

# ATRIAL FIBRILLATION

We all know atrial fibrillation (AFib) isn't a new problem, but it's on the rise. By 2050, it's expected to double. More than 2.7 million individuals currently suffer from AFib.

## PROBLEMS THAT BUILD UP

AFIB-RELATED PROBLEMS AFFECT BOTH THE PATIENT'S HEALTH AND THE HOSPITAL'S BUDGET.

- AFib costs the United States health care system an annual **\$26 BILLION.**

- Each hospitalized AFib patient costs an extra **\$8,705.**

- Readmissions within 30 days of discharge can result in **CMS HOSPITAL PENALTIES.**



AFIB PATIENTS' HEALTH-RELATED ISSUES CAN BE EVEN MORE HARMFUL.

**2X**  
more hospitalizations than non-afib patients

**3X**  
more likely to undergo multiple admissions

**5X**  
increased risk for stroke

**3X**  
increased risk of heart failure



Regardless of AFib's serious health implications, **PATIENT CARE ISN'T ALWAYS CONSISTENT WITH EVIDENCE-BASED GUIDELINES.**



Only about **50–60%** of eligible patients receive anticoagulant therapy.



Such gaps in care result in serious complications, such as stroke.

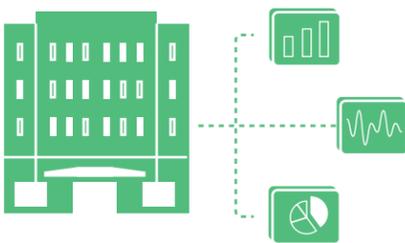
## HELP SAVE LIVES, GET WITH THE GUIDELINES

Saving costs and lives, Get With The Guidelines-AFIB is helping hold hospitals to the latest scientific guidelines and changing the landscape in 5 main ways:

1

### PATIENT MANAGEMENT TOOL (PMT):

powered by Quintiles Real World and Late Phase Research



- Real-time data collection to show how your hospital is adhering to guideline-based measures
- Point-of-care education materials
- Integrated decision support
- Arrival, discharge, and follow-up care forms

2

### FIELD STAFF SUPPORT



1-on-1 interaction



PMT support



Increased performance

3

### RECOGNITION

- Public recognition for hospitals that achieve at least **85%** compliance



**BRONZE**  
90 days



**SILVER**  
1 year



**GOLD**  
2 years

- Featured on the American Heart Association quality map and in the U.S. News and World Report Best Hospitals recognition ad

4

### COST-EFFECTIVENESS



- Inexpensive enrollment fee and available discounts for hospitals with multiple Get With The Guidelines modules
- Reduced readmissions and comorbidities

5

### EDUCATION



Webinar access



Local workshops



Patient education resources

## PROVEN EFFECTIVENESS

Get With The Guidelines-AFIB is part of the Get With The Guidelines suite of programs' rich data registry, comprised of more than 5 million patient records in 2,000 hospitals

Together, we're working to improve the quality and consistency of care.