



**WATCHMAN FLX™ Pro**  
LEFT ATRIAL APPENDAGE CLOSURE DEVICE

*(Press Release Template)*

<Insert headline related to appropriate awareness milestone.>

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

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

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

<Insert City>, <Insert State>, <Insert Month Day, Year> -- On <Insert Timing>, <Insert Physician Name and title> performed the institution's <Insert Milestone Implant #> patient implant of the new WATCHMAN FLX™ Pro Left Atrial Appendage Closure (LAAC) Device. The hospital is <one of the only/the first> in <Insert state, region or city name> to offer this latest LAAC technology that is designed to reduce stroke risk and serve as an alternative to the lifelong use of blood thinners for people with atrial fibrillation not caused by a heart valve problem (also known as non-valvular AF or NVAf). Built upon the proven safety and procedural performance of the WATCHMAN FLX™ LAAC Device, the WATCHMAN FLX Pro device features a permanent polymer coating (HEMOCOAT™ technology) that is designed to reduce the risk of device-related thrombus, visualization markers for enhanced placement and a broader size matrix to treat a wider range of patients.

**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 Pro 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



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may be able to stop taking their blood thinner. The latest technology is enhanced with a non-drug-eluting coating designed to reduce the risk of device-related thrombus and enable faster, controlled healing and endothelialization of the device surface. It is also available in a larger size to treat patients with larger LAA anatomies.

<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™ Pro device is the latest-generation device designed to reduce stroke risk in patients with non-valvular atrial fibrillation (NVAF) who need an alternative to oral anticoagulation therapy,” said <Insert Physician Name>. “I’m proud to have performed the <Insert Milestone Implant #> implant of this device technology at our institution, as it offers another patient a potentially life-changing stroke risk treatment and will allow us to treat a broad range of patients thanks to the expanded size matrix.”

The WATCHMAN technology has been implanted to treat more than 300,000 patients worldwide and is done in during a one-time procedure. This permanent device 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.

### **AS NEEDED**

#### **About Atrial Fibrillation**

Atrial fibrillation (AF) is a heart condition where the upper chambers of the heart (atria) 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. 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 Pro device, visit [www.watchman.com/flxpro](http://www.watchman.com/flxpro).

<Insert Hospital Boilerplate>

<Insert Hospital Media Contacts>



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1. Hart RG, Halperin JL., Ann Intern Med. 1999; 131:688–695.
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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. Atrial fibrillation.  
<https://www.stroke.org.uk/what-is-stroke/are-you-at-risk-of-stroke/atrial-fibrillation>. Accessed July 11, 2023.
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 Pro Left Atrial Appendage Closure Device is available [here](#).*