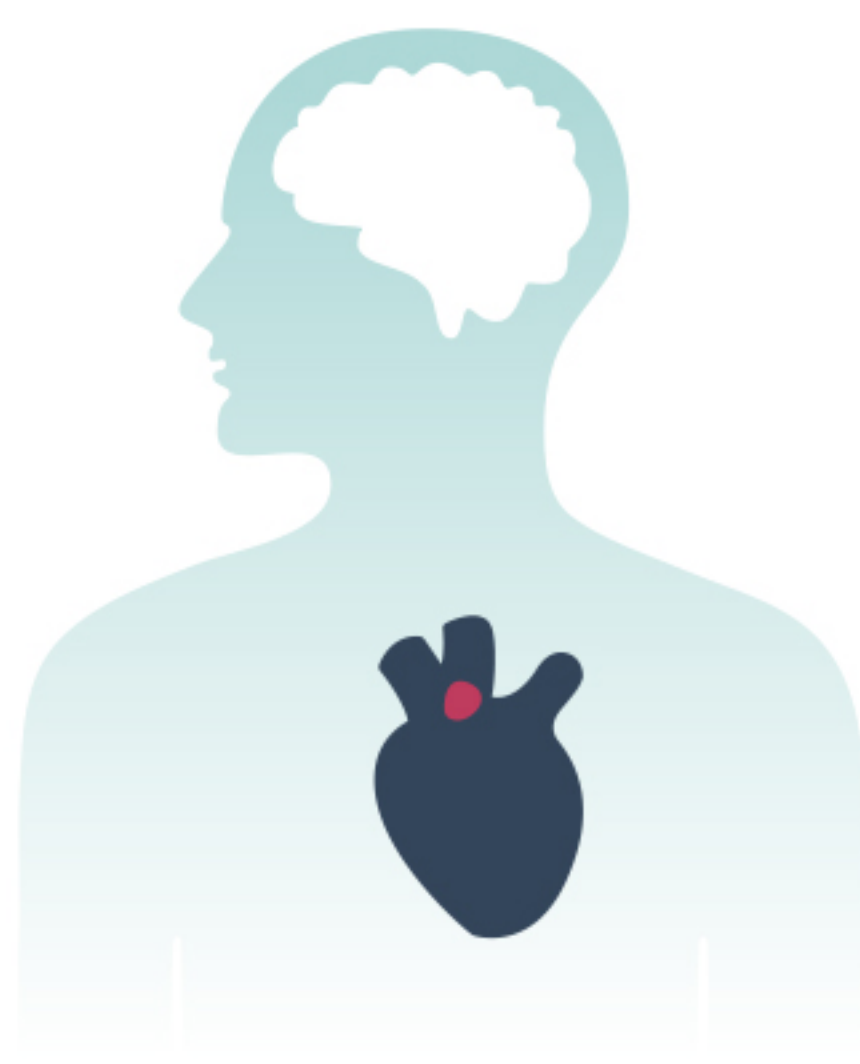
Learn more about these common symptoms and how to track them by downloading the Symptom Guide.

Download the AFib  
Symptom Guide now

Only a healthcare professional can determine whether these symptoms indicate AFib or another condition.

## HOW CAN AFib LEAD TO A STROKE?

During a normal heartbeat, the upper chambers (atria) and lower chambers (ventricles) of the heart work together to pump blood to the rest of the body. AFib occurs when the upper chambers of the heart beat irregularly, and do not pump all of the blood to the lower chambers, causing some blood to pool and potentially form clots.



If a clot breaks loose, it can travel through the bloodstream to the brain and lead to a stroke. Strokes related to AFib are often more severe compared to strokes with other underlying causes.



Learn more about AFib and stroke risk

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- High blood pressure
- Diabetes
- Sleep apnea
- Heavy alcohol use
- Heart disease, such as congestive heart failure and coronary artery disease
- Prior heart attacks
- Smoking
- Obesity
- Overactive thyroid

If you are experiencing any of these symptoms, contact a doctor. This is no time to wait.

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## **AFib Email 2: AFib and Stroke Risk**

### **<subject line options>**

Could your symptoms mean atrial fibrillation? Talk to a doctor

Learn about the risk of AFib-related stroke

Did you know that AFib increases the risk of stroke?

### **<preview text options>**

Even if symptoms of atrial fibrillation come and go, the risk of stroke stays.

If you experience symptoms of atrial fibrillation, contact a doctor today.

With symptoms of atrial fibrillation, there is no time to wait.

Understanding the connection between AFib and increased risk of stroke.

People with atrial fibrillation have almost 5 times greater risk of stroke.



Learn ways to prepare for a doctor's appointment.

If you are unable to see the message below,  
**view the web version [here](#).**

# no time to wait

## How to prepare for a doctor's appointment

Dear [first name],

Talking to a healthcare professional is an important next step in determining if your symptoms could be atrial fibrillation (AFib). Remember, **people with AFib have about 5 times greater risk of stroke**. Here are some tips to get you started:



Schedule an appointment with a healthcare professional to discuss your symptoms



Complete the **Symptom Guide** to prepare for your appointment



Consider speaking with a loved one about any symptoms you may be experiencing

**Get tools and tips** to help you better prepare to talk with a healthcare professional. You can also learn more about AFib symptoms and how to track them by downloading the AFib Symptom Guide. It's important that you share all your symptoms with a healthcare professional—even if they come and go.

