

[FACILITY NAME] Expands Cardiac Care with Heartflow Analysis, an Accurate, Non-Invasive Test for Coronary Artery Disease

Innovative technology uses standard CCTA scans to create a 3D, color-coded heart model showing plaque type, vessel narrowing, and the impact on blood flow, giving patient-specific insights to determine the best treatment plans.

[CITY, STATE OF FACILITY] – **[MONTH]** **[DATE]**, **[YEAR]** – **[FACILITY NAME]** now offers Heartflow Analysis: the only complete, non-invasive, AI-enabled precision coronary care platform utilizing guideline-directed coronary computed tomography angiography (CCTA).

Heartflow Analysis leverages three unique solutions: Roadmap™ Analysis, Heartflow FFR_{CT} Analysis and Heartflow Plaque Analysis. Detailed images are first taken with a non-invasive Coronary CT Angiogram (CCTA). These images undergo advanced AI processing to generate a personalized, 3D heart model, which is utilized in each Heartflow solution:

- Roadmap Analysis provides an anatomic visualization of a patient's heart to aid clinicians in interpreting CCTAs.
- FFR_{CT} Analysis measures how plaque buildup may be impacting blood flow, helping physicians identify the correct treatment pathway.¹
- Plaque Analysis identifies the amount, type and location of plaque in the coronary arteries, including higher risk plaques that do not appear on a calcium score scan and are most likely to cause a cardiac event.^{2,3}

Together, these insights can help physicians better evaluate the extent of a patient's coronary artery disease (CAD) while making it possible to develop personalized treatment plans.

In the U.S., CAD is estimated to be responsible for one heart attack every 40 seconds and one out of every five deaths.⁴ It's often called the "silent killer" because many of the estimated 18 million adults in the U.S. and 315 million people globally living with CAD either have no symptoms or symptoms that go unrecognized.^{5,6} This condition develops when plaque builds up in the arteries, narrowing or blocking vessels and restricting blood flow to the heart, which can lead to chest pain, heart attacks and death.

Despite CAD being the most common form of heart disease, studies have shown there is a need to improve how and when CAD is evaluated and diagnosed. Many of the non-invasive tests available today offer a low accuracy rate in detecting CAD, with a 20-30% false negative rate that can leave disease undetected⁷ and a 55% false positive rate that can lead to unnecessary procedures⁸. Identifying the amount and type of plaque throughout the arteries and measuring how much an artery is blocked can help improve a patient's treatment plan, including whether or not medication or intervention is needed.^{1,9}

FOR IMMEDIATE RELEASE

“Heartflow’s non-invasive technology marks a significant step forward for patients with CAD, offering physicians the detailed insights needed to choose the right treatment for each patient,” said [PHYSICIAN FIRST AND LAST NAME], M.D., [JOB TITLE] at [FACILITY NAME].

To learn more about Heartflow Analysis at [FACILITY NAME], visit [FACILITY WEBSITE] or call [FACILITY PHONE NUMBER] to schedule an appointment with a physician.

About [FACILITY NAME]
[INSERT BOILERPLATE]

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