Brand Guidelines

May 2025

Introduction

In the 15 years since Heartflow was founded, we have grown, innovated, and expanded our impact. We've established a new era of personalized care by delivering AI-driven analysis and insights to rewrite the story of coronary artery disease (CAD). This new brand is more than just a new logo and color scheme — it's a strategic evolution that ensures we present our company to the world with a vision for where we're headed and what we can help our customers achieve for their patients.

As we roll out this brand with our vision for the future of CAD, we hope you share our excitement about what's ahead.

Contents

About Brand Guidelines

This document articulates how we express our brand to engage, educate, and inspire all Heartflow stakeholders at every level. It begins with our vision for the future of coronary artery disease, the promise we make to all our customers, the principles that guide our brand, and our new brand story. We then detail the various ways our brand is expressed across communications.

These standards and rules explain how our brand should be presented to the world, ensuring that all communications are consistent and recognizable.

While this document serves as a reference tool, brand guidelines are intended to be a living document that evolves as we do.

If you have any questions about the brand or how it's executed, please contact the Heartflow brand team at marketing@heartflow.com.

Brand vs. Visual Identity vs. Logo

Logo

A logo is the simplest manifestation of a brand distilled into a singular mark. A well-designed logo helps establish instant recognition and recall of a brand, making it easier for customers to associate with the brand's values and offerings.

Brand

A brand is the overall perception and emotional connection that people have with a company, product, or service. It encompasses the values and personality of an organization, as well as how customers feel about and recognize the business. The brand also includes the associations and expectations that are evoked when encountering the company. Essentially, a brand is an intangible concept that exists in the minds of consumers, making it a powerful yet abstract entity that shapes how a business is perceived and remembered.

Visual Identity

Logos are the central component of a brand's visual identity system, which encompasses typography, color schemes, and other graphic elements that together convey the brand's personality and message. The visual identity comprises a carefully selected set of elements designed to reinforce the brand's intent and appeal to its target audience.

Brand Purpose

Marketing Strategy

Brand Values

Layout

Color

Design Elements

Brand Strategy

Brand Personality

Typography

Imagery

Use of Space

Our Technology

Tone of Voice

Products & Services

Brand strategy serves as the foundational blueprint for developing and expanding a brand in a manner that is both purposeful and emotionally resonant. It plays a crucial role in several key areas. Firstly, it helps build trust and foster an emotional connection with customers, which is essential for long-term loyalty. Additionally, it enables differentiation within highly competitive markets. Brand strategy also aligns the internal culture with external messaging, ensuring a cohesive brand image. Furthermore, it promotes consistency across various channels and teams, which is vital for maintaining a unified brand voice. Lastly, it guides important decisions related to marketing, design, and product development, ensuring that all efforts align with the brand's overall vision and goals.

Brand Strategy

Our Vision For The Future

To transform CAD from the leading cause of death to a disease that can be proactively managed for life.

Our Mission Statement

What We Do

Heartflow is establishing a new era of personalized care by
delivering AI-driven analysis and insights to proactively manage CAD for life.

How We Do It

Why
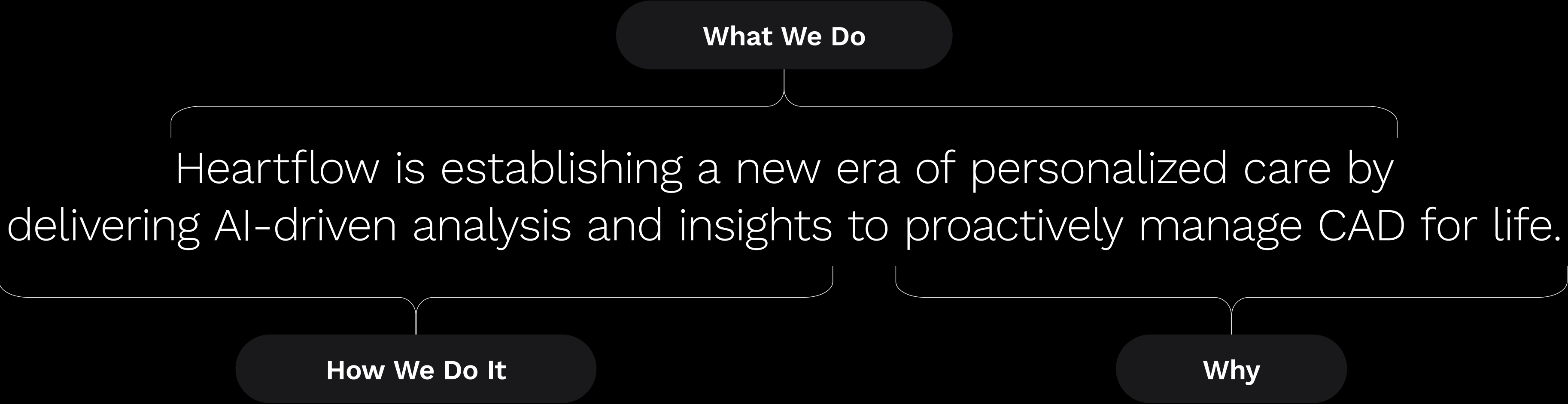
The Promise We Make To Our Customers

Heartflow delivers the clarity and confidence that each clinical decision you make is the right one to manage CAD for life.

What We Do

Heartflow is rewriting the story of coronary artery disease (CAD).

Our AI-driven platform creates a 3D model of the heart, providing physicians with precise, personalized insights— identifying disease type, location, volume, severity, and its impact on function—guiding the next steps for treatment.

By transforming how CAD is understood and diagnosed, we are setting a new standard of care that empowers earlier, proactive, and more effective disease management.

Who We Are For

We serve a wide range of clinical and non-clinical stakeholders across the continuum of coronary care. No matter the title, department or function, our audience shares a common mindset. They are all visionary, with a healthy dose of pragmatism.

Visionary Pragmatists understand that healthcare is evolving to be more data and insights-driven and that AI is a leading catalyst for this change. They're driven to do all they can to usher in a future where they can deliver advanced care more efficiently, consistently, and accurately than ever before.

They view innovation and change as opportunities rather than threats. However, they also know that innovations' true value is realized when they are effectively operationalized and integrated—when they are not, they're just nice ideas.

When we help Visionary Pragmatists seamlessly integrate and frictionlessly deploy our technology into their workflows and patients' journeys, we help them unlock the future they know is possible today.

Brand Pillars

Intelligence

AI-driven analysis and insights provide the clarity and confidence to prevent, diagnose, and intervene in CAD.

Evidence Driven

Our foundation of clinical evidence and commitment to unlock value for clinicians and the patients they serve is unmatched.

Partners in Growth

Our team helps you at every stage of the deployment, operationalization, and workflow management of your CCTA program to ensure it seamlessly works with you.

Catalyst for New Experiences

By shaping the interactions between technology and clinicians, we are transforming how care is provided and what can be expected of coronary care.

Our Brand Story

For too long, coronary artery disease (CAD) has silently claimed the lives of those we love—family members, friends, and neighbors. As the leading cause of death for over a century, it often strikes without warning, forever altering countless lives.

But what if we could change that story?

At Heartflow, we believe that every patient deserves clarity, precision, and hope for the future. Our technology doesn't just help clinicians to see CAD; it transforms how they understand and manage it. With a single CT scan, our AI-driven analysis generates a personalized 3D model of the heart. This model is more than a diagnostic tool; it's a window into a patient's future, empowering clinicians to make the right decisions that can lead to more birthdays, more memories made, and more time.

This is more than just technology; it's a partnership for life. We collaborate with clinical teams to enhance every step of the care journey, ensuring the best possible outcomes for all patients.

Today, CAD is no longer a silent threat. It's screenable, diagnosable, and manageable. With Heartflow, you don't just see CAD—you can manage it for life.

A brand voice and how it appears in written communications, including its language, product names, taglines, and overall voice, collectively reflect the brand's personality and values. This linguistic framework ensures consistency across all communication channels.

Voice & Language

Brand Tagline

"See CAD. Manage for life."

This contains two parts of our story but means three things. "See CAD" speaks to the ability to see coronary artery disease in never-before-seen detail, fostering a greater understanding of the disease. "Manage for life" communicates that clinicians can manage this disease for the lifetime of their patients. But upon further reflection, it also means managing disease to save, to lengthen, and to improve the lives of your patients–literally for life itself.

Brand Voice

Bold and Confident, But Never Overconfident or Brash

We communicate with authority, backed by evidence and expertise. Our messaging should inspire trust and demonstrate leadership in coronary care, without exaggeration or overstatement. We are pioneers in AI-driven CAD diagnosis, and our confidence comes from data, clinical outcomes, and patient impact.

Do

- Use clear, decisive language that reflects our leadership in CAD diagnosis and management
- Highlight proven clinical outcomes and data-driven advancements
- Reinforce how we are setting a new standard in coronary care

Don't

- Make unverified or hyperbolic claims
- Speak in absolutes (e.g., "We are the only solution" unless factually supported)
- Discuss our technology or platform through the lens of other approaches. The value of our innovation stands alone. Comparison is ok, but never how we start a conversation

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Brand Voice

Approachable and Relatable

Heartflow bridges the gap between advanced AI-driven medicine and everyday patient care. Our tone should be professional yet accessible—elevating complex technology, science, and medicine while making it understandable for a broad audience, from KOL cardiologists to primary care physicians and the patients they serve.

Do

- Use clear, engaging language that avoids unnecessary jargon
- Focus on the human impact of our technology—both for clinicians and patients
- Speak to the practical benefits of Heartflow for real-world decision-making

Don't

- Assume clinical knowledge—simplify when necessary for non-specialists
- Sound overly technical or exclusive; our innovations benefit the entire care continuum
- Make our technology feel impersonal—always bring it back to improving lives

Brand Voice

Trustworthy and Credible

We have earned our reputation in the market through clinical validation and real-world impact. Our communications must uphold this trust by being transparent, ethical, and consistent.

Do

- Lead with facts, evidence, and real-world case studies

- Uphold our responsibility as industry leaders and patient advocates

Don't

- Overpromise results—our technology is powerful, but every patient is unique

- Ignore the nuances of clinical decision-making— our role is to empower, not dictate

About Our Name

We are Heartflow. Always written in sentence case to read with a lowercase f. This change was made to highlight our approachability and to look towards our future in coronary artery disease management while maintaining our legacy of FFR$_{CT}$.

Nomenclature & Writing

Do

Refer to each product with Heartflow as a prefix on first mention only

Refer to Heartflow Analysis or Heartflow's Analysis using a possessive apostrophe when usage dictates

Refer to the platform as Heartflow One in physician-facing materials

Refer to the output of Heartflow One or the testing being performed as Heartflow Analysis in patient-facing materials

Refer to products as "Analyses" when referring to 2 or more

Refer to it as Roadmap™ Analysis on first mention, but Roadmap Analysis on subsequent

Refer to each product with Heartflow as a prefix on first mention only

Refer to it as "Coronary CT scan (CCTA)" on first mention, subsequent mentions can be "CCTA"

Refer to it as "Coronary Artery Disease (CAD)" on first mention, subsequent mentions can be CAD

Example

"Heartflow Plaque Analysis" or "Heartflow's Plaque Analysis"

Subsequent mentions should be "Plaque Analysis"

"Plaque and Roadmap Analyses"

Drop the ™

"DECODE Study"

Always capitalize "Coronary CT", always lowercase "scan"

Only capitalize "Coronary Artery Disease" if it's in a headline

In body copy, it should be lowercase

Don't

Add "the" in front of the name of the platform or our products

Example

"The Heartflow One", "The Plaque Analysis."

Visual Identity

Visual identity refers to the collection of logo variations that represent and differentiate the brand in its simplest form. It is the brand's personality, values and promise distilled into a singular form and it's various iterations for practical applications.

Logo

Our logo will be the most well-known element of our brand. It has been carefully designed to honor Heartflow's history and ongoing patient commitment, while striking a **balance between being approachable and friendly, as well as future-forward.**

Single color options (white or black) exist but are not to be used unless it is absolutely necessary. For example, if needed for printing purposes.

Primary Logo; Negative

Primary Logo; Positive

Logo

Our logo is designed to be flexible and dynamic even in static form.
Depending use case formats, a vertical option has been developed.

Secondary Logo; Negative

Secondary Logo; Positive

Logo & Tagline

Additionally, the logo locks up with our tagline. **In instances where there is no context, no understanding of the brand** or no other messaging, the tagline option can be included to build awareness.

Logo & Tagline; Negative

Logo & Tagline; Positive

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Avatar

The avatar is the **simplest form the brand can exist** as.

It is designed for two unique circumstances: instances where the logotype becomes too small to be read, such as a social media profile image, or as a design choice or as a design choice where the environment is heavily branded and the choice is made to compliment the density visuals with a simplified mark for better overall visual balance.

Avatar; Negative

Avatar; Positive

Clear Space

In order to maintain the integrity of the logo, **ensure a minimum clear space from other graphic elements at all times**. We define this distance at all sizes by the size of the H in the logotype.

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Minimum Size

Our logos should **never be hard to read or recognize.** Here we show minimum sizes for print and digital to retain legibility in all communications.

100px

70px

165px

1.25"

1"

2.25"

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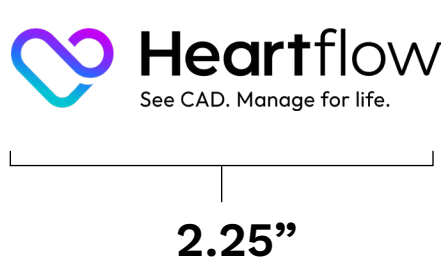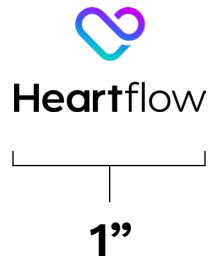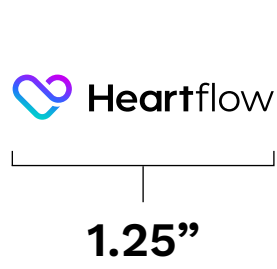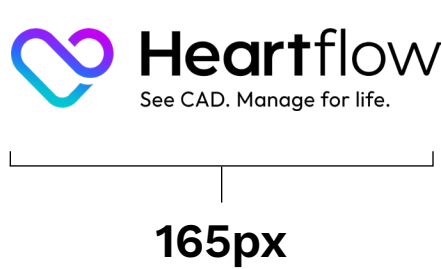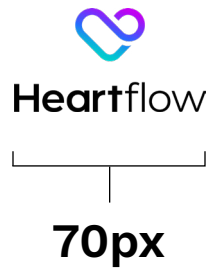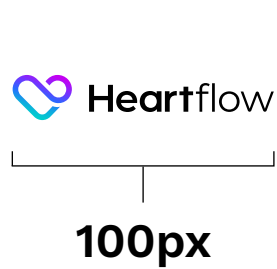
Incorrect Usage

The Heartflow logo should be consistent in all communications to build awareness and brand equity. The following examples illustrate how things **should not be used.**

Do not place full color logo on a color background

Do not alter the colors of the avatar or the logotype
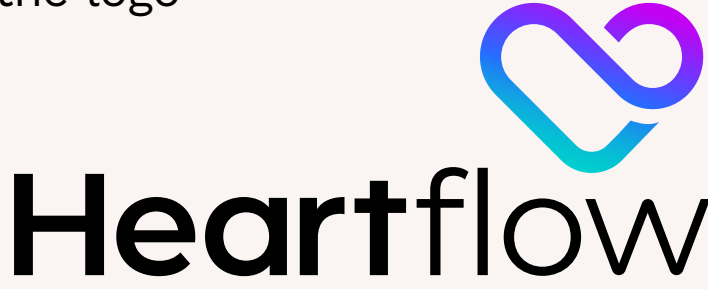
Do not place the logo over busy imargery or patterns

Do not stretch or distort

Do not rearrange or alter or add elements to the logo

Do not use any effects on the logo

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Brand Architecture

We operate under a single, powerful brand, Heartflow, which encompasses all our offerings and supports our Solution Platform, Heartflow One. This branded house structure allows us to provide a clear, single point of focus for customers, streamlining their decision-making process. Additionally, this approach simplifies naming, positioning, and communication, and helps employees maintain a clear understanding of our brand's mission and values. The design and usage of a clinical trial's logotype must reflect the trial's official submission name or title as registered in regulatory documents.