**Download the AFib  
Symptom Guide now**

**Only a healthcare professional can determine whether these symptoms indicate AFib or another condition.**

## HOW IS AFib DIAGNOSED?

In order to detect AFib, a healthcare professional may conduct various tests:



**Pulse checks** to measure the number of heartbeats per minute



**Auscultation** to listen to the heart with a stethoscope during an exam



**Electrocardiogram** to monitor heart rhythm and detect abnormal rhythms

Because the symptoms of AFib may come and go, a doctor may need to monitor your heart to detect it. It's important that you continue to stay in contact with a healthcare professional throughout the diagnosis process.

**Seeking medical attention early may help reduce the chance of AFib leading to something more serious.**

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# no time to wait

## How to prepare for a doctor's appointment

Dear [first name],

Talking to a healthcare professional is an important next step in determining if your symptoms could be atrial fibrillation (AFib). Remember, **people with AFib have about 5 times greater risk of stroke**. Here are some tips to get you started:



Schedule an appointment with a healthcare professional to discuss your symptoms



Complete the [Symptom Guide](#) to prepare for your appointment



Consider speaking with a loved one about any symptoms you may be experiencing

[Get tools and tips](#) to help you better prepare to talk with a healthcare professional. You can also learn more about AFib symptoms and how to track them by downloading the AFib Symptom Guide. It's important that you share all your symptoms with a healthcare professional—even if they come and go.

[Download the AFib Symptom Guide now](#)

**Only a healthcare professional can determine whether these symptoms indicate AFib or another condition.**

## HOW IS AFib DIAGNOSED?

In order to detect AFib, a healthcare professional may conduct various tests:



**Pulse checks** to measure the number of heartbeats per minute



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Because the symptoms of AFib may come and go, a healthcare professional may need to monitor your heart to detect it. It's important that you continue to stay in contact with a healthcare professional throughout the diagnosis process.

**Seeking medical attention early may help reduce the chance of AFib leading to something more serious.**

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## **AFib Email 3: Prepping for your appointment**

### **<subject line options>**

Talking to a doctor about atrial fibrillation

Tips and resources for discussing AFib symptoms with a doctor

Knowing and tracking symptoms of atrial fibrillation

Let's talk about common symptoms of atrial fibrillation

### **<preview text options>**

Learn ways to prepare for a doctor's appointment.

Learn what to do if you experience symptoms of atrial fibrillation.

Learn how atrial fibrillation is diagnosed.

Discover tips and resources for talking to a doctor about AFib.

Recognize common symptoms of atrial fibrillation and learn what to do.



People with atrial fibrillation have almost 5 times greater risk of stroke.

If you are unable to see the message below, [view the web version here](#).

# no time to wait

The risk of stroke due to atrial fibrillation can be reduced



Dear [first name],

If you have been diagnosed with atrial fibrillation (AFib), talk to a healthcare professional to learn more about possible treatment options that may be right for you.

It's important to remember that **people with AFib have about 5 times greater risk of stroke**. And, even if symptoms come and go, the risk of stroke stays.

## HOW IS AFib TREATED?

If you are diagnosed with AFib, a healthcare professional may have two goals in mind:

- Relieving your symptoms of AFib
- Reducing your risk of stroke due to AFib

There are **treatment options that can help reduce the risk of AFib-related stroke**. These options include medicines like **anticoagulants, a type of blood thinner, which helps reduce the risk of blood clots forming**. As a result, bleeding is the most common side effect. There are additional risks associated with blood thinners that you should ask a healthcare professional about.

Talk to a healthcare professional to learn more about treatment options to help manage your condition.

## Blood thinners don't actually treat AFib or its symptoms, but they help reduce stroke risk

Did you know the most common type of AFib is called nonvalvular AFib (NVAf)? Up to 95% of cases of AFib are not caused by a heart valve problem.

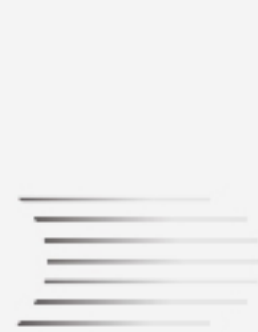
**Discover a treatment option to reduce the risk of stroke due to NVAf.**

**Learn more about a prescription blood thinner option**

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If you are unable to see the message below, [view the web version here](#).

# no time to wait

The risk of stroke due to atrial fibrillation can be reduced



Dear [first name],

If you have been diagnosed with atrial fibrillation (AFib), talk to a healthcare professional to learn more about possible treatment options that may be right for you.

It’s important to remember that **people with AFib have about 5 times greater risk of stroke**. And, even if symptoms come and go, the risk of stroke stays.

## HOW IS AFib TREATED?

If you are diagnosed with AFib, a healthcare professional may have two goals in mind:

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Talk to a healthcare professional to learn more about treatment options to help manage your condition.

**Blood thinners don’t actually treat AFib or its symptoms, but they help reduce stroke risk**

**Did you know the most common type of AFib is called nonvalvular AFib (NVAF)?** Up to 95% of cases of AFib are not caused by a heart valve problem.

**Discover a treatment option to reduce the risk of stroke due to NVAF.**

**Learn more about a prescription blood thinner option**

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## **AFib Email 4: Treatment for AFib**

### **<subject line options>**

Reducing risk of stroke due to atrial fibrillation

Learn about reducing AFib-related stroke risk

Diagnosed with AFib? Talk to a doctor about treatment options

### **<preview text options>**

Your doctor has treatment options to reduce the risk of stroke due to atrial fibrillation.

People with atrial fibrillation have almost 5 times greater risk of stroke.

Even if symptoms of atrial fibrillation come and go, the increased risk of stroke stays.

Talk to a doctor about treatment options to reduce the risk of AFib-related stroke.