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**WATCHMAN WEBPAGE KIT**

[Headline]

**The WATCHMAN™ Left Atrial Appendage Closure Implant: A One-Time Implant that Helps Reduce Non-Valvular AFib Stroke Risk**

[Body Copy]

**How Does AFib Increase Stroke Risk?**

The average person with atrial fibrillation (also called AFib or AF) is five times more likely to have a stroke than someone with a regular heartbeat.1 In AFib, the upper heart chambers quiver and shake and do not contract, or squeeze, as they should.2 Because blood isn’t pumped out of the heart normally, it’s easier for blood cells to stick together and form clots in an area of the heart called the left atrial appendage (LAA).2, 3 When a blood clot escapes from the LAA and travels to another part of the body, it can cut off the blood supply to the brain, causing a stroke.1, 4

In people with atrial fibrillation not caused by heart valve problems (the most common type of AFib), more than 90% of stroke-causing clots that come from the heart are formed in the LAA.3

Learn more about atrial fibrillation and stroke risk.

*[Link “Learn more about atrial fibrillation and stroke risk” to* [*https://www.watchman.com/en-us/atrial-fibrillation-stroke.html?utm\_source=oth\_site&utm\_medium=native&utm\_campaign=ic-wm-us-spur-pat&utm\_content=stroke\_risk-hospital\_web\_kit-n-n&cid=n10000447*](https://www.watchman.com/en-us/atrial-fibrillation-stroke.html?utm_source=oth_site&utm_medium=native&utm_campaign=ic-wm-us-spur-pat&utm_content=stroke_risk-hospital_web_kit-n-n&cid=n10000447)*]*

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| IMAGE | |  |
|  | **Image File Name:** new-heart-illustration-laac-clot.jpeg | |
| **Image Caption/Alt Tag:** A heart illustration showing a blood clot in the left atrial appendage | |

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| **Image Caption/Alt Tag:** An illustration showing a blood clot in the brain | |

**Reducing AFib Stroke Risk**

Blood thinners, also called anticoagulants, are an effective way to lower the risk of stroke in people with atrial fibrillation not caused by heart valve problems.5 Common blood thinners include warfarin (also known as Coumadin®), Eliquis®, Pradaxa®, Xarelto® and Savaysa®.

But some people need an alternative to blood thinners, because they can increase the risk of bleeding.5 Some bleeding events are minor and easily treated, like a cut taking longer than normal to stop bleeding. In other cases, the bleeding can be life-threatening, such as when bleeding in the brain causes a stroke.

If you have a history of bleeding or a lifestyle, occupation or condition that puts you at risk for bleeding, your doctor may consider an alternative to blood thinners, such as the WATCHMAN Implant.

*[Link “an alternative to blood thinners” to* [*https://www.watchman.com/en-us/atrial-fibrillation-stroke/alternative-to-blood-thinners.html?utm\_source=oth\_site&utm\_medium=native&utm\_campaign=ic-wm-us-spur-pat&utm\_content=alt\_blood\_thinners-hospital\_web\_kit-n-n&cid=n10000559*](https://www.watchman.com/en-us/atrial-fibrillation-stroke/alternative-to-blood-thinners.html?utm_source=oth_site&utm_medium=native&utm_campaign=ic-wm-us-spur-pat&utm_content=alt_blood_thinners-hospital_web_kit-n-n&cid=n10000559)*]*

**An Alternative to Blood Thinners**

The WATCHMAN Implant is a safe, minimally invasive, one-time implant that reduces stroke risk without lifelong blood thinners for people with atrial fibrillation (AFib) not caused by a heart valve problem.\* It’s about the size of a quarter and made from very light and compact materials commonly used in many other medical implants.

**More than 400,000 people have left blood thinners behind with the WATCHMAN Implant.**

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| IMAGE | |  |
|  | **Image File Name:** WATCHMAN\_Implant.png | |
| **Image Caption/Alt Tag:** WATCHMAN Left Atrial Appendage Closure Implant | |

**How the WATCHMAN Implant Works**

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 LAA.3 That’s why closing off this part of the heart is an effective way to reduce stroke risk.