Corporate Brand

Heartflow

Solution Platform

Heartflow One

Offerings

Heartflow UNIVERSITY

Heartflow ACADEMY

LearningHub

GAMEFILM

TEMPO

CLIMB HEART

Color and typography play crucial roles in establishing a strong brand identity, working together to convey a brand's personality, values, and message to its target audience. Colors evoke specific emotions and associations, making them powerful tools for brand communication. Typography goes beyond mere readability; it communicates a brand's character and tone. When used together effectively, color and typography create a cohesive visual language that strengthens brand recognition and emotional connection with the audience.

Color & Typography

Color Palette

Our color palette is carefully balanced to build brand recognition and support our strategy, while working across audiences and verticals.

Now Black
Cutting edge technology available now.

HEX	#000000
RGB	0/0/0
CMYK	0/0/0/100
Pantone	6c

Energy Gradient
The energy and endless potential of our technology.

HEX	#3537E5 - #9601EF
RGB	53/55/229 - 150/1/239
CMYK	100/34/0/34 - 51/100/0/0

Future White
The possibility of the future we're creating.

HEX	#FFFFFF
RGB	255/255/255
CMYK	0/0/0/0
Pantone	246c

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Colors Hierarchy

60/10/30 color rule is a widely used principle in design. It helps create a balanced and harmonious color scheme by allocating specific proportions to three colors:

- **60% Dominant Color:** This is the primary color that sets the overall mood and tone of the design. It should be the most prominent and visible color, often used for large surfaces like walls or backgrounds.

- **30% Secondary Color:** This color supports the dominant color and adds visual interest. It is used less frequently than the dominant color but more than the accent color. Examples include window coverings, accent chairs, or secondary furniture pieces.

- **10% Accent Color:** This color adds a pop of excitement and contrast to the design. It is used sparingly to highlight specific features or elements, such as throw pillows, decorative accessories, or artwork.

60%

Now Black

HEX	#000000
RGB	0/0/0
CMYK	0/0/0/100
Pantone	6c

10%

Energy Gradient

HEX	#3537E5 – #9601EF
RGB	53/55/229 – 150/1/239
CMYK	100/34/0/34 – 51/100/0/0

30%

Future White

HEX	#FFFFFF
RGB	255/255/255
CMYK	0/0/0/0
Pantone	246c

Colors Variations

Shades and variations support our core palette and allow for flexibility, while maintaining the brand's integrity and intent. Variations for black and white **should only be used** in conjunction with one another. They're not intended to be used on their own. See page 35 and 36 for details.

Blue Gradient

HEX	#5814C7 - #037BC5
RGB	88/20/199 - 3/123/197
CMYK	56/90/0/22 - 98/38/0/23

Purple Gradient

HEX	#323BE4 - #6100F2
RGB	50/59/228 - 97/0/242
CMYK	78/74/0/11 - 60/100/0/5

Pink Gradient

HEX	#6817E7 - #CC00FF
RGB	104/23/231 - 204/0/255
CMYK	59/91/0/0- 20/100/0/0

Dark Gray

HEX	#1A1A1A
RGB	26/26/26
CMYK	0/0/0/90
Pantone	Cool Gray 11c

Warm Gray

HEX	#FAF4F3
RGB	250/244/243
CMYK	0/2/3/2
Pantone	1c

Data Colors

For charts, graphs and various data visualization applications,
a specific palette has been defined to highlight key information
while drafting off of the color gradient found in our avatar.

HEX	#CC00FF
RGB	204/0/255
CMYK	20/100/0/0
Pantone	246c

HEX	#7E2CFF
RGB	126/44/255
CMYK	51/83/0/0
Pantone	266c

HEX	#3ADCC9
RGB	58/220/201
CMYK	74/0/9/14
Pantone	3252c

HEX	#0088FF
RGB	0/136/255
CMYK	100/47/0/0
Pantone	2193c

HEX	#9FE2FF
RGB	159/226/255
CMYK	38/11/0/0
Pantone	304c

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Colors In Use

As a brand, we primarily use black (~60%) and white (~30%) to structure content and establish hierarchy. The strong value contrast between black and white can be visually striking, but frequent alternation between the two can strain the viewer's eyes and weaken the intended hierarchy. To prevent this while maintaining flexibility for breaking content into smaller sections, we incorporate dark and light gray as subdividers within our layouts.

Lorem Ipsum

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Lorem Ipsum

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Colors In Use

Additionally, we can create subdividers in layout when needing to call attention to specific areas and information.

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Lorem Ipsum

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Lorem ipsum dolor sit amet

Lorem ipsum 01	Lorem ipsum 01
Lorem ipsum 01	Lorem ipsum 01
Lorem ipsum 01	Lorem ipsum 01

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Colors In Use

Our gradient is very active and draws attention, therefore all uses should be deliberate and calculated. If we have a section we want to highlight, a button we want noticed or data points we want called out, our gradient can be an effective tool.

>400K Patients Treated	**1,400** Install Base and Growing	**>600** Peer-Reviewed Publications	**99%** of US Lives Covered

Guideline-Recommended Care

Recognized as a Class 1A recommendation per the ACC/AHA Chest Pain Guidelines, CCTA is the preferred modality for assessing suspected CAD in intermediate-risk patients with no known disease.[4]

97%

of patients reach optimal diagnosis and treatment plans after just one test[3]

Contact Us

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demonstrating effectiveness as compared to conventional methods.

program and workflow customized to your institution.

CCTA + Heartflow One

The latest ACC/AHA guidelines recommended CCTA as the frontline test for patients with stable chest pain. Heartflow One provides superior clinical insights and an integrated workflow with additional analysis that empowers physicians to improve patient care by enabling a faster, more optimal diagnosis outside of the cath lab, to avoid unnecessary tests.

Heartflow One Integrated Workflow

1	2	3	4
CCTA performed, then automatically and securely sent to Heartflow	Heartflow AI enabled analysis of anatomy and physiology	All available analysis delivered*	Analysis automatically delivered to PACS and EMR

Median Turnaround Time is 90 minutes

Discover how you can use Heartflow to advance your approach to coronary artery disease diagnosis.

Typography

For our brand's visual identity, we employ distinct typefaces for headlines and body copy, separate from the logotype itself. We've chosen **Work Sans as our primary typeface family**, whose curves and gestures echo the looping quality of our Infinity Heart logo, reinforcing our brand attributes. Work Sans is a modern interpretation of early Grotesque fonts, optimized for various applications. The Regular weight and mid-range styles are ideal for on-screen text at medium sizes and print design, while the extreme weights are better suited for display purposes in both digital and print media. The typeface has been simplified and optimized for screen resolutions, featuring larger diacritic marks compared to traditional print designs, ensuring clarity and legibility across all platforms.

Download ↗

Headlines, Eyebrows, Callouts and Buttons:

Body Copy:

Aa

Work Sans Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+

Aa

Work Sans Regular (Normal)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+

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Typography Alternatives

For instances where Google Fonts are unavailable, such as in Microsoft's ecosystem, an alternative has been defined for use. In this case, there is no need to download and install, Aptos comes ready to use.

Headlines, Eyebrows, Callouts and Buttons:

Body Copy:

Aa

Aa

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+

Typographic Hierarchy

In addition to carefully selected typefaces, the use cases and relationship of the typeface are built on a typographic hierarchy that helps improve not only the written communication of material, but also of the brand promise.

In some instances, purple eyebrows and subheads can but used minimally, to break up dense amounts of copy.

*Scale shown below is relative and should be taken as an approximate relationship to one another.

Font: Work Sans Semi Bold; All Caps — ⟶ **EYEBROW**
Size: 22 pts
Tracking: 24 pts

Font: Work Sans Semi Bold — ⟶ **Heading**
Size: ~40–130 pts
(depending on application)
Tracking: -10 pts

Font: Work Sans Semi Bold — ⟶ **Subheading**
Size: ~22–30 pts
(depending on application)
Tracking: -10 pts

Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Font: Work Sans Regular — ⟶
Size: 16 pts
Leading: 24 pts
Tracking: -10 pts

Font: Work Sans Semi Bold — ⟶ **Call To Action** ↗
Size: 16 pts
Tracking: 0 pts

Font: Work Sans Regular — ⟶ Footnotes, Captions & Disclaimers
Size: ~12 pts
Leading: 12–14 pts
Tracking: -10 pts

A visual language is a comprehensive communication system consisting of visual elements that define a brand's identity and convey its personality, values, and story to the audience. It encompasses various components such as imagery, icons, symbols, colors, typography, shapes, and other aesthetic characteristics that work together to create a cohesive and recognizable brand experience.

Visual Language

Layout

When designing brand layouts, **it's important to view the 60/30/10 color ratio as a guideline for the overall piece**, rather than a rule applied rigidly to every single page. This approach allows flexibility (some pages may be predominantly black, white, or feature the brand gradient entirely) while ensuring that the final product still feels balanced and cohesive.

example: CCTA Brochure

60% Black   30% White   10% Gradient
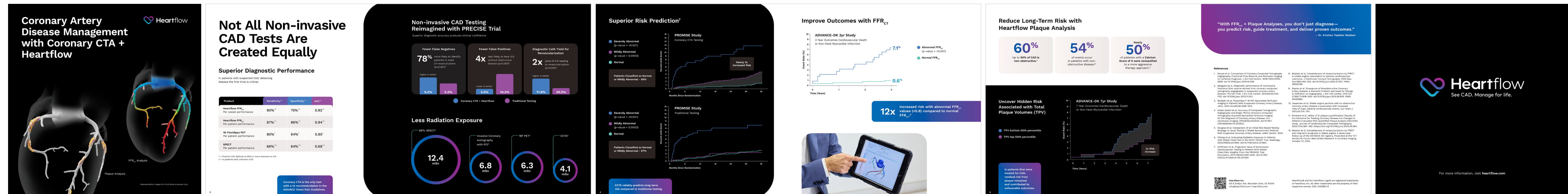
example: FFR_{CT} Patient Trifold

10   60   30
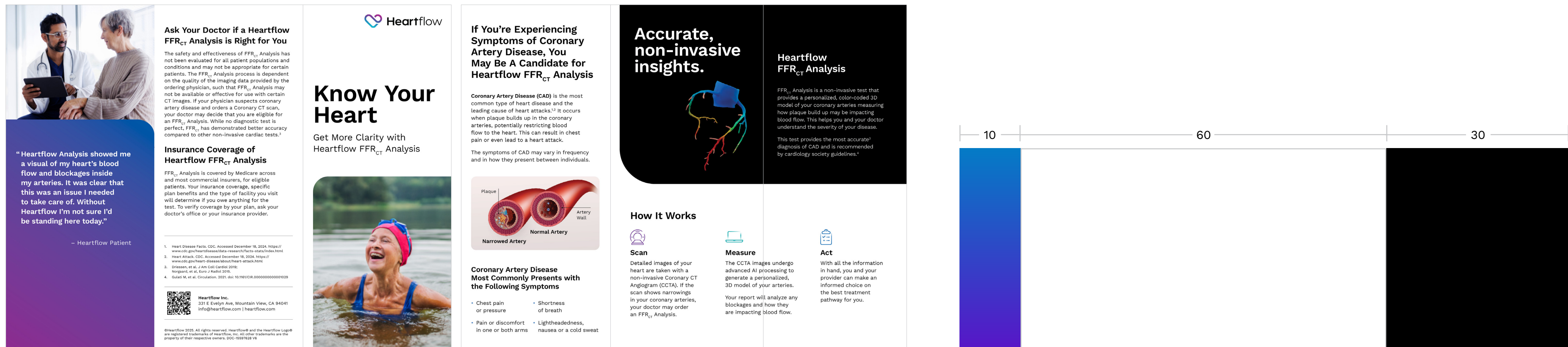
Negative Space & Padding

Generous padding between sections and a thoughtful use of negative space help maintain clarity, while margins should stay tight and narrow to keep the design feeling contained and deliberate. Careful attention to the ratio throughout ensures a harmonious flow and prevents the collateral from appearing overly segmented or resembling a black-and-white checkered pattern.

example: Heartflow Website

example: CCTA + Heartflow Brochure

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Round Corners

Round corners are a key element of our visual expression. They allow us to soften square and rectangular shapes by giving them curved edges, which create a cohesive connection to the design of our logo.

The corner radius should be proportionate to the size of the shape—smaller squares, for instance, should have smaller corner radii. While this serves as a general guideline, there are exceptions within the brand for specific designs.

A general rule of thumb would be to set the corner radius to 1:20 of the shortest side of the rectangle.

