

[FACILITY NAME] Now Offers Heartflow Plaque Analysis, a Non-invasive Test to Measure and Characterize Plaque in Coronary Arteries

Innovative technology provides physicians with precise, patient-specific insights into coronary plaque to optimize treatment plans

[CITY, STATE OF FACILITY] – [MONTH] [DATE], [YEAR] – [FACILITY NAME] now offers Heartflow Plaque Analysis: a non-invasive technology that measures the volume, location, and type of plaque in a patient's coronary arteries. By combining detailed images from a non-invasive Coronary CT Angiogram (CCTA) with AI-powered analysis, Heartflow Plaque Analysis generates a personalized 3D model of