**AFib Treatment Advances Pitch**

Hi **[insert name],**

Due to a serious heart condition called Atrial Fibrillation (or AFib) that often goes undetected, one in four Americans over 401 have an increased risk of experiencing life-threatening heart failure or stroke.2 Local heart patient, **[insert first name],** knows this all too well.

AFib is typically marked by irregular or erratic heartbeats that can have a significant impact on quality of life, while some may silently suffer for years.

As **[one of]** the only electrophysiologists specifically trained to treat AFib in **[insert area],** I’d appreciate the opportunity to educate our community about AFib and the innovative treatment options available at **[clinic name]**, some of which have helped my patients live an AFib-free life.

Would you be interested in a brief phone or in-person discussion about AFib, its symptoms, treatment options and outcomes? I’d particularly like to share how our ability to treat AFib is improving and why this matters to members of our community.

Additionally, if you’re interested in hearing more about AFib from a patient perspective, I’d be happy to connect you with a local patient who first started experiencing AFib **[insert number]** years ago.

I look forward to hearing from you.

Thank you,

Dr. **[NAME]**

*We will use your information as explained in our Privacy Policy <insert link>.*

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Lloyd-Jones, Donald M., et al. “Lifetime risk for development of atrial fibrillation: the Framingham Heart Study.” Circulation110.9 (2004): 1042-1046.

2 Odutayo A, Wong CX, Hsiao AJ, Hopewell S, Altman DG et al. (2016) Atrial fibrillation and risks of cardiovascular disease, renal disease, and death: systematic review and meta-analysis. Bmj 354 i4482.

**AFib Awareness Month Pitch**

Hi **[NAME]**,

A serious, yet often undiagnosed heart condition called Atrial Fibrillation (or AFib) has been proven to increase one’s risk of stroke.1 Local heart patient, **[insert first name]**, understood the uncertainty of living with AFib all too well.

With September’s AFib Awareness Month upon us, I wanted to take this opportunity to educate adults in **[insert area]** about this serious, yet common heart condition that affects one in four adults over 40.2 Marked by an irregular or erratic heartbeat that may lead to heart failure or stroke,3 many don’t understand the risks associated with AFib or experience noticeable symptoms.

As **[one of]** the only electrophysiologists in our area, would you be interested in a phone or in-person discussion about AFib symptoms, treatment and outcomes? I’d appreciate the opportunity to educate our community on this important health topic, including common misconceptions.

Additionally, if you’re interested in hearing more about AFib from a patient perspective, I’d be happy to connect you with **[insert name of area]**, **[insert patient first name],** who experienced AFib for **[insert number]** of years.

I look forward to hearing from you.

Thank you,

Dr. **[NAME]**

*We will use your information as explained in our Privacy Policy <insert link>.*

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2 Lloyd-Jones, Donald M., et al. “Lifetime risk for development of atrial fibrillation: the Framingham Heart Study.” Circulation110.9 (2004): 1042-1046.

3 Hugh Calkins, Gerhard Hindricks, Ricardo Cappato, et al. 2017 HRS/EHRA/ECAS/APHRS/SOLAECE expert consensus statement on catheter ablation and surgical ablation of atrial fibrillation. 2017.