r = w/20
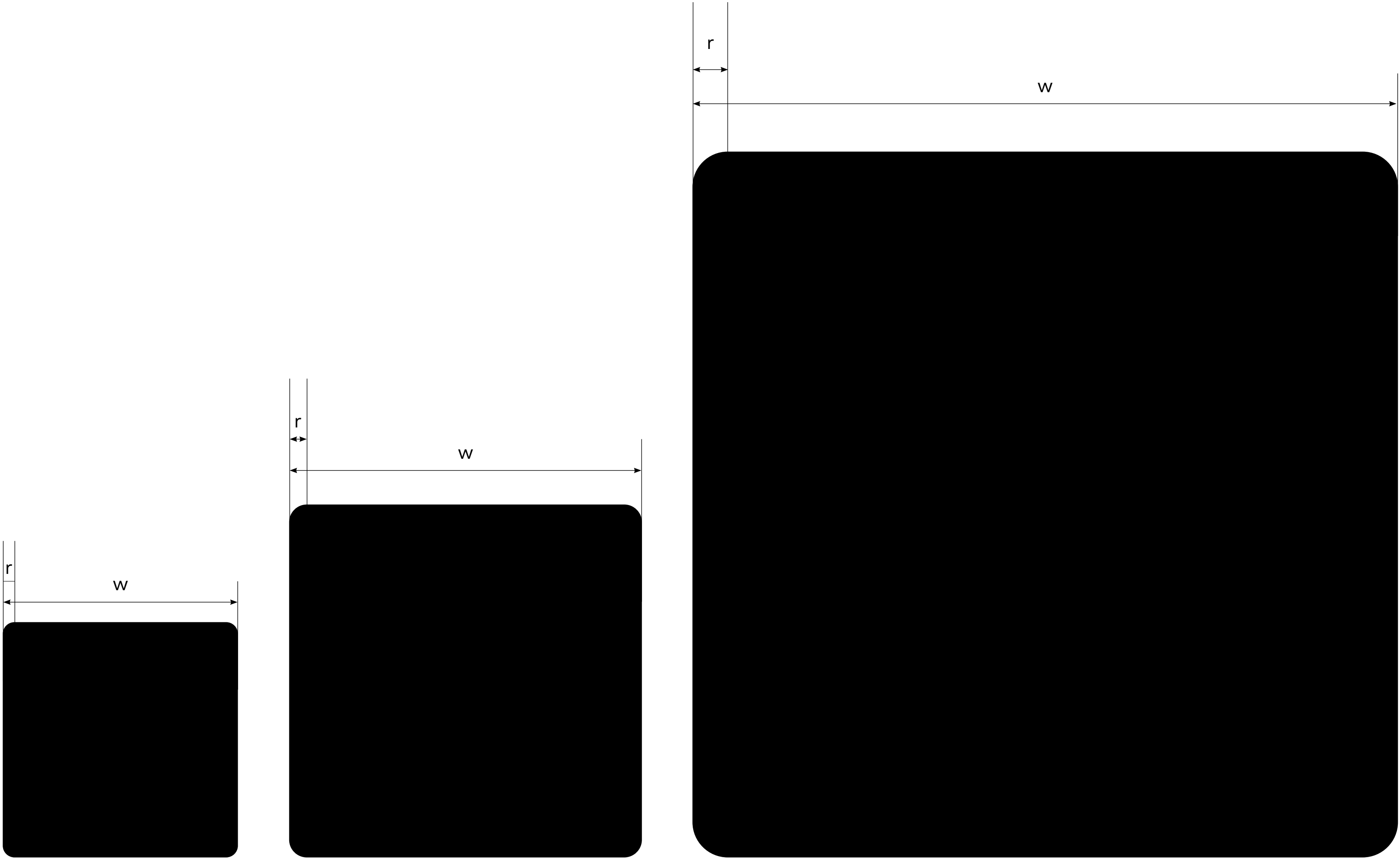
Headline Treatment

Our avatar features bold, angular gestures. Depending on the use case, we reflect these characteristics with an asymmetrical headline treatment. The forward-moving angle in the headline lockup symbolizes Heartflow's ongoing care and support, just like the avatar. Every design element ladders back to the brand's simplest form visually and symbolically.
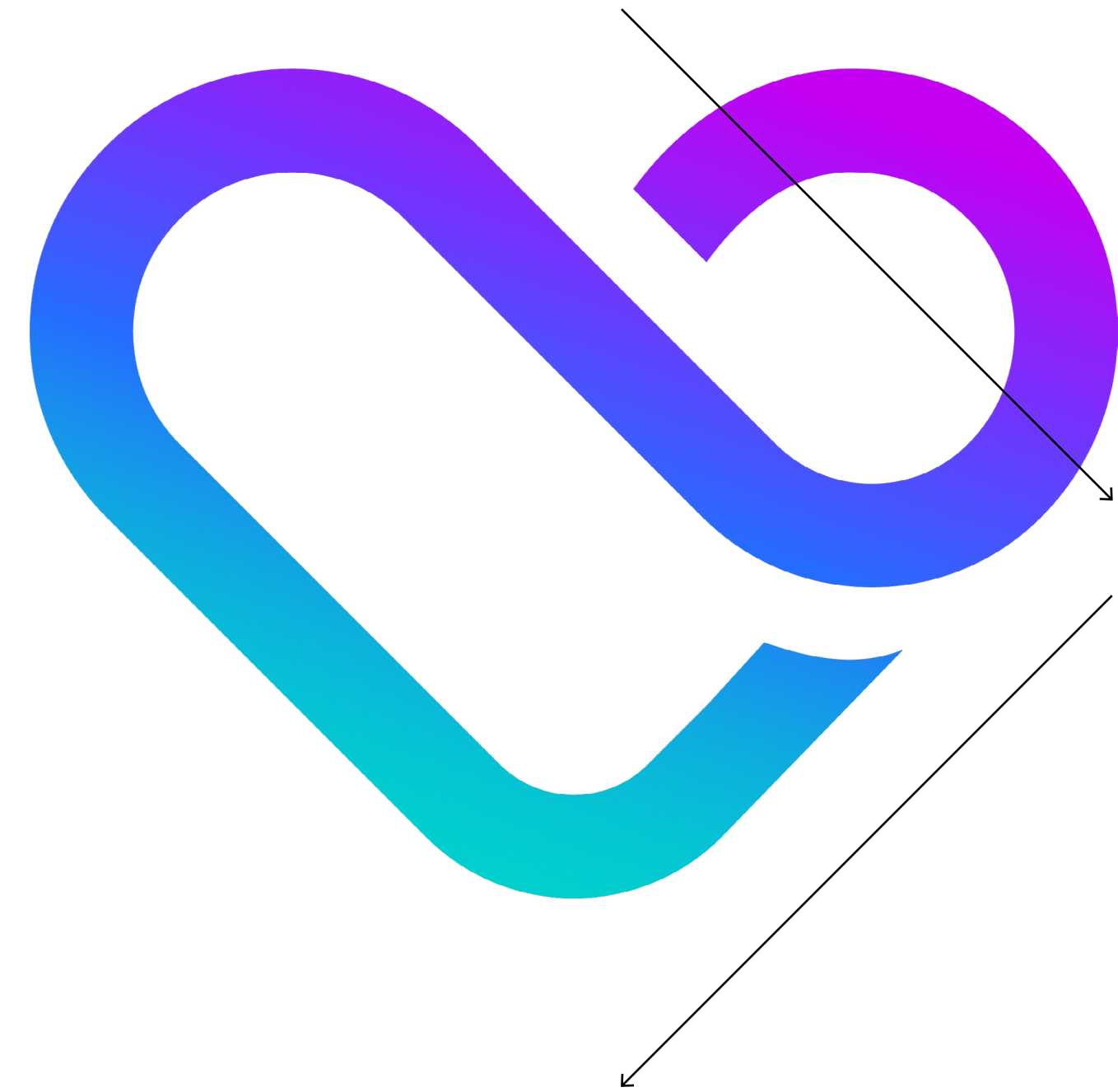
Decisive Coronary Care
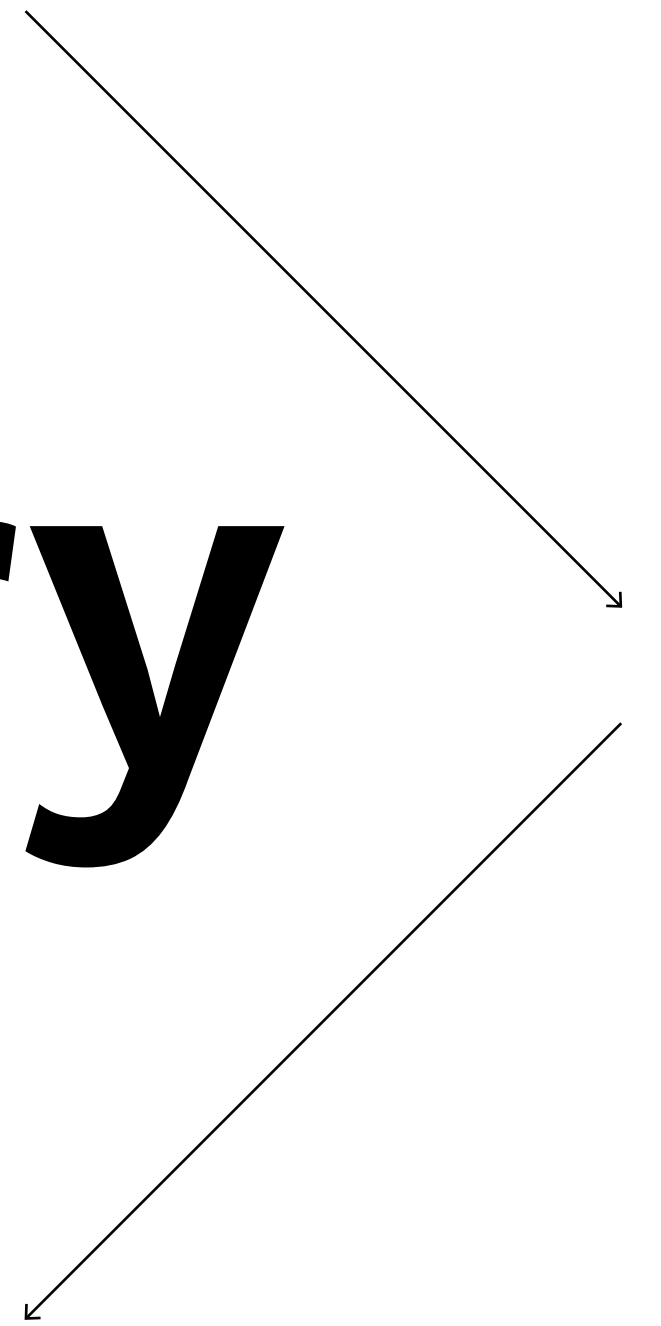
Large Graphic Element

When significantly increased in size, our Infinity Heart avatar's curves can become a prominent design element. Our avatar doesn't include faded and tapered ends due to the smaller scale of its usage, however, they are included in this large graphic element to convey a greater sense of depth and dimension.

We should be mindful of and limit text that covers these curves.

Avatar

Graphic Element

See CAD. Manage for life.

Heartflow

Avatar

Graphic Element

46
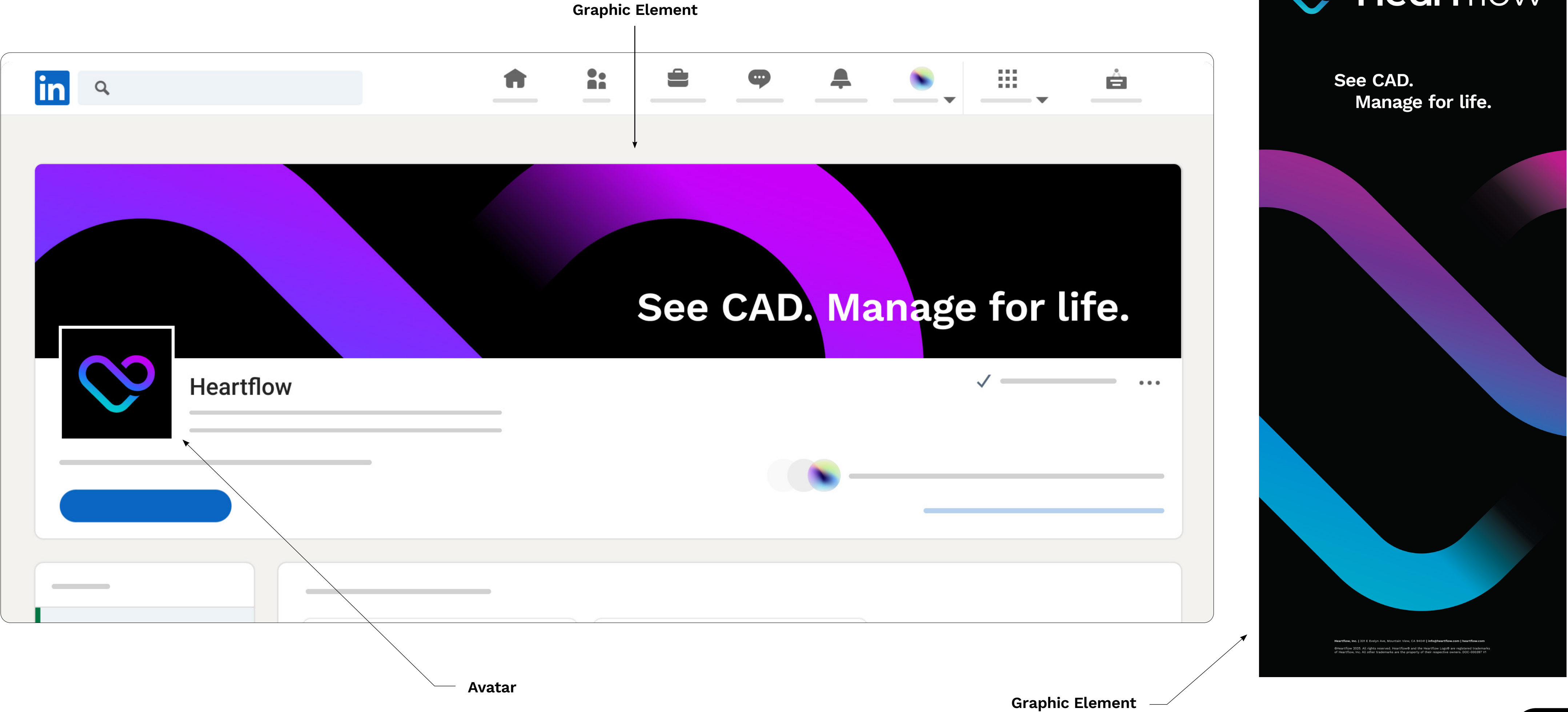
Logo & Tagline Placement

The logo and tagline **should consistently occupy prominent, intentional positions** within any composition to ensure clear brand recognition. While flexibility is allowed based on medium or layout constraints, the logo must always remain legible and properly locked up, adhering to the established spacing and padding rules outlined in the logo section.

