

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

AI-driven technology measures coronary blood flow and generates a patient's personalized, color-coded 3D heart model, providing insights to determine the best care options

[CITY, STATE OF FACILITY] – **[MONTH]** **[DATE]**, **[YEAR]** – **[FACILITY NAME]** now offers Heartflow FFR_{CT} Analysis: a proven, non-invasive diagnostic option for people with suspected coronary artery disease (CAD). Heartflow FFR_{CT} Analysis utilizes detailed imaging captured through a non-invasive coronary CT angiogram (CCTA). The CCTA images undergo advanced AI processing to generate a personalized, color-coded 3D heart model showcasing how plaque buildup may be impacting blood flow. Physicians can utilize this technology to better understand the disease severity.

In the U.S., CAD is estimated to be responsible for one heart attack every 40 seconds and one out of every five deaths.¹ 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.^{2,3} 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 undetected⁴ and a 55% false positive rate that can lead to unnecessary procedures.⁵ Identifying exactly where and how much an artery is blocked can help improve a patient's treatment plan, including whether or not intervention is needed.⁶

“Heartflow's technology represents a major advancement in how we diagnose and manage CAD, giving us essential information that can help determine the right approach for a patient through a convenient, non-invasive platform,” said **[PHYSICIAN FIRST AND LAST NAME]**, M.D., **[JOB TITLE]** at **[FACILITY NAME]**.

The CCTA + Heartflow FFR_{CT} Pathway:

1. **Allows for more accurate, non-invasive diagnosis**, significantly lowering the rates of false negatives and false positives compared to traditional testing in patients with CAD.⁷
2. **Reduces unnecessary tests** and provides a better patient experience, with a 4x reduction in unnecessary invasive catheterization and requiring fewer initial diagnostic tests overall.⁶
3. **Provides confidence in treating the right patients** and is 75% more likely to identify patients requiring intervention than traditional testing.⁶

FOR IMMEDIATE RELEASE

To learn more about Heartflow FFR_{CT} 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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**Traditional Testing means functional stress testing/direct to ICA*

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3. Stark, B, Johnson, C, Roth, G. Global Prevalence of Coronary Artery Disease: An Update From The Global Burden of Disease Study. JACC. 2024 Apr, 83 (13_Supplement) 2320. [https://doi.org/10.1016/S0735-1097\(24\)04310-9](https://doi.org/10.1016/S0735-1097(24)04310-9)
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6. Douglas PS, et al. The PRECISE Randomized Clinical Trial. JAMA Cardiol. 2023;8(10):904–914. doi:10.1001/jamacardio.2023.2595
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