The WATCHMAN Implant fits right into your LAA. It’s designed to permanently close it off and keep those blood clots from escaping.

Science always looks for ways to make effective treatments even better. The WATCHMAN Implant is no exception. In a clinical trial, 96% of people were able to stop taking blood thinners just 45 days after the WATCHMAN Implant.6

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|  | **Image File Name:** WATCHMAN\_Clinical\_Data\_Off\_Blood\_Thinners.png | |
| **Image Caption/Alt Tag:** A graphic showing 96 percent | |

## The WATCHMAN Implant Procedure

The WATCHMAN implant is placed into your heart in a minimally invasive, one-time procedure. To place the WATCHMAN Implant, 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 the WATCHMAN Implant into your heart’s LAA. The procedure is done under general anesthesia and takes about an hour. Patients commonly stay in the hospital overnight and leave the next day.

See How the WATCHMAN Implant Works

*[Option to link “See How WATCHMAN Works” to* [*https://www.watchman.com/en-us/how-watchman-device-works.html?utm\_source=oth\_site&utm\_medium=native&utm\_campaign=ic-wm-us-spur-pat&utm\_content=how\_wm\_works-hospital\_web\_kit-n-n&cid=n10000451*](https://www.watchman.com/en-us/how-watchman-device-works.html?utm_source=oth_site&utm_medium=native&utm_campaign=ic-wm-us-spur-pat&utm_content=how_wm_works-hospital_web_kit-n-n&cid=n10000451)*]*

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| VIDEO | |  |
|  | **Image File Name:** How\_WATCHMAN\_Works\_Video.jpg  **Download Video:** [LINK](https://www.watchman.com/content/dam/watchman/downloads/download-center/WATCHMAN_DTP_Implant_Animation.zip) | |
| **Video Caption/Alt Tag:** See how the WATCHMAN Implant works | |

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| **Image Caption/Alt Tag:**  WATCHMAN procedure steps with illustration | |

**After the Procedure**

Following the procedure, your doctor will prescribe you a medication regimen they believe is right for you. Typically, this will be one of two options:

1. **Option A:** Your doctor will prescribe anti-platelet medicine called clopidogrel (also known as Plavix®) and aspirin for 6 months. At your 6-month appointment, your doctor may stop the antiplatelet medicine and you’ll continue to take aspirin on an ongoing basis.
2. **Option B:** You may be prescribed a short-term blood thinner (anticoagulant), typically for 45 days. Then your doctor may stop blood thinners and put you on an anti-platelet and aspirin until 6 months post-procedure. After that, you’ll continue to take aspirin on an ongoing basis.

These medications are taken until your left atrial appendage is completely closed off. Whichever option they choose, it’s important that you discuss your medications with your doctor and do not change or modify your medications or dosages unless prescribed by your doctor.

## Is the WATCHMAN Implant Right for You?

If you have a history of bleeding or a lifestyle, occupation or condition that puts you at risk for bleeding, the WATCHMAN Implant may be right for you. As with any medical procedure, there are risks involved with the WATCHMAN Implant. See the [Important Safety Information](https://www.watchman.com/en-us/how-watchman-device-works.html#safety) below for a list of possible complications, and ask your cardiologist about the risks and benefits of the WATCHMAN Implant.