Whenever possible, position the logo and tagline in the top right or bottom left corners, creating a sense of balance and flow; if the logo serves as the hero element, centering it on the page is preferred. Regardless of placement, always prioritize clarity, prominence, and alignment with the brand's visual structure.
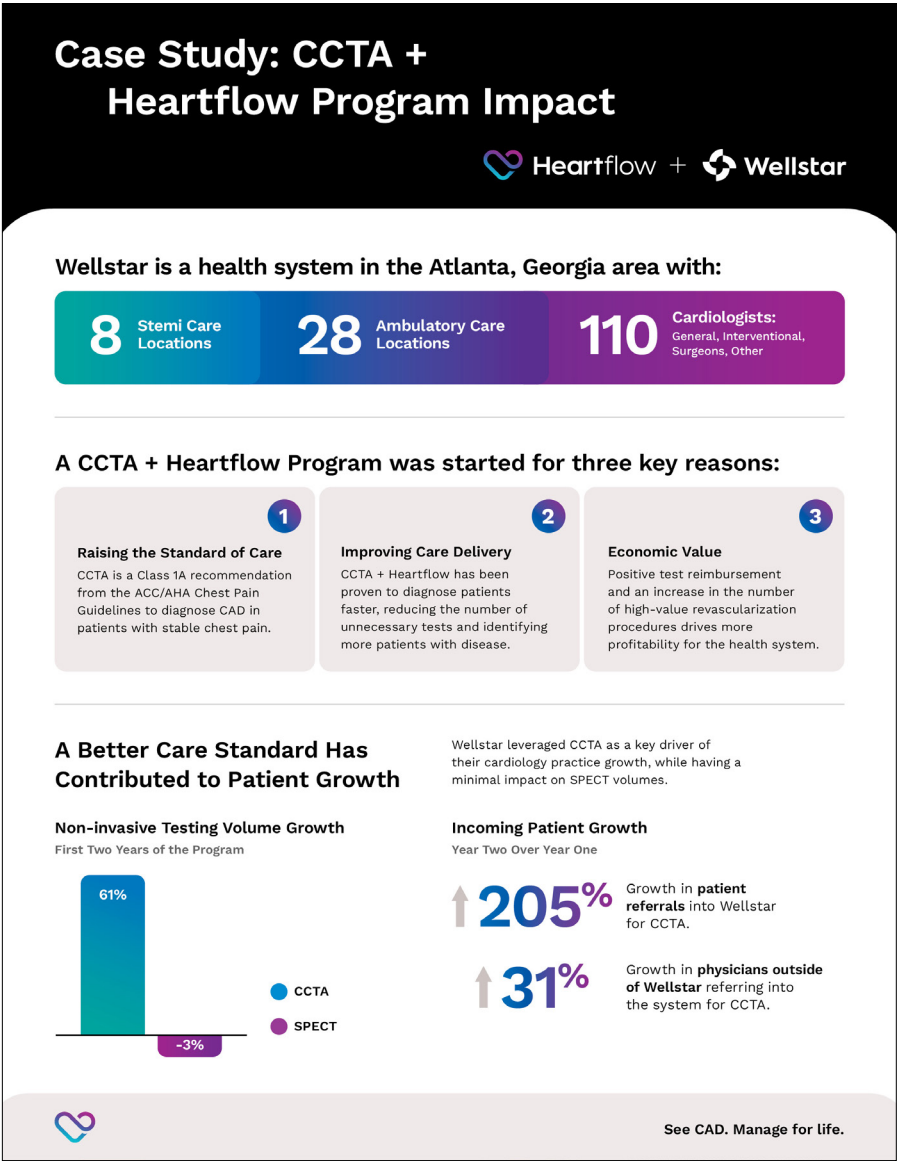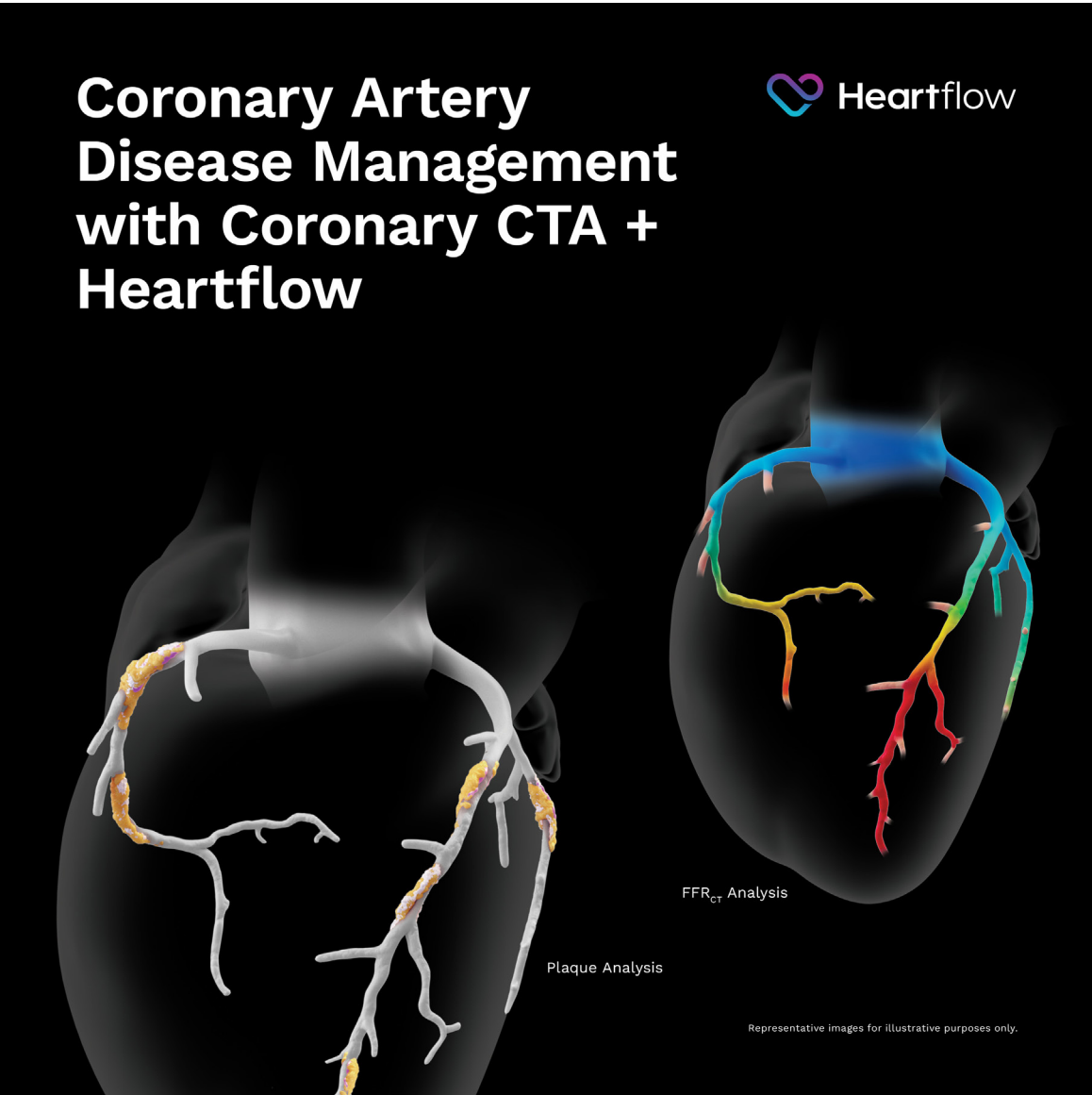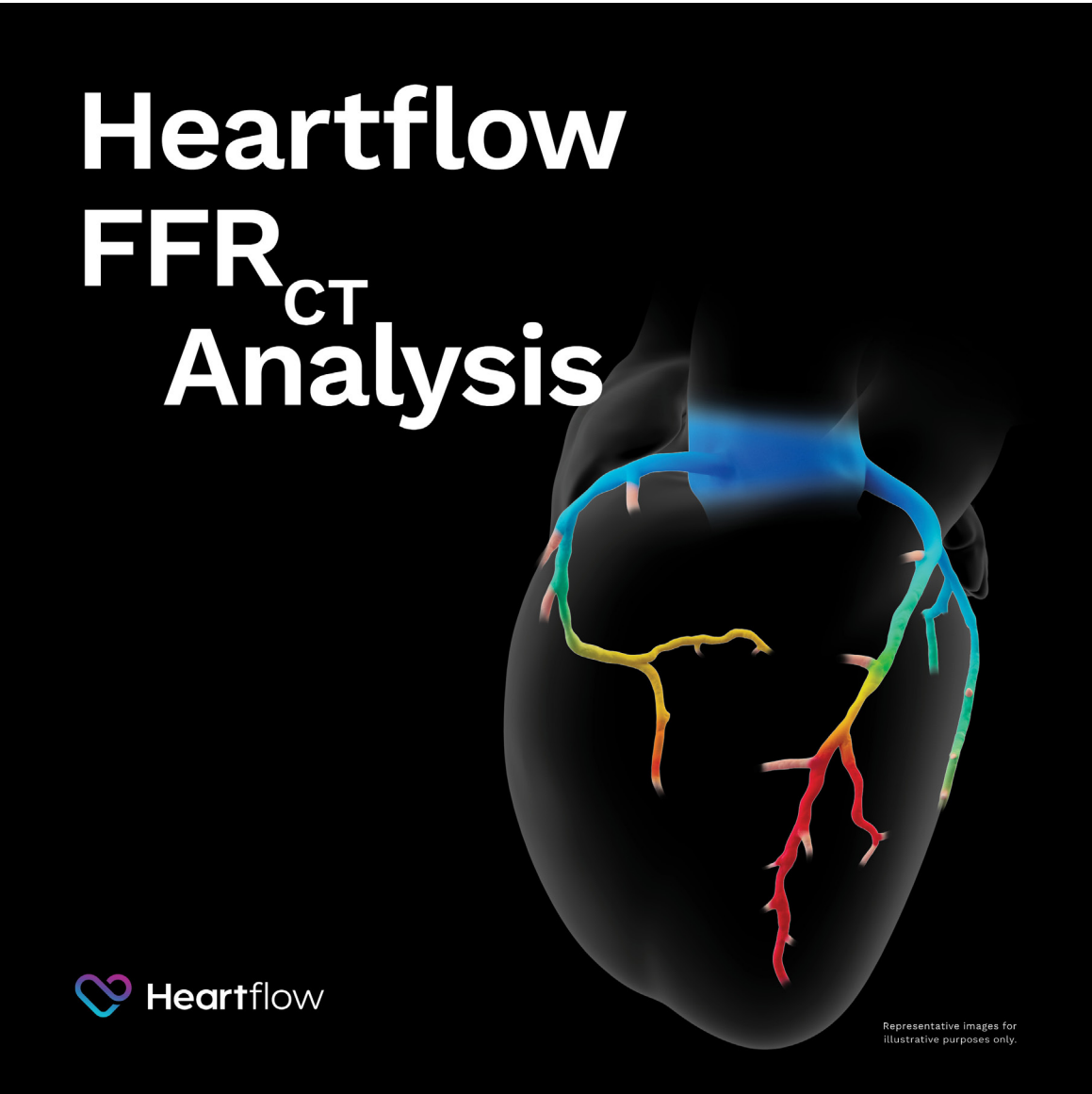
Illustrations

Use stylized images when introducing our products to convey concepts or explain how they work at a high level.

Use actual product images when showcasing real features, functionality, or performance details.

Roadmap
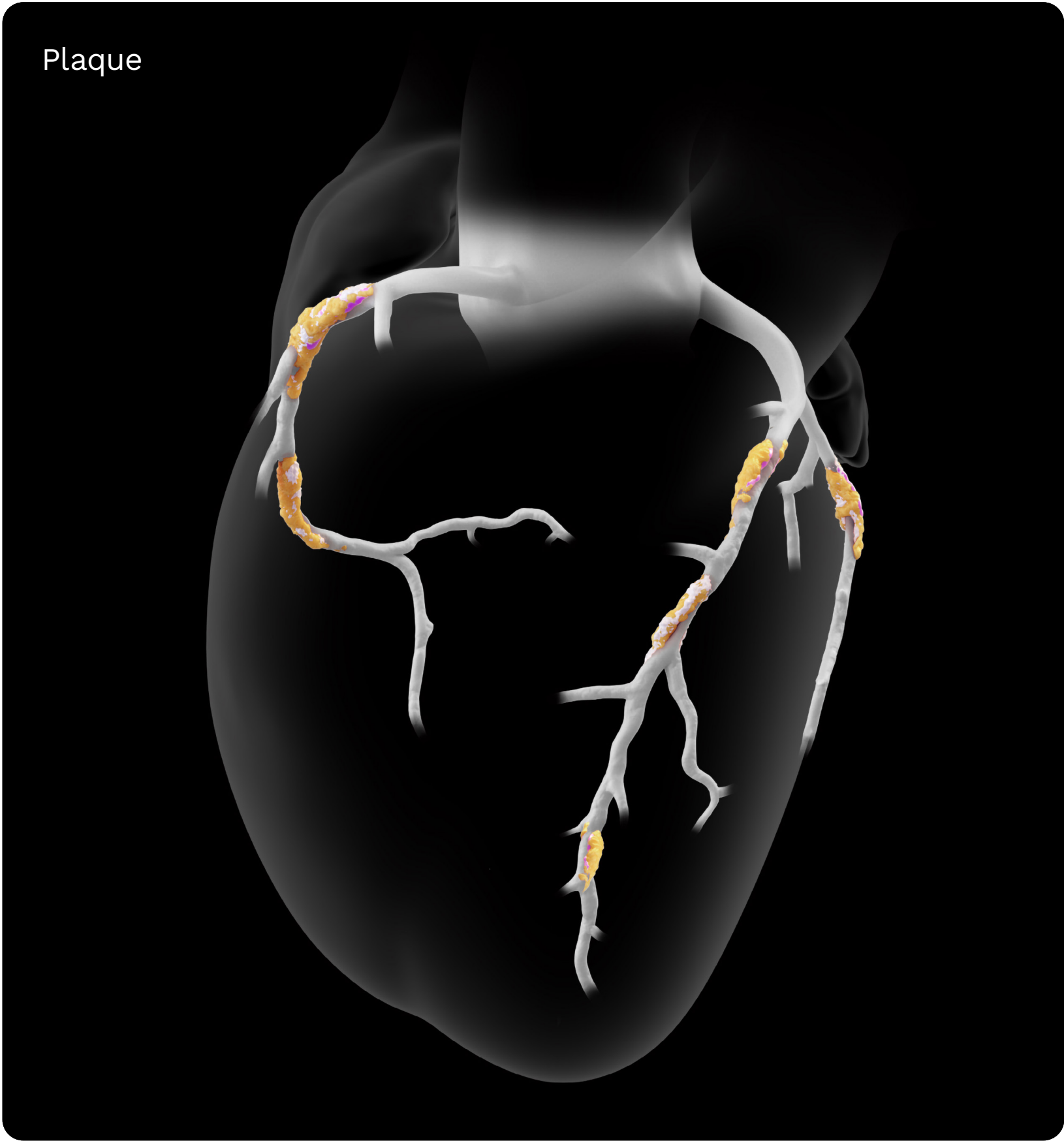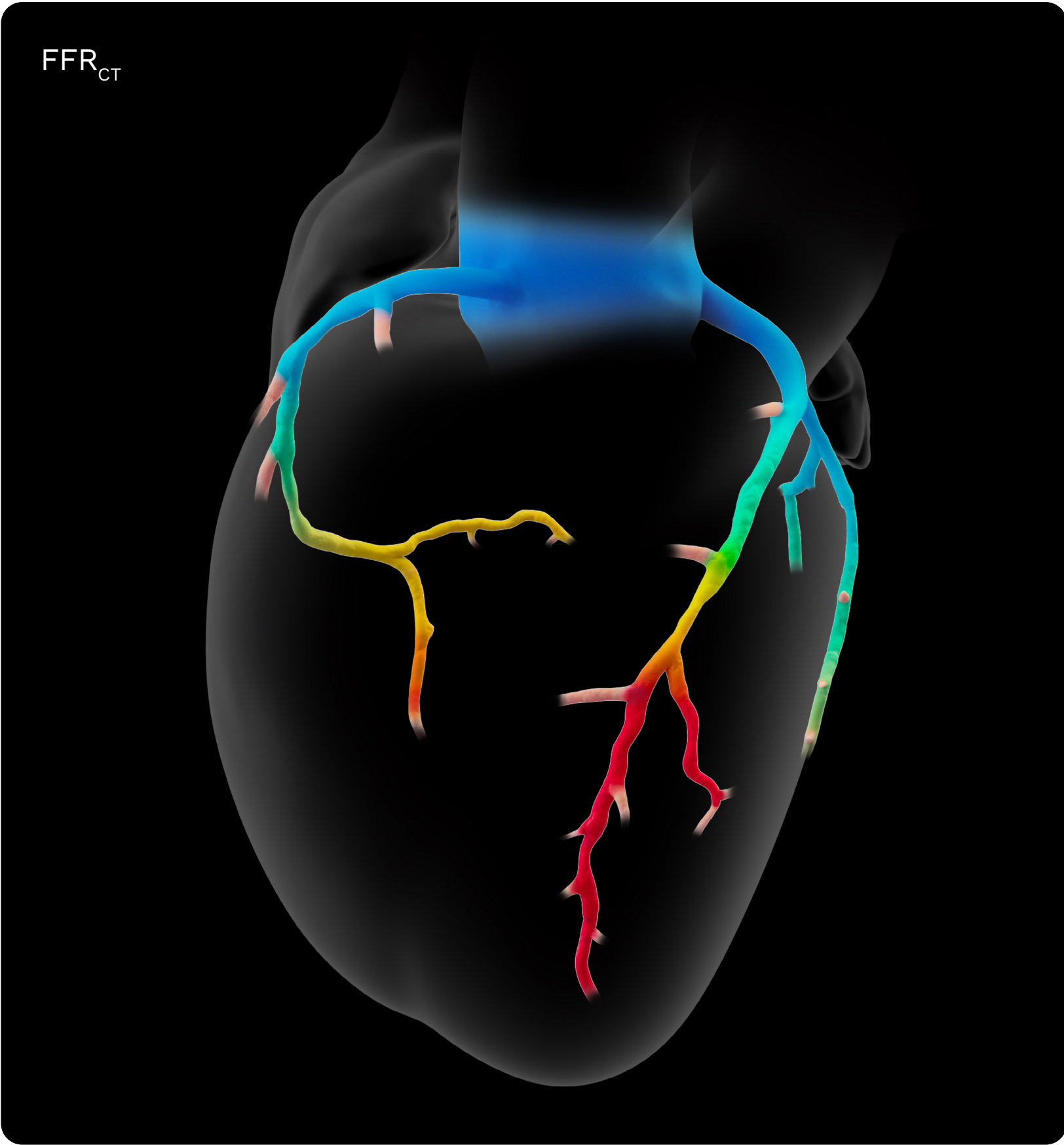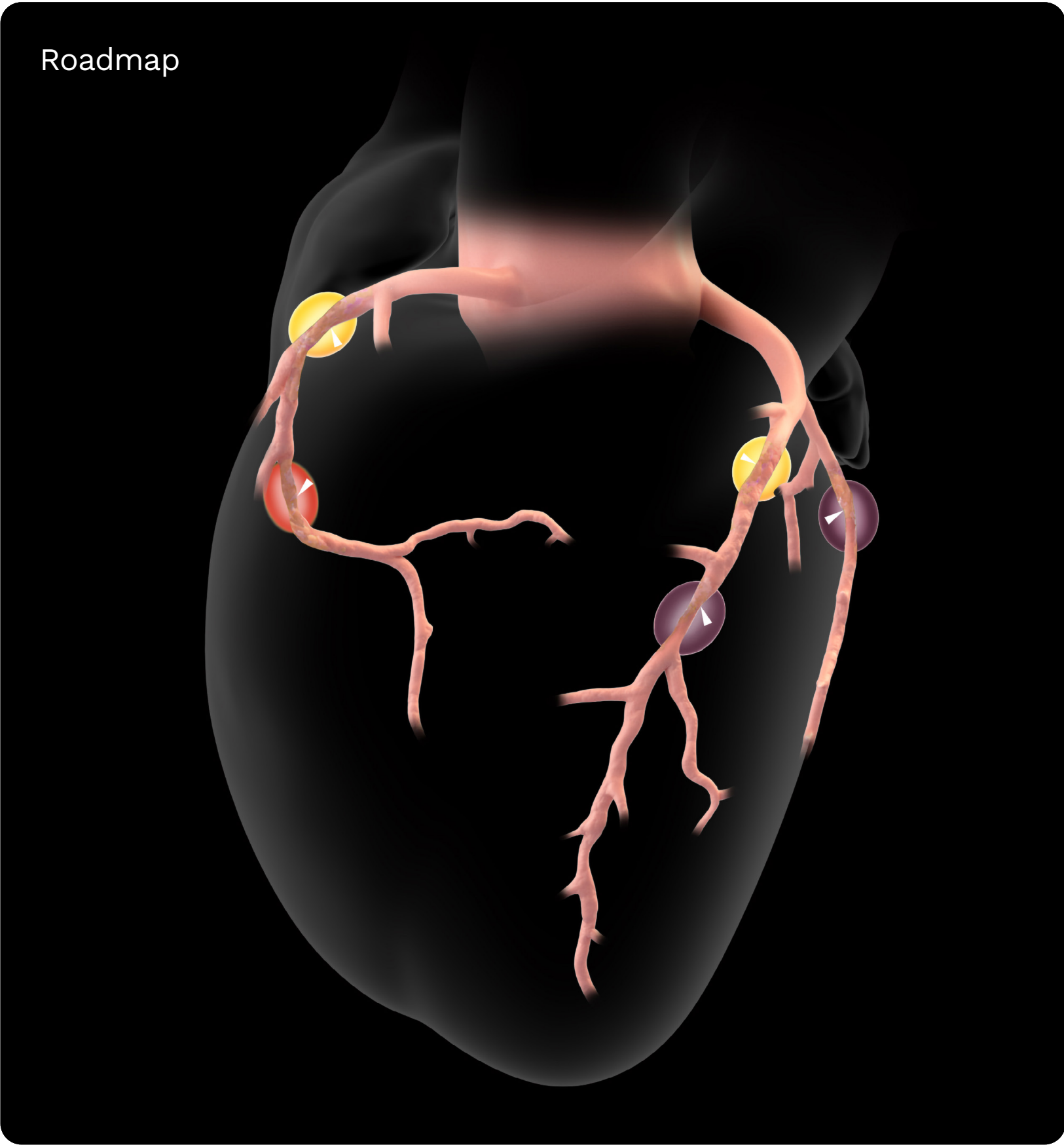
FFR$_{CT}$

Plaque

Illustrations

Platform stylized images showing the arterial tree with the heart in all three product models, FFR_{CT}, Plaque and Roadmap, on both dark and light backgrounds.
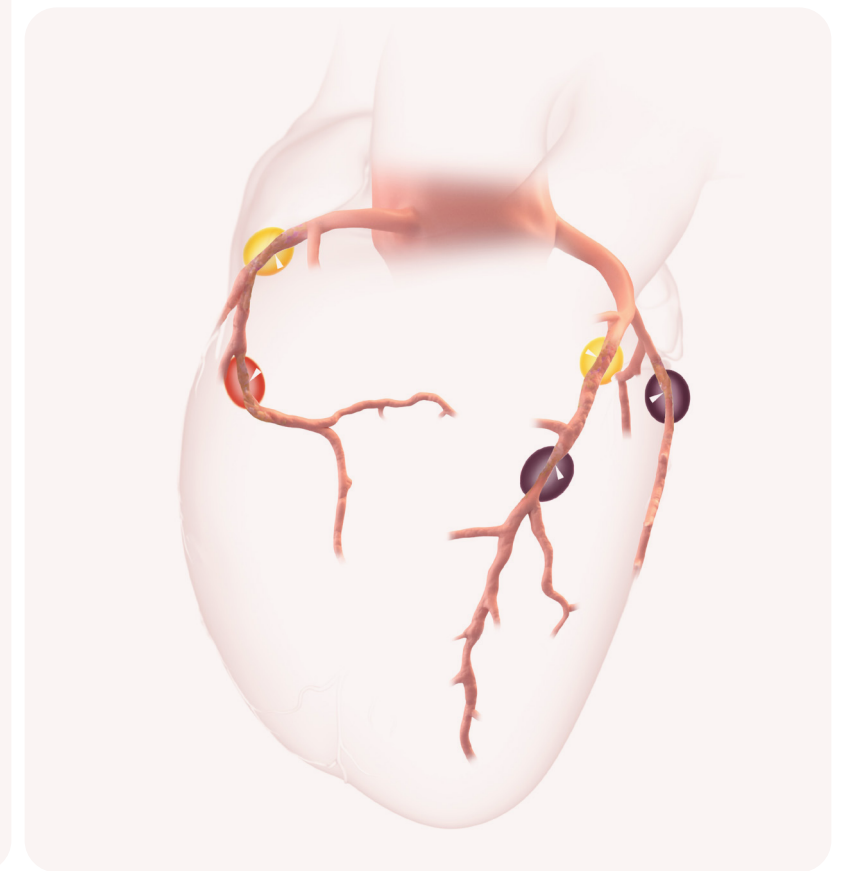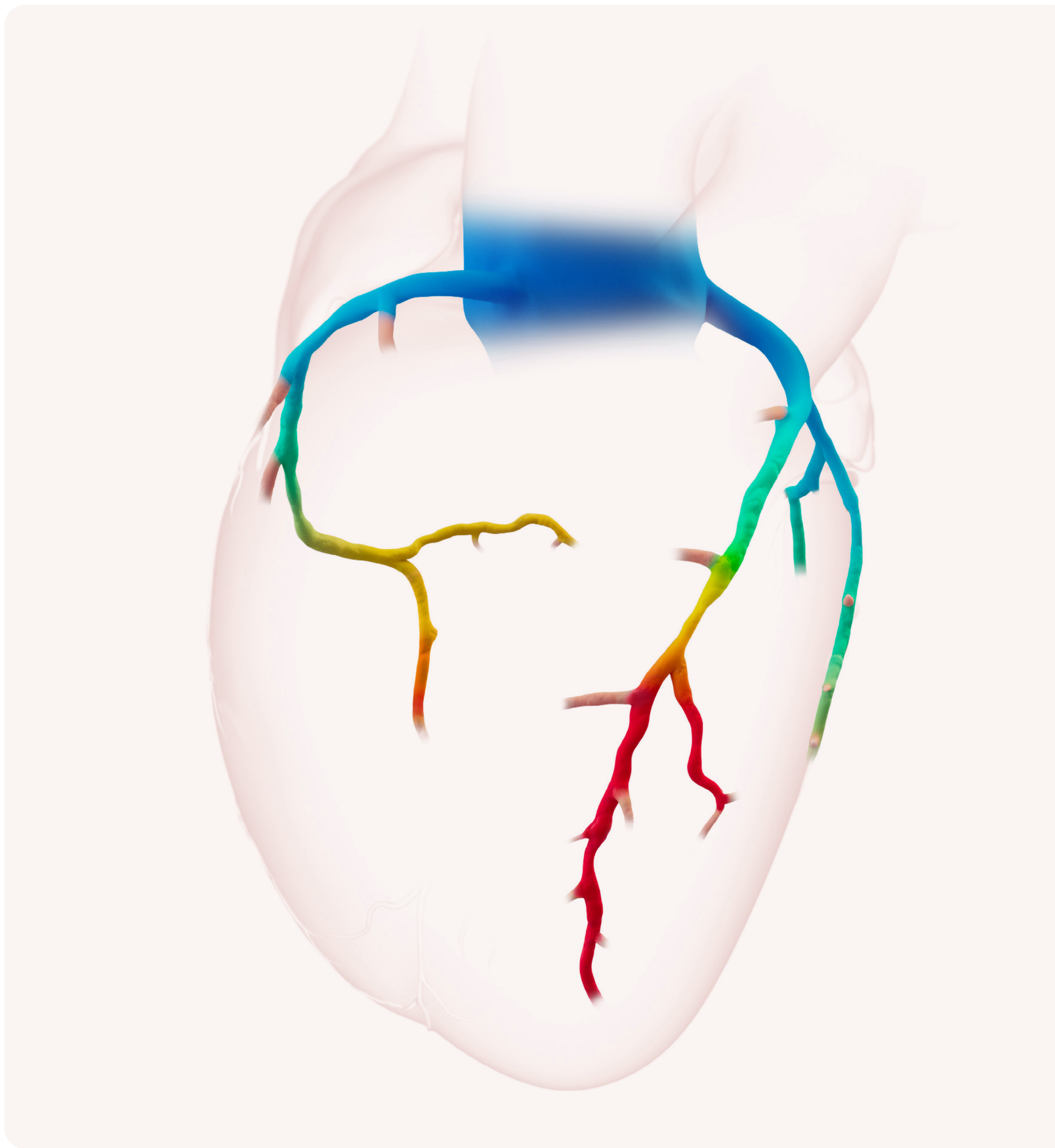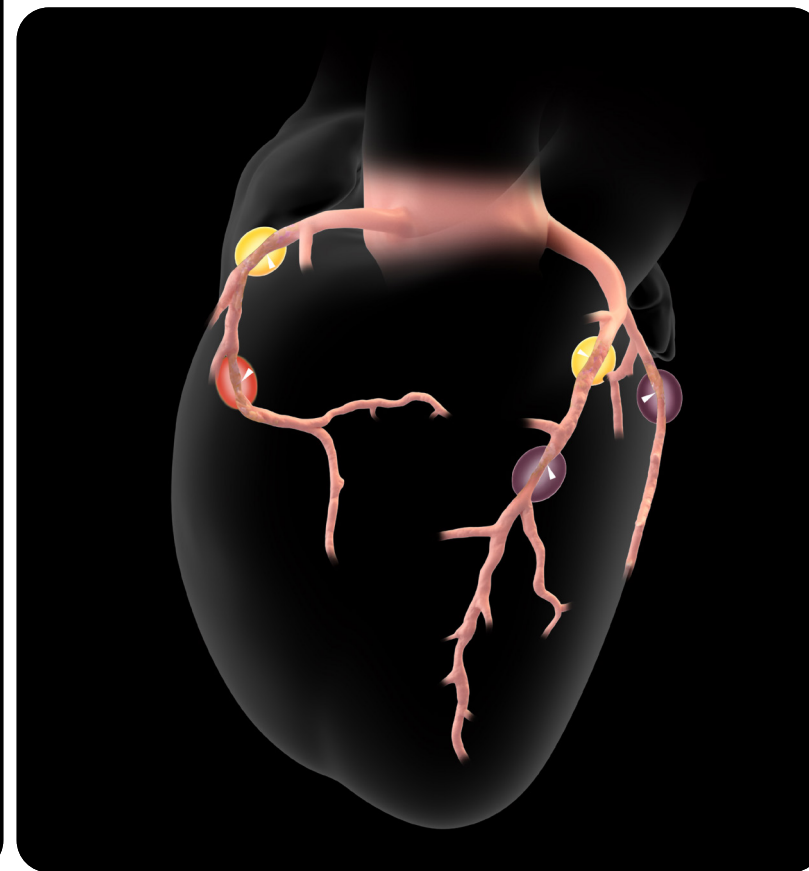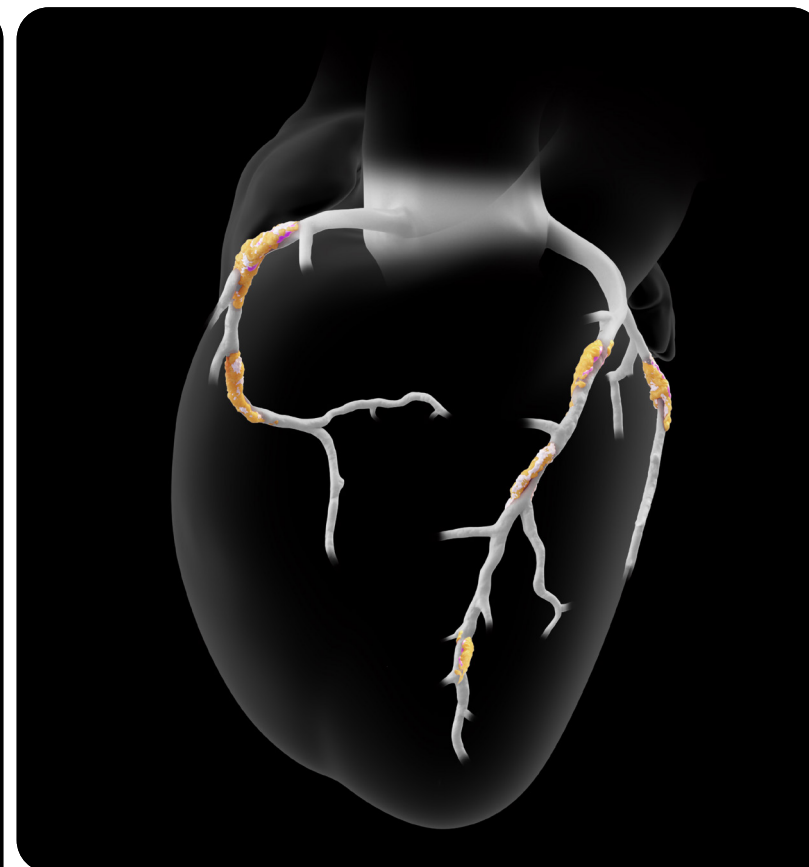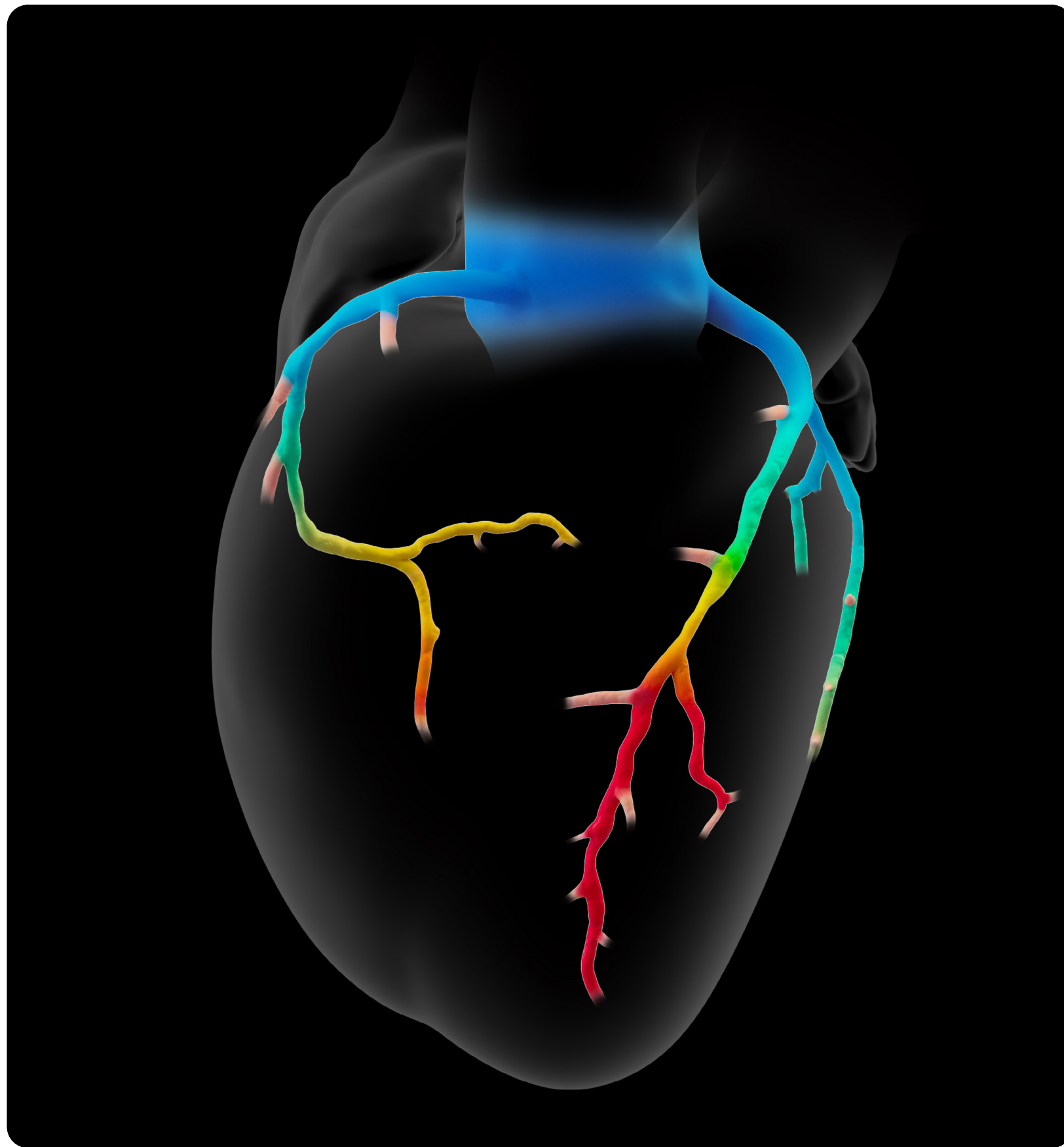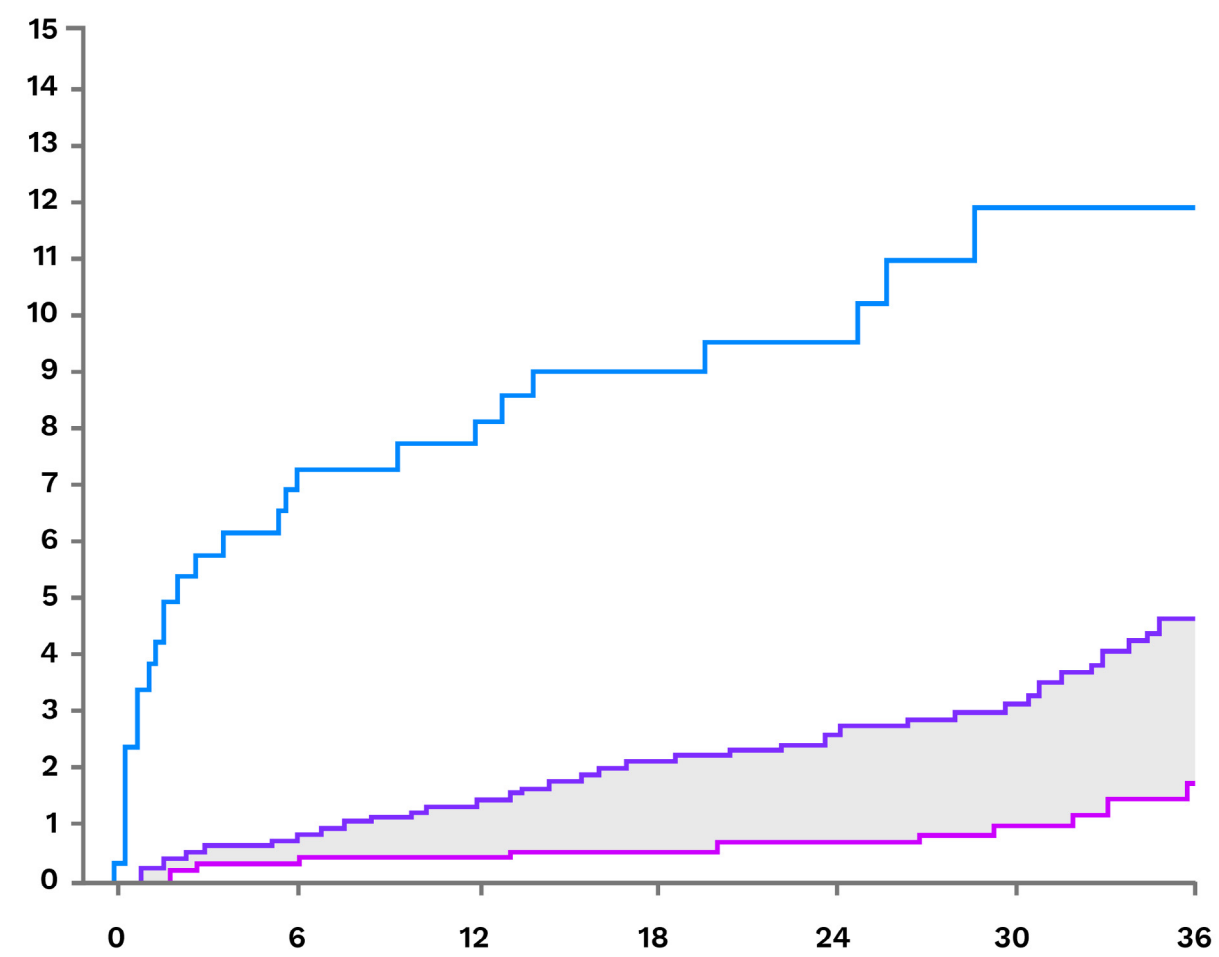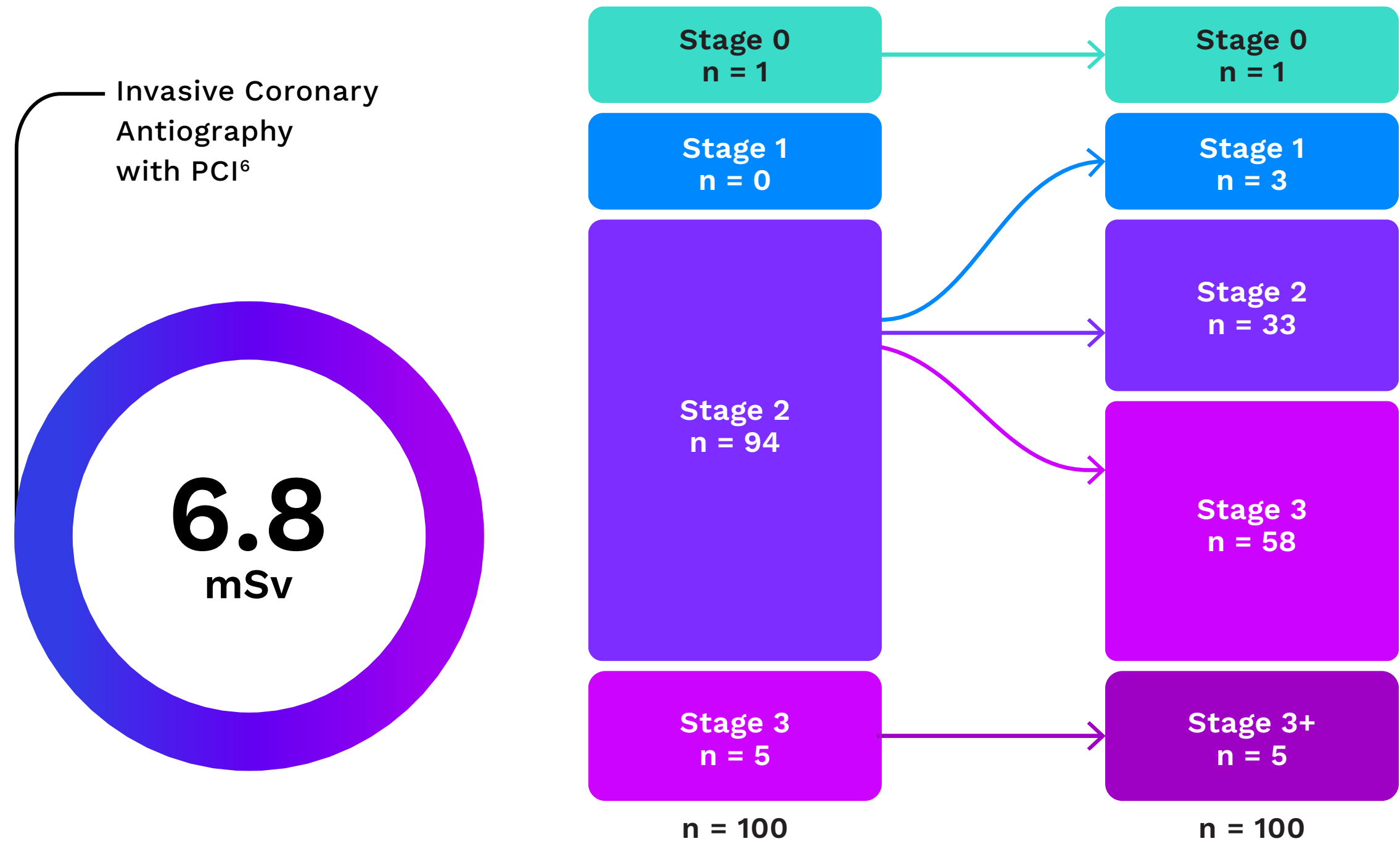
Data Visualization

When visualizing data, it's important to choose colors carefully. The colors used here, whether solid or gradient, come from our logo. These accent colors not only highlight different data points, but help viewers understand the information better.

Invasive Coronary Antiography with PCI[6]

6.8 mSv

Stage 0 n = 1	→	Stage 0 n = 1
Stage 1 n = 0		Stage 1 n = 3
Stage 2 n = 94		Stage 2 n = 33
		Stage 3 n = 58
Stage 3 n = 5	→	Stage 3+ n = 5

n = 100   n = 100

0.48

0.34

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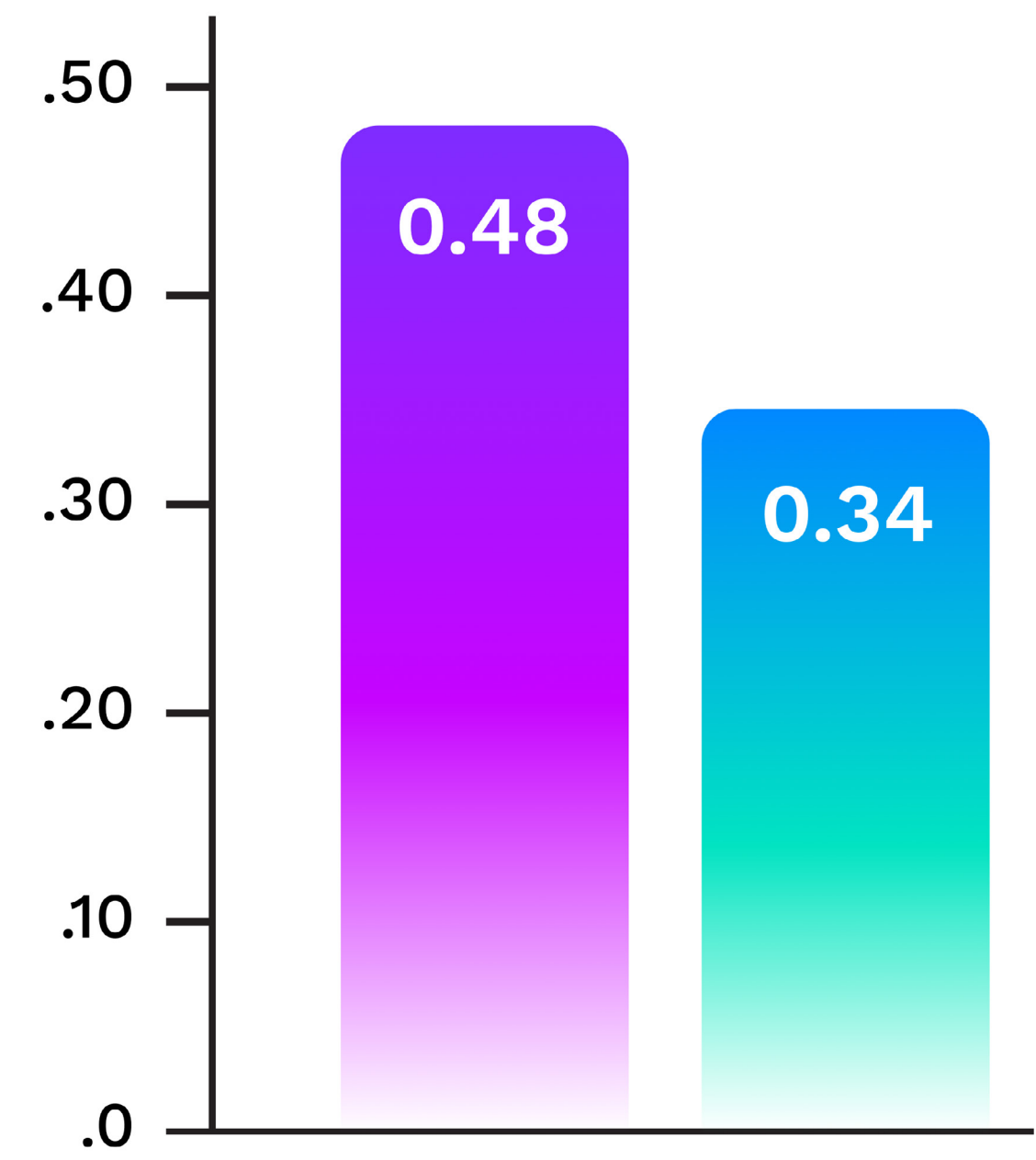
Photography Direction

The concept of "See CAD" and the revealing of unseen information is a fundamental aspect of our brand. This theme should be visually represented in our photography through carefully crafted compositions and atmospheric elements.
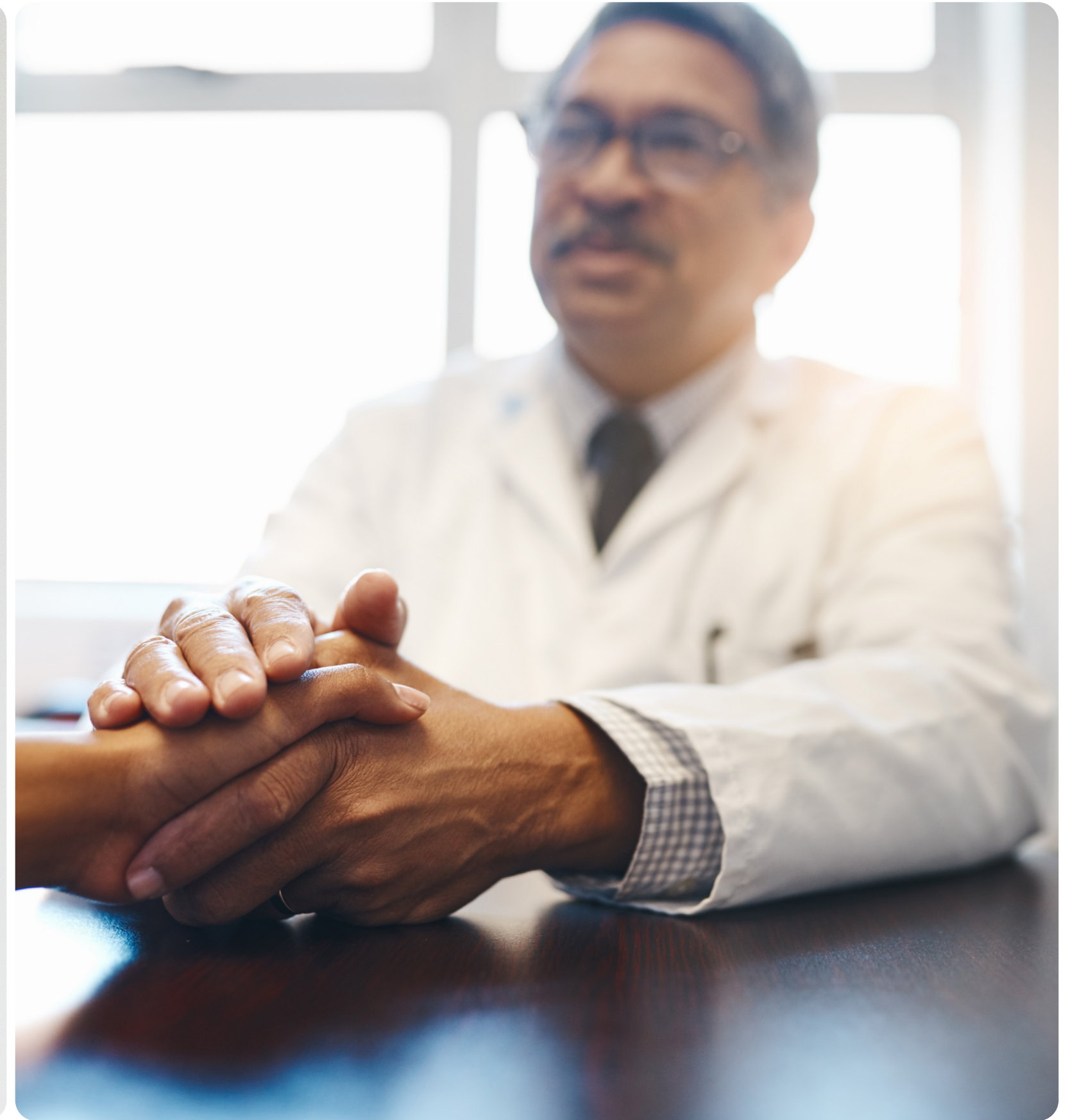
Iconography

In an identity system, the strategic use of symbols, images, and visual elements plays a crucial role in representing a brand's identity, values, and personality. These visual representations are designed to create a memorable and recognizable brand image.

For consistent color accuracy across mediums, always use **CMYK icon files for print materials** and **RGB icon files for digital applications** such as web, email, and screen-based presentations.

Applications

John Farquhar
President and Chief Executive Officer

jfarquhar@heartflow.com | +1 877-478-3569

Heartflow

heartflow.com

Heartflow

Decisive Coronary Care

*FFR$_{CT}$ and Plaque Analyses ... if specifically request... PACS ...
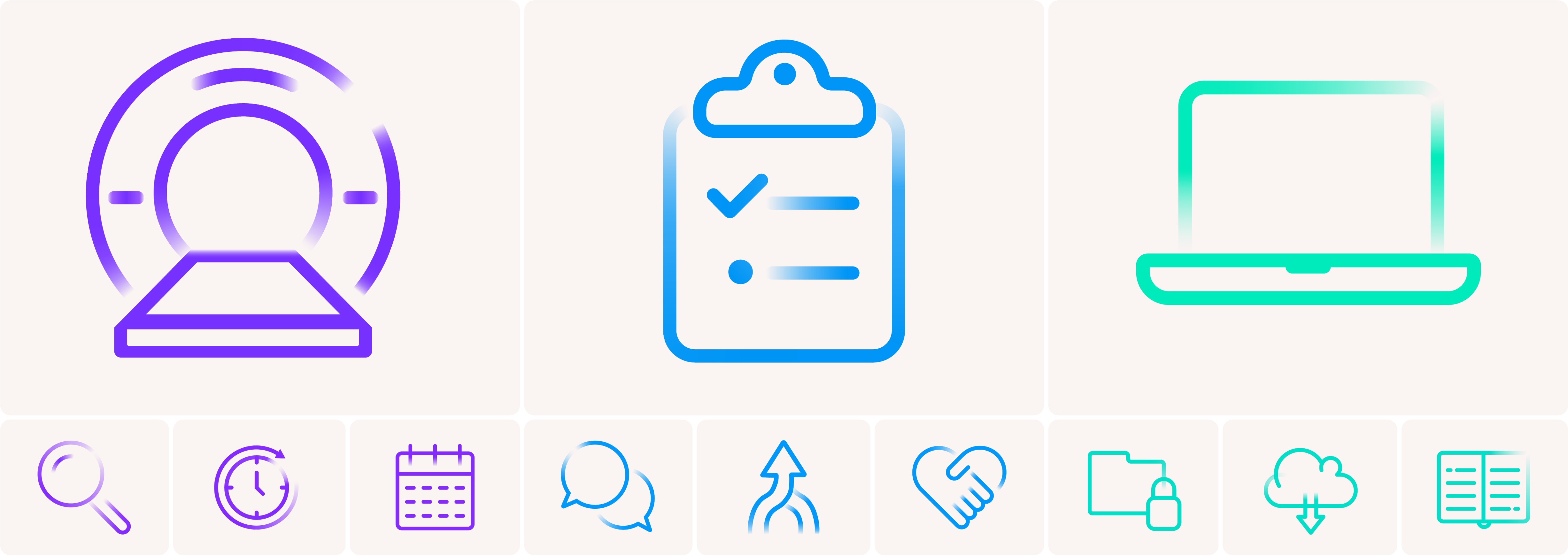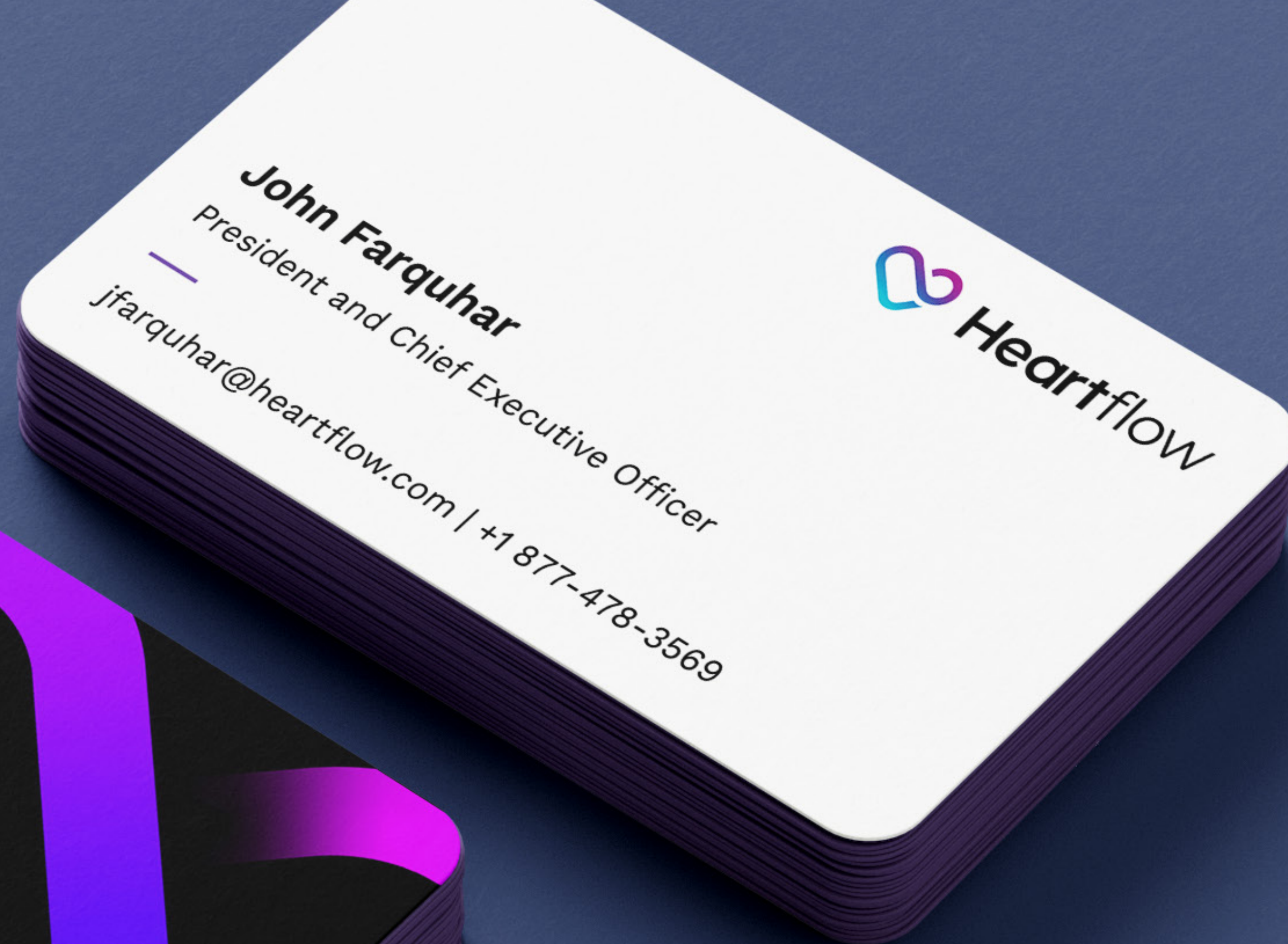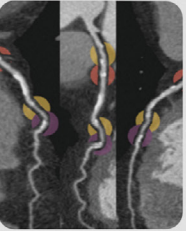
The Platform to Manage CAD for Life

One integrated platform that reveals clear pathways for your patients, supported by unmatched clinical data and dedicated resources to ensure the best outcomes.

IDENTIFY
Roadmap™ Analysis
Efficiently read every CCTA with consistent results across readers. Fast, accurate and early detection of CAD.

DECIDE
FFR$_{CT}$ Analysis
Assess blood flow anywhere in the coronary tree. Determine the benefit of revascularization.

MANAGE
Plaque Analysis
Quantify and characterize plaque. Inform risk and manage disease.

BUILD
Heartflow Support
Clinical, operational, technical and financial resources to build and grow efficient and scalable CCTA programs. A partnership for life that goes beyond Heartflow's technology.

Rewrite Your Patients' Future with CCTA + Heartflow

Conventional Diagnostic Methods
- Stress EKG
- Stress Echo
- SPECT

15-35% False Negatives
that lead to undetected diseases.[1,2,3]

55% False Positives
that lead to unnecessary procedures.[4]

CCTA + Heartflow

The latest ACC/AHA Guidelines recommend CCTA as the frontline test for stable chest pain. Heartflow One provides superior clinical insights and an integrated workflow that empowers physicians to improve care by enabling a faster, more optimal diagnosis to avoid unnecessary tests.

Heartflow One Integrated Workflow

1. CCTA performed, then automatically and securely sent to Heartflow.

2. Heartflow AI-enabled analysis of anatomy, plaque and physiology.

3. All available analyses delivered automatically into PACS and EMR.*

Median Turnaround Time is 90 minutes

*FFR$_{CT}$ and Plaque Analyses are only shown if specifically requested. Integration in PACS and EMR is optional.

Decisive Coronary Care

Evidence-driven Understanding of CAD
600 peer-reviewed publications and >400,000 patients.

Efficiency Through Integration
Full analyses delivered directly into your PACS and EMR.

Superior Diagnostic Performance
Stenosis, lesion-level physiology and plaque assessment.

Unparalleled Support
Dedicated team of experts to support and drive growth in your CCTA program.

"CT with Heartflow Analysis brings the diagnosis into focus. I feel like I'm putting on glasses and seeing better, and it's a great feeling."

— Brad Angeja, MD
Cardiologist with Sutter Health

Efficient and Consistent Care

As Coronary CT scan volumes continue to significantly increase[5] there is a greater need to deliver efficient and consistent reads across your entire reading team.

Boost Reading Efficiency For Every CCTA

25% increase in efficiency reading CCTAs.[6]

Provided With Every CCTA To Streamline Workflows
- Prioritize reading for patients with the most severe disease
- Streamline billing process with prior authorization (if required)

Scale CCTA Programs With Consistency
Boost reader confidence in CCTA interpretation, regardless of experience level.

>40% Increase in agreement between CT Readers[6]

Inter-reader Agreement (per vessel)
Higher is better
Kappa Statistic
- With Roadmap: 0.48
- Without Roadmap: 0.34
p < 0.01

Reader Confidence in CCTA Read
Higher is better
- With Roadmap: 85%
- Without Roadmap: 68%
p < 0.01

● With Roadmap ● Without Roadmap

Coronary Artery Disease Management with Coronary CTA + Heartflow

Heartflow

FFR$_{CT}$ Analysis

Plaque Analysis
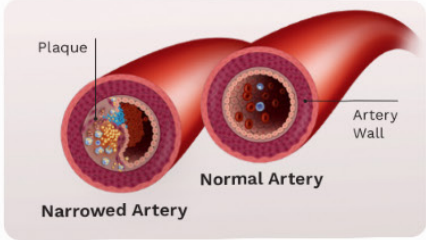
Representative images for illustrative purposes only

Non-invasive CAD Testing Reimagined with PRECISE Trial
Superior diagnostic accuracy produces clinical confidence.

Fewer False Negatives
78% higher is better — more likely to identify patients in need of revascularization (p<0.001)
9.2% / 5.2%

Fewer False Positives
4x lower is better — less likely to have ICA without obstructive disease (p<0.001)
2.0% / 10.2%

Diagnostic Cath Yield Revascularization
2x higher is better — yield of ICA leading to revascularization (p<0.001)
71.9% / 30.5%

● Coronary CTA + Heartflow   ● Traditional Testing

Less Radiation Exposure

99Tc SPECT[5] — 12.4 mSv
Invasive Coronary Angiography with PCI[6] — 6.8 mSv
18F PET[6] — 6.3 mSv
CCTA[6] — 4.1 mSv

Not All Non-invasive CAD Tests Are Created Equally

Superior Diagnostic Performance
In patients with suspected CAD, detecting disease the first time is critical.

Product	Sensitivity[2]	Specificity[2]	AUC[2]
Heartflow FFR$_{CT}$ Per vessel performance	90% [1,3]	75% [1,3]	0.92 [1,3]
Heartflow FFR$_{CT}$ Per patient performance	87% [1,3]	86% [1,3]	0.94 [3]
18-Fluidipaz PET Per patient performance	80% [1,3]	64% [1,3]	0.80 [3]
SPECT Per patient performance	66% [3,4]	64% [3,4]	0.68 [3,4]

Coronary CTA is the only test with a 1A recommendation in the AHA/ACC Chest Pain Guidelines.

* = Positive CAD defined as 50% or more stenosis on ICA
1 = In patients with unknown CAD

2

If You Are at Risk for Coronary Artery Disease, You May Be a Candidate for Heartflow Analysis

Coronary Artery Disease (CAD) is the most common type of heart disease and the leading cause of heart attacks.[1,2] It occurs when plaque builds up in the coronary arteries, potentially restricting blood flow to the heart. This can result in chest pain or even lead to a heart attack.

The symptoms of CAD may vary in frequency and in how they present between individuals.

Plaque · Artery Wall · Narrowed Artery · Normal Artery

Coronary Artery Disease Most Commonly Presents with the Following Symptoms
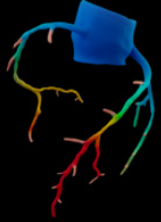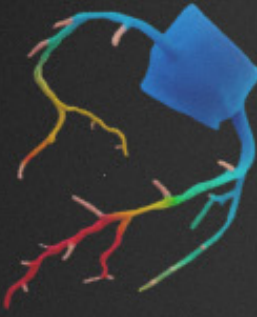
- Chest pain or pressure
- Pain or discomfort in one or both arms
- Shortness of breath
- Lightheadedness, nausea or a cold sweat

Heartflow Analysis

FFR_CT Analysis

FFR_CT Analysis is a non-invasive test that provides a personalized, color-coded 3D model of your coronary arteries measuring how plaque build up may be impacting blood flow.

This test provides the most accurate[3] diagnosis of CAD and is recommended by cardiology society guidelines.[4]

Plaque Analysis

Plaque Analysis shows the amount, type and location of plaque in your arteries. This information helps guide your personalized treatment plan.[5]

Plaque Analysis can identify higher risk plaques that do not appear on a calcium score scan and are most likely to cause a cardiac event.[6]

Total Plaque Summary

622

Total Plaque Volume

- Calcified — 123 mm³
- Non-calcified — 499 mm³
- Low attenuation — 6 mm³

How It Works

Scan
Detailed images of your heart are taken with a non-invasive Coronary CT Angiogram (CCTA).

Measure
The CCTA images undergo advanced AI processing to generate a personalized, 3D model of your arteries.

Your report will analyze blood flow and plaque build up in your coronary arteries.

Act
With all the information in hand, you and your provider can make an informed choice on the best treatment pathway for you.

Ask Your Doctor if a Heartflow Analysis is Right for You

Heartflow Analysis may not be appropriate for all patients. If your physician suspects coronary artery disease and orders a Coronary CT scan, your doctor may decide that you are eligible for a Plaque Analysis or FFR_CT Analysis. While no diagnostic test is perfect, FFR_CT and Plaque Analyses have demonstrated better accuracy compared to other non-invasive cardiac tests.[3,7]

Insurance Coverage of Heartflow Analysis

Plaque Analysis is covered by Medicare across the U.S., with some coverage by commercial insurers for eligible patients. FFR_CT Analysis is covered by Medicare across the U.S. and most commercial insurers, for eligible patients. Your insurance coverage, specific plan benefits and the type of facility you visit will determine if you owe anything for the test. To verify coverage by your plan, ask your doctor's office or your insurance provider.

> "Heartflow Analysis showed me a visual of my heart's blood flow and blockages inside my arteries. It was clear that this was an issue I needed to take care of. Without Heartflow I'm not sure I'd be standing here today."
>
> – Heartflow Patient

Do You Know Your Risk for Heart Disease?

Take control with Heartflow Analysis.

❤ Heartflow

1. Heart Disease Facts. CDC. Accessed December 18, 2024. https://www.cdc.gov/heartdisease/data-research/facts-stats/index.html
   Heart Attack. CDC. Accessed December 18, 2024. https://www.cdc.gov/heart-disease/about/heart-attack.html
2. Driessen, et al. J Am Coll Cardiol 2019; Norgaard, et al, Euro J Radiol 2015.
3. Gulati M, et al. Circulation. 2021. doi: 10.1161/CIR.0000000000001029
4. Rinehart, Sarah et al. JSCAI. 2024. doi: 10.1016/j.jscai.2024.101296
5. Williams MC, et al. Circulation. 2020. doi: 10.1161/CIRCULATIONAHA.119.044720
6. Narula et al. EHJ. 2024. doi: 10.1093/ehj/ehae115

Heartflow

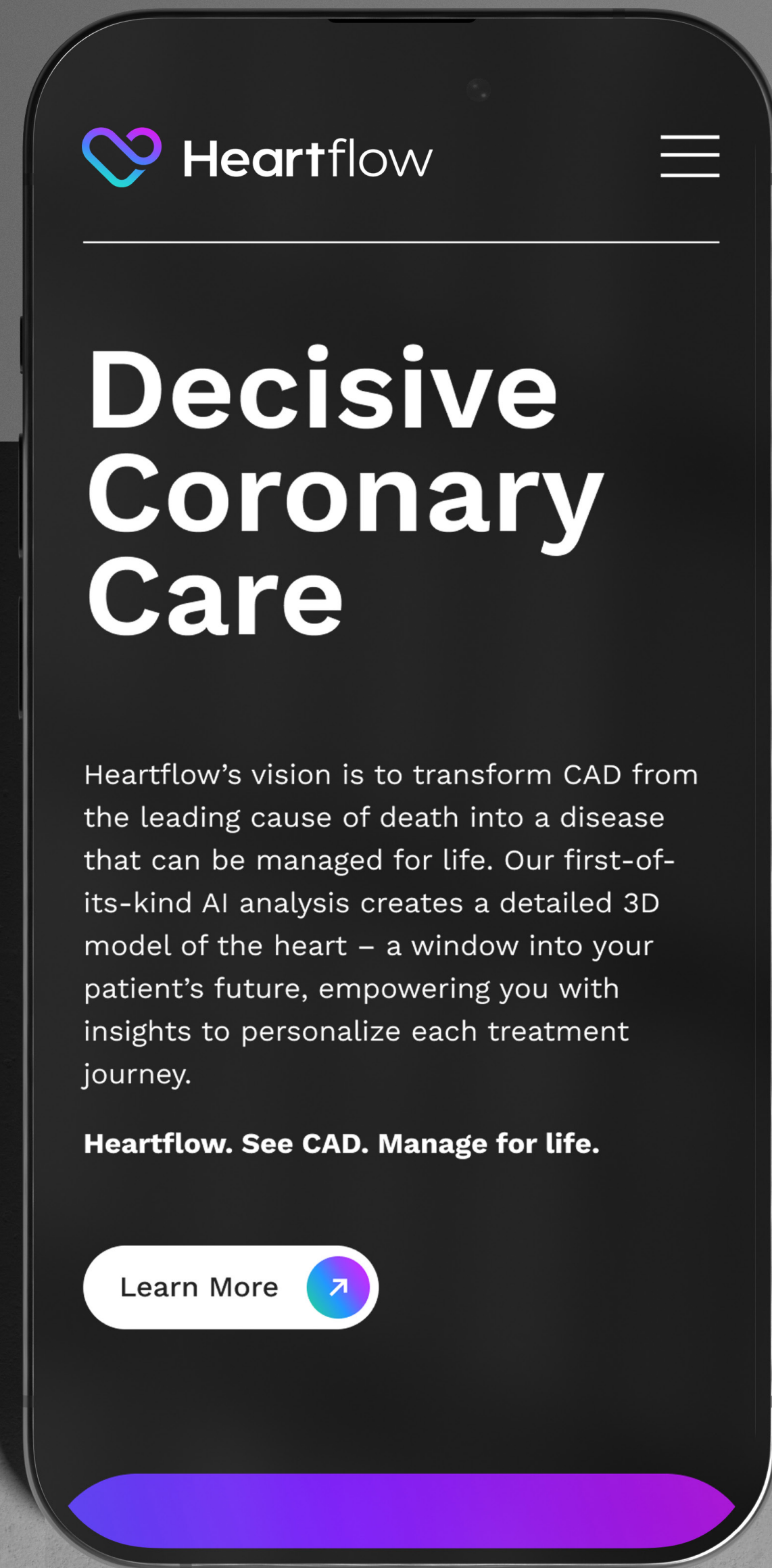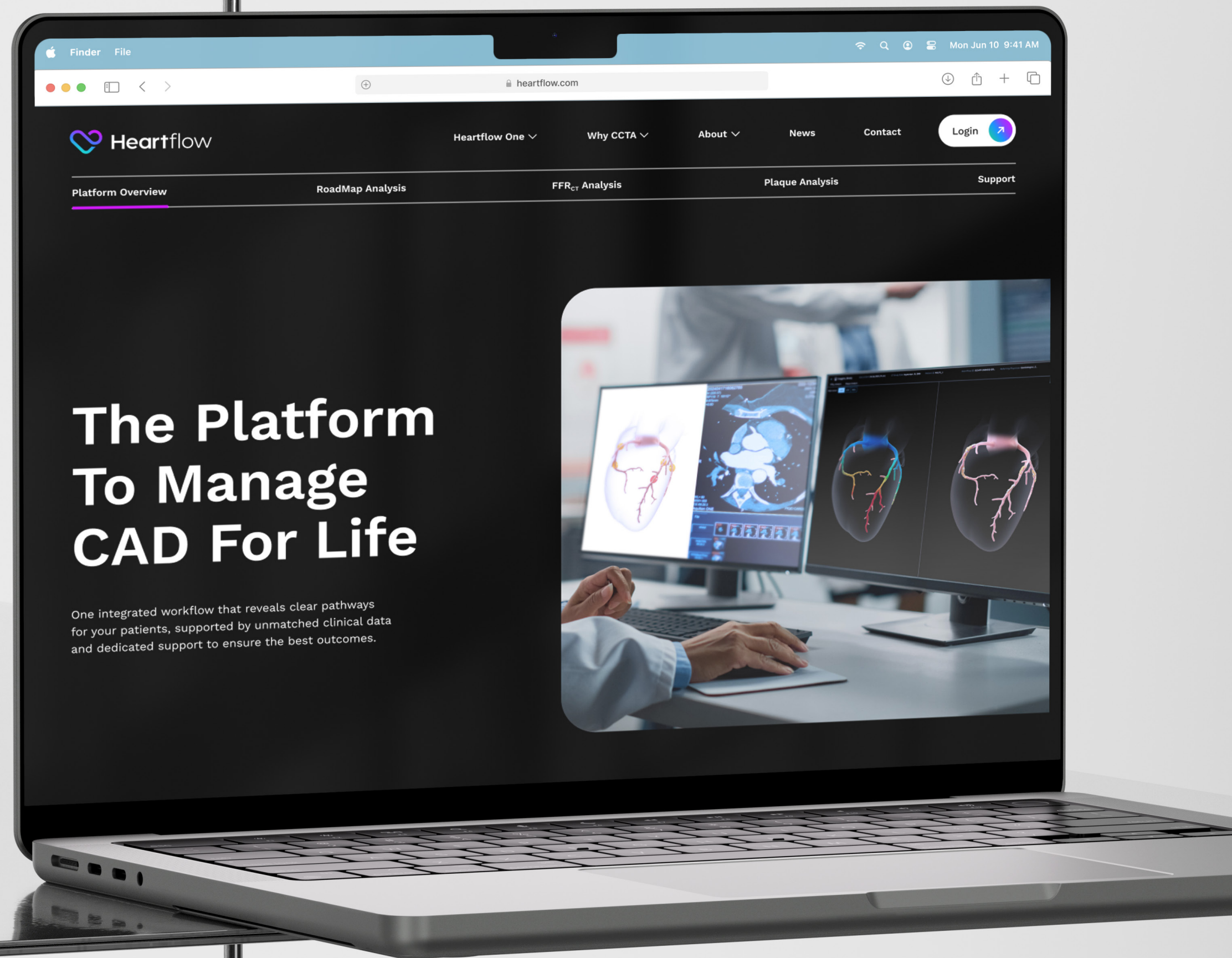Heartflow One   Why CCTA   About   News   Contact   Login

Decisive Coronary Care

Heartflow's vision is to transform CAD from the leading cause of death into a disease that can be managed for life. Our first-of-its-kind AI analysis creates a detailed 3D model of the heart – a window into your patient's future, empowering you with insights to personalize each treatment journey.

Heartflow. See CAD. Manage for life.

Learn More

Rewrite Your Patients' Future With Coronary CTA + Heartflow

Conventional diagnostic methods frequently provide misleading information that can result in undiagnosed disease, unnecessary procedures, incorrect treatment plans, poor patient experience, and increased cost to healthcare systems.

Conventional Diagnostic Methods

Stress EKG   Stress Echo
PET   Calcium Score
SPECT   Invasive Cath

20-30% False Negatives that lead to undetected diseases[1]

55% False Positives that lead to unnecessary procedures[2]

Treatment Pathways As Unique As Each Patient

Generic risk factors, markers, or proxies for disease all fail to see your patients as the individuals they are. Confidently create treatment pathways personalized to each patient you see.

Learn More

---

each patient's disease including stenosis, physiology, and plaque assessments at the lesion level.

detailed insights into every patient's anatomy. Full analyses delivered directly into your PACS and EMR.

An Evidence-Driven Understanding of CAD

Supported by over 500 clinical studies spanning across 400,000+ patients, demonstrating effectiveness as compared to conventional methods.

Unparalleled Support

Dedicated team of experts to support and drive growth in a CCTA program and workflow customized to your institution.

CCTA + Heartflow One

The latest ACC/AHA guidelines recommended CCTA as the frontline test for patients with stable chest pain. Heartflow One provides superior clinical insights and an integrated workflow with additional analysis that empowers physicians to improve patient care by enabling a faster, more optimal diagnosis outside of the cath lab, to avoid unnecessary tests.

Heartflow One Integrated Workflow

1	2	3	4
CCTA performed, then automatically and securely sent to Heartflow	Heartflow AI enabled analysis of anatomy and physiology	All available analysis delivered*	Analysis automatically delivered to PACS and EMR

Median Turnaround Time is 90 minutes

Discover how you can use Heartflow to advance your approach to coronary artery disease diagnosis, treatment and management.

Contact Us

*FFRCT and Plaque Analysis are only shown if specifically requested.

Heartflow

Heartflow One	Why CCTA	About	News	Contact
Platform Overview	CCTA Advantage	Careers		
RoadMap Analysis	Clinical Evidence			
FFR$_{CT}$ Analysis				
Plaque Analysis				
Support				

Together we're redefining what's possible in coronary care."

See CAD.

Ma

See CAD.
Manage for life.

Ask us anything! We're here to help.

For information or questions, please contact:
marketing@heartflow.com

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