**Social Media Posts**

# **Facebook**

**Proposed Copy:**

**Post #1: Announcing the HeartFlow Analysis**

We’re pleased to announce that [INSERT FACILITY NAME] now offers the HeartFlow Analysis, a non-invasive test that helps doctors diagnose heart disease. This advanced technology provides a personalized digital 3D model of a patient’s coronary arteries that shows the impact that blockages have on blood flow to the heart. How healthy is your heart? Learn more > [INSERT LINK TO RELEVANT WEBPAGE, PRESS RELEASE OR VIDEO]

**Post #2: HeartFlow Analysis Recognized in the 2021 ACC/AHA Guidelines**

Doctors at [INSERT FACILITY NAME] are using the HeartFlow Analysis to non-invasively test their patients for coronary artery disease. This novel technology was recently recognized in the 2021 ACC/AHA Guidelines for the Evaluation and Diagnosis of Chest Pain showcasing the growing support for the coronary CTA + FFRct pathway. Learn more about why doctors at [INSERT FACILITY NAME] are choosing HeartFlow > [INSERT LINK TO RELEVANT WEBPAGE OR VIDEO]

**Post #3: PRECISE Trial Confirms Precision Pathway as a Front-Line Pathway**

New level 1 clinical evidence from the landmark PRECISE Trial confirms that the CCTA+FFRct pathway (also supported by the 2021 ACC/AHA Guidelines), is now recognized as a front-line pathway for patients with suspected coronary artery disease. Learn more about why doctors at [INSERT FACILITY NAME] choose to utilize the HeartFlow Analysis technology > [INSERT LINK TO RELEVANT WEBPAGE OR VIDEO].

**Post #4: Sample Patient Testimonial**

Doctors at [INSERT FACILITY NAME] used the HeartFlow Analysis to help identify [INSERT EXAMPLE PATIENT STORY AND QUOTE]. Hear more about [INSERT NAME] story > [INSERT LINK TO RELEVANT WEBPAGE OR VIDEO]

**Post #5: How HeartFlow Works**

How healthy is your heart? Doctors at [INSERT FACILITY NAME] are using the HeartFlow Analysis to help diagnose heart disease and determine the best treatment for each patient. Learn how the non-invasive HeartFlow Analysis works > [INSERT LINK TO RELEVANT WEBPAGE OR VIDEO].

**Post #6: Prevalence of Coronary Artery Disease**

Coronary artery disease is the most common type of heart disease. Doctors at [INSERT FACILITY NAME] are using the HeartFlow Analysis to help identify blockages that limit blood flow to the heart and determine the best treatment for each patient. Learn how the non-invasive HeartFlow Analysis works > [INSERT LINK TO RELEVANT WEBPAGE OR VIDEO].

# **LinkedIn**

**Proposed Copy:**

**Post #1: Announcing HeartFlow Analysis**

We’re pleased to announce that [INSERT FACILITY NAME] now offers the HeartFlow Analysis, a non-invasive test that helps doctors diagnose heart disease. This advanced technology provides a personalized digital 3D model of a patient’s coronary arteries that shows the impact that blockages have on blood flow to the heart. Learn more > [INSERT LINK TO RELEVANT WEBPAGE, PRESS RELEASE OR VIDEO].

**Post #2: HeartFlow Analysis Recognized in the 2021 ACC/AHA Guidelines**

Doctors at [INSERT FACILITY NAME] are using the HeartFlow Analysis to non-invasively test their patients for coronary artery disease. This novel technology was recently recognized in the 2021 ACC/AHA Guidelines for the Evaluation and Diagnosis of Chest Pain showcasing the growing support for coronary CTA + FFRct pathway. Learn more about why doctors at [INSERT FACILITY NAME] are choosing HeartFlow > [INSERT LINK TO RELEVANT WEBPAGE OR VIDEO]

**Post #3: PRECISE Trial Confirms Precision Pathway as a Front-Line Pathway**

New level 1 clinical evidence from the landmark PRECISE Trial confirms that the CCTA+FFRct pathway (also supported by the 2021 ACC/AHA Guidelines), is now recognized as a front-line pathway for patients with suspected coronary artery disease. Learn more about why doctors at [INSERT FACILITY NAME] choose to utilize the HeartFlow Analysis technology > [INSERT LINK TO RELEVANT WEBPAGE OR VIDEO].

**Post #4: How HeartFlow Works**

Doctors at [INSERT FACILITY NAME] are using the HeartFlow Analysis to help diagnose heart disease and determine the best treatment for each patient. Learn how the non-invasive HeartFlow Analysis works > [INSERT LINK TO RELEVANT WEBPAGE OR VIDEO].

**Post #5: Prevalence of Coronary Artery Disease**

Coronary artery disease is the most common type of heart disease. Doctors at [INSERT FACILITY NAME] are using the non-invasive HeartFlow Analysis to help diagnose heart disease and determine the best treatment for each patient. Learn how this advanced cardiac test works > [INSERT LINK TO RELEVANT WEBPAGE OR VIDEO].

# **Twitter**

Note: Twitter allows a limit of 280 characters in tweets.

**Post #1:**

[INSERT ABBREVIATED FACILITY NAME] now offers the non-invasive #HeartFlowAnalysis. Learn more about this novel technology and find out how healthy your heart is:[INSERT LINK TO RELEVANT WEBPAGE OR PRESS RELEASE]

Character count without relevant information: 126

**Post #2:**

[INSERT ABBREVIATED FACILITY NAME] is using the non-invasive #HeartFlowAnalysis to help diagnose heart disease - a “front-line” pathway that is now recognized in the 2021 ACC/AHA Guidelines. Find out how healthy your heart is here: [INSERT LINK TO RELEVANT WEBPAGE OR VIDEO]

Character count without relevant information: 196

**Post #3:**

Clinical evidence from the PRECISE Trial found that the HeartFlow Analysis or Precision Pathway is superior to traditional testing. [INSERT ABBREVIATED FACILITY NAME] offers this novel technology to help diagnose heart disease - find out how healthy your heart is here: [INSERT LINK TO RELEVANT WEBPAGE OR VIDEO]

Character count without relevant information: 235

**Post #4:**

Doctors at [INSERT ABBREVIATED FACILITY NAME] are using the non-invasive #HeartFlowAnalysis to help diagnose heart disease. How healthy is your heart? [INSERT LINK TO RELEVANT WEBPAGE OR PRESS RELEASE]

Character count without relevant information: 116

**Post #5:**

Doctors at [INSERT ABBREVIATED FACILITY NAME] are leading the way in heart disease diagnosis with the help of the non-invasive #HeartFlowAnalysis. [INSERT LINK TO RELEVANT WEBPAGE OR PRESS RELEASE]

Character count without relevant information: 112

# Social Media Graphics

**Suggested Media Assets to Accompany Posts:**

* Coronary artery disease overview graphic
* 3D color-coded model graphic
* HeartFlow stylized heart graphic
* Patient photo or video frame
* Introduction to HeartFlow thumbnail graphic