Answer a few questions about your AFib to see if the WATCHMAN Implant is right for you. [Take the quiz >](https://eligibility.watchman.com/questionnaire)

*[Link “Take the quiz” to* [*https://eligibility.watchman.com/questionnaire?utm\_source=oth\_site&utm\_medium=native&utm\_campaign=ic-wm-us-spur-pat&utm\_content=take\_survey-hospital\_web\_kit-n-n&cid=n10000450*](https://eligibility.watchman.com/questionnaire?utm_source=oth_site&utm_medium=native&utm_campaign=ic-wm-us-spur-pat&utm_content=take_survey-hospital_web_kit-n-n&cid=n10000450)*]*

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| **Image Caption/Alt Tag:** WATCHMAN Doctor Discussion Guide | |

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**Hear from WATCHMAN Ambassadors**

*<Select one of the following patient stories to feature.>*

[Linda’s Story]



Image File Name: WATCHMAN\_Patient\_Linda.jpg

For Linda, the fear and anxiety of blood thinners was keeping her from enjoying her retirement with her husband, Skip. Now that she has the WATCHMAN Implant, she feels free to travel and make the most of her retirement community.

Watch Linda’s Story: [[WATCHMAN Testimonial – Linda on Vimeo](https://vimeo.com/683391752)]

Download Linda’s Story: <https://www.watchman.com/content/dam/watchman/downloads/download-center/hospital-media-kit/WATCHMAN_Patient_Testimonial_Linda.zip>

[Fred’s Story]

A person wearing sunglasses and a white shirt

Description automatically generated

Image File Name: WATCHMAN\_Patient\_Fred.jpg

Fred struggled with bleeding issues from blood thinners. Hear how the WATCHMAN Implant helped him take back control of his health.

Watch Fred’s Story: [WATCHMAN Testimonial - Fred on Vimeo](https://vimeo.com/683387229/e0595f1be3)

Download Fred’s Story: <https://www.watchman.com/content/dam/watchman/downloads/download-center/hospital-media-kit/WATCHMAN_Patient_Testimonial_Fred.zip>

[Carole’s Story]



Image File Name: WATCHMAN\_Patient\_Carole.jpg

Carole knew blood thinners were not working for her when fears of bleeding and falling kept her from enjoying her travels without worry. After receiving the WATCHMAN Implant her fears of having a stroke were cured -- without the need for blood thinners.

Now, she is able to go about her daily life and travel without worrying about bleeding or having a stroke.

Watch Carole’s Story: [WATCHMAN Ambassador Testimonial - Carole on Vimeo](https://vimeo.com/778315365/0bb813513d)

Download Carole’s Story: <https://www.watchman.com/content/dam/watchman/downloads/download-center/hospital-media-kit/WATCHMAN_Patient_Testimonial_Carole.zip>

**Getting the WATCHMAN Implant**

The first step to finding out if you’re a candidate for the WATCHMAN Implant is making an appointment with a cardiologist to discuss your options.

*<Include specifics if necessary regarding the appointment and scheduling process>*

**For more information and to make an appointment, call <*Hospital/Department Name*> at <*Phone Number*> or email us at <*email address*>.**

Or, visit the WATCHMAN website.

*[Link “visit the WATCHMAN website” to* [*https://www.watchman.com/en-us/home.html?utm\_source=oth\_site&utm\_medium=native&utm\_campaign=ic-wm-us-spur-pat&utm\_content=homepage-hospital\_web\_kit-n-n&cid=n10000452*](https://www.watchman.com/en-us/home.html?utm_source=oth_site&utm_medium=native&utm_campaign=ic-wm-us-spur-pat&utm_content=homepage-hospital_web_kit-n-n&cid=n10000452)*]*

**Meet Your WATCHMAN Team**

*<Include a list of cardiologists at your hospital who perform the procedure with links to their bios, if available>*

**Required Disclaimer Information**

*<Include the following information on* ***each*** *page of your website >*

The WATCHMAN Implant is for people with atrial fibrillation not caused by a heart valve problem who need an alternative to blood thinners. This website is intended to provide patients and caregivers with some information about the WATCHMAN Implant. It may help prepare you for talking to your doctor about your options for reducing stroke risk.

**Important Safety Information**

The WATCHMAN FLX and WATCHMAN FLX Pro Devices are permanent implants 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 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 device.

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\*In a clinical trial >96% of patients were able to discontinue their blood thinner 45 days after getting the WATCHMAN Implant.

**Sources**

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