

# When was the last time you checked on your heart?

YOUR HEART ACTIVITY CAN TELL YOU A LOT ABOUT YOUR HEALTH.

One of the most common irregular heart rhythm conditions is Atrial Fibrillation (AF) and it affects over

**1 MILLION**  
people in the UK.<sup>1</sup>



AF IS A SERIOUS ISSUE IN THE UK

Yet according to our survey, **nearly 50% of people don't know what it is.**<sup>2</sup>



WHO IS MOST AT RISK?



Men and women aged over 60



Patients with pre-existing heart conditions, high blood pressure or diabetes

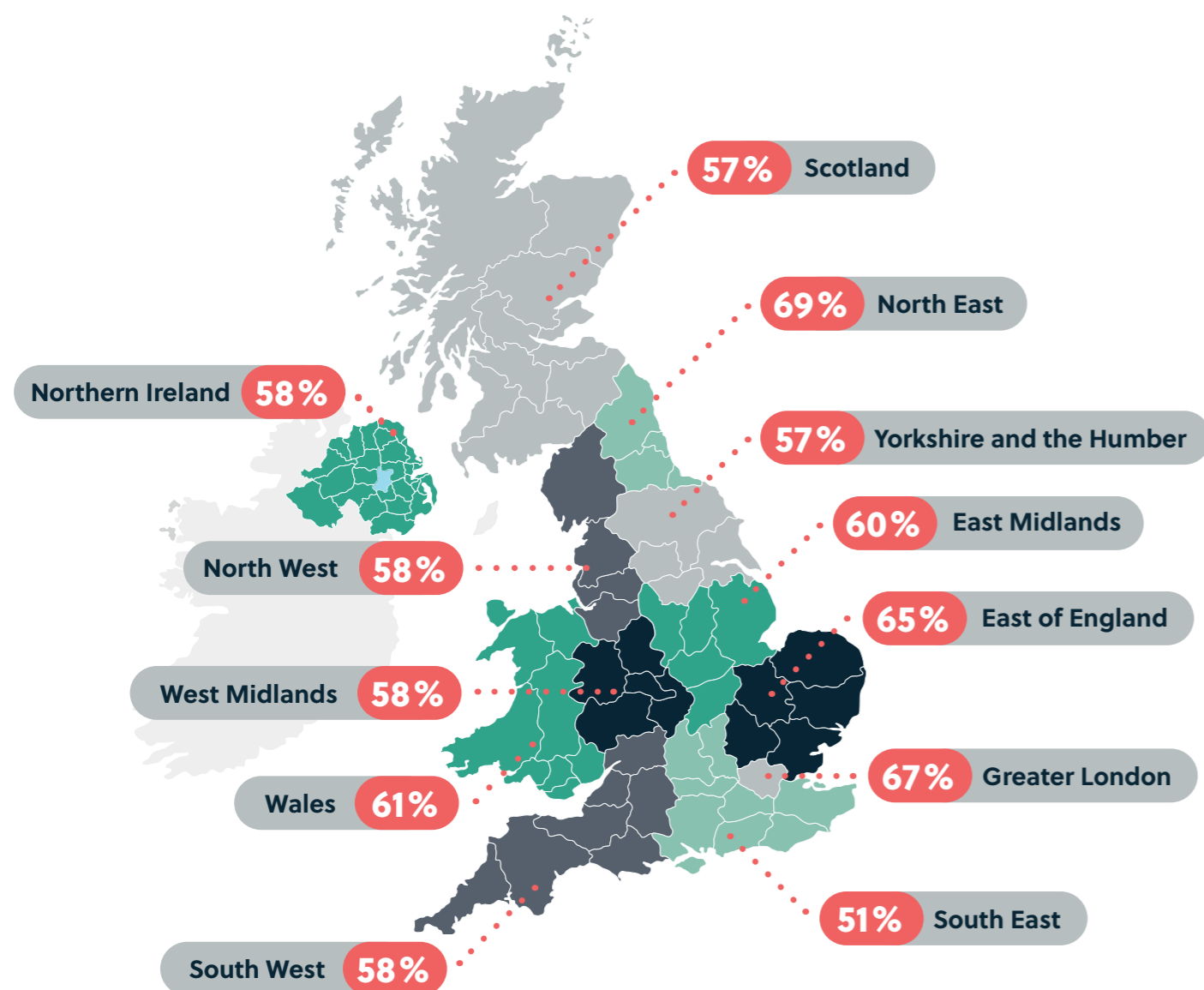
WHAT ARE THE SYMPTOMS?



AF symptoms include palpitations, chest pains or fatigue. You could also have AF without experiencing any symptoms.

## UK STROKE BLIND SPOTS

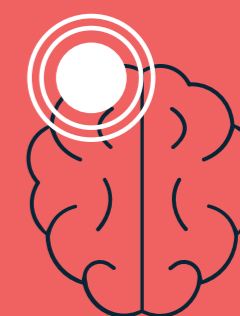
Percentage of people who are unaware that AF is the number one cause of stroke



Data taken from the AliveCor consumer survey on awareness around atrial fibrillation in the UK, 2020

**1**  
NUMBER

It is the number one cause of stroke – a life threatening condition which can have a devastating impact on not only the individual, but also their family and friends.



Early diagnosis of AF is essential in preventing the potentially life changing consequences of stroke.

According to NHS England, **70%** of strokes could be prevented by the detection and effective management of AF.<sup>3</sup>



## HOW YOU CAN LOOK AFTER YOUR HEART

Take control of your heart health from the comfort of your home with KardiaMobile – the clinically-validated personal ECG from AliveCor. Take an ECG the moment you feel a symptom and get an analysis in just 30 seconds right to your smartphone.

[www.alivecor.co.uk](http://www.alivecor.co.uk)

<sup>1</sup> British Heart Foundation, 2019, What is atrial fibrillation? <<https://www.bhf.org.uk/information-support/heart-matters-magazine/medical/what-is-atrial-fibrillation>>  
<sup>2</sup> AliveCor consumer survey on awareness around atrial fibrillation in the UK, 2020  
<sup>3</sup> NHS England, 2019, What is stroke? <<https://www.england.nhs.uk/ourwork/clinical-policy/stroke/>>

