

Subject Line:

[INSERT FACILITY NAME] Now Offers HeartFlow FFR_{CT} Analysis, a Novel Non-Invasive Tool for Heart Disease

Email Body:

Colleagues,

I am pleased to share that [INSERT FACILITY NAME] now offers the HeartFlow FFR_{CT} Analysis, a first-of-its-kind non-invasive technology that will help our physicians determine the appropriate pathway for each patient with coronary artery disease (CAD), the most common form of heart disease.

Many of the standard non-invasive tests available today have low accuracy rates in detecting CAD and studies have shown there is a need to improve how the disease is evaluated and diagnosed. Additionally, a recent study found more than half of patients with suspected CAD who underwent an invasive coronary angiogram (ICA) had no need for intervention since no blood flow-limiting blockage was found during the procedure.¹

The HeartFlow FFR_{CT} Analysis offers physicians insight into a patient's lesion-specific physiology, which enables them to determine if invasive evaluation or medical management is more appropriate. Utilizing data from a standard coronary CTA and leveraging deep learning, the HeartFlow FFR_{CT} Analysis creates a personalized 3D model of the patient's coronary arteries. It then uses powerful computer algorithms to simulate blood flow and assess the impact of blockages on blood flow to the heart. Within hours, the HeartFlow FFR_{CT} Analysis is provided to the patient's physician via a secure web interface.

Coronary CTA alone has demonstrated to be an excellent modality for identifying CAD; however, it has limitations in identifying which patients are candidates for further testing². The diagnostic pathway of coronary CTA and the HeartFlow FFR_{CT} Analysis will help our physicians determine the optimal course of treatment for each patient.

The CCTA + HeartFlow FFR_{CT} Pathway has been supported by the ACC/AHA Chest Pain Guidelines and is already adopted by more than 725 hospitals worldwide, including 80% of the Top 50 Heart Hospitals in the US.³ New level 1 clinical evidence from the PRECISE trial, just presented as part of the Late-Breaking Clinical Sessions at AHA 2022, now shows that the CCTA + HeartFlow FFR_{CT}-centered strategy is a frontline diagnostic pathway for patients with suspected CAD.

This growing support reflects the push for a revolutionary shift in the diagnosis and management of coronary artery disease (CAD) and our team here at

[INSERT FACILITY NAME] gets to play a pivotal role in this shift as we now offer this novel technology.

If you're interested in learning more, please visit our website [LINK TO HEARTFLOW PAGE ON WEBSITE] or contact [INSERT NAME] at [INSERT PHONE NUMBER] / [INSERT EMAIL].

Sincerely,
[INSERT NAME, TITLE]

- 1 Patel, et al., Am Heart J 2014; 167:846-852.e2.
- 2 Danad, I., et al., Diagnostic performance of cardiac imaging methods to diagnose ischaemia-causing coronary artery disease when directly compared with fractional flow reserve as a reference standard: a meta-analysis. Eur Heart J, 2016.
- 3 Gulati, et al. 2021 AHA/ACC/ASE/CHES/SAEM/SCCT/SCMR Guideline for the Evaluation & Diagnosis of Chest Pain. Circulation.