



WATCHMAN™ Messaging Guide

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WATCHMAN, the one-time procedure that may provide a lifetime of stroke risk reduction

INTRODUCTION:

Consumer research conducted by Boston Scientific told us that non-valvular AFib patients generally aren't aware of an alternate treatment option to reduce their stroke risk and that bleeding risk is a top concern for those on blood thinners. We also learned that patients who are interested in WATCHMAN, once they learn of it, wonder whether it's right for them. Not surprisingly, the prospect of getting off blood thinners is the most motivating factor behind their intention to talk to their doctors about WATCHMAN.

With these findings in mind, we identified key benefits and messages that most effectively tell the WATCHMAN story. The benefits shown here are based on the results of extensive consumer message testing and insights from our campaign concept focus groups. They can be broken out among five main categories, or chapters, in the WATCHMAN story.

The
WATCHMAN
Difference

How
WATCHMAN
Works

The
WATCHMAN
Procedure

The Safety
of
WATCHMAN

Who Is
WATCHMAN
For?



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THE WATCHMAN DIFFERENCE:

Emphasizes getting off warfarin and reduced long term bleeding risk with WATCHMAN

In a clinical trial, 9 out of 10 people were able to stop taking warfarin just 45 days after getting WATCHMAN.

Reference: Holmes DR Jr, Kar S, Price MJ, et al. Prospective randomized evaluation of the Watchman Left Atrial Appendage Closure device in patients with atrial fibrillation versus long-term warfarin therapy: the PREVAIL trial. J Am Coll Cardiol. 2014;64(1):1-12.

WATCHMAN was compared to warfarin in clinical trials and was found to effectively reduce the risk of stroke.

Reference: Holmes DR Jr, Doshi SK, Kar S, et al. Left atrial appendage closure as an alternative to warfarin for stroke prevention in atrial fibrillation: a patient-level meta-analysis. J Am Coll Cardiol. 2015;65(24):2614-2623.

As a permanent implant, WATCHMAN doesn't come with the same bleeding risks associated with the long-term use of warfarin.

Reference: 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.



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HOW WATCHMAN WORKS:

Discusses stroke risk and why left atrial appendage closure is effective

A person with AFib is 5 times more likely to suffer a stroke than someone with a regular heartbeat.

Reference: National Stroke Association. Making the Afib-Stroke Connection. <https://www.stroke.org/sites/default/files/resources/Afib-Connection%20for%20hcp.pdf>. Published 2012. Accessed September 1, 2016

In people with AFib not caused by a heart valve problem, more than 90% of stroke-causing clots that come from the heart are formed in the left atrial appendage.

Reference: Blackshear JL, Odell JA. Appendage obliteration to reduce stroke in cardiac surgical patients with atrial fibrillation. *Ann Thorac Surg*. 1996;61:755-759.

WATCHMAN permanently closes off your left atrial appendage to keep blood clots from escaping and causing a stroke.



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THE WATCHMAN PROCEDURE:

Explains how WATCHMAN is implanted and what to expect afterward

To implant WATCHMAN, your doctor makes a small cut in your upper leg and inserts a narrow tube, as done in a standard stent procedure. Your doctor then guides WATCHMAN into the left atrial appendage (LAA) of your heart.

The procedure typically takes about an hour, and people usually go home the next day.

After the procedure, you'll take warfarin until your left atrial appendage is permanently closed off - usually just 45 days.



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THE SAFETY OF WATCHMAN:

Covers FDA approval, years of study, number of recipients; may include implant success

WATCHMAN is the only implant approved by the FDA to safely and effectively reduce the risk of stroke in people with atrial fibrillation not caused by a heart valve problem.

WATCHMAN has been clinically studied for more than 10 years in the United States.

Worldwide, more than 50,000 people have received the WATCHMAN Implant.



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WHO IS WATCHMAN FOR?:

Provides more detailed indication information and promotes doctor-patient conversation

WATCHMAN can be an important option for people with a history or risk of serious bleeding on blood thinners.

WATCHMAN is covered for eligible Medicare patients who meet certain national coverage criteria. It's also covered by an increasing number of commercial insurers.

If you have AFib not caused by a heart valve problem and need an alternative to blood thinners, WATCHMAN may be right for you.

Brief Summary

WATCHMAN™ Left Atrial Appendage Closure Device



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Important Safety Information

The WATCHMAN Device is a permanent implant designed to close the left atrial appendage in the heart in an effort to reduce the risk of stroke.

With all medical procedures there are risks associated with the implant procedure and the use of the device. The risks include but are not limited to accidental heart puncture, air embolism, allergic reaction, anemia, anesthesia risks, arrhythmias, AV (Arteriovenous) fistula, bleeding or throat pain from the TEE (Trans Esophageal Echo) probe, blood clot or air bubbles in the lungs or other organs, bruising at the catheter insertion site, clot formation on the WATCHMAN™ Closure Device, cranial bleed, excessive bleeding, gastrointestinal bleeding, groin puncture bleed, hypotension, infection/pneumonia, pneumothorax, pulmonary edema, pulmonary vein obstruction, renal failure, stroke, thrombosis and transient ischemic attack. In rare cases death can occur.

Be sure to talk with your doctor so that you thoroughly understand all of the risks and benefits associated with the implantation of the WATCHMAN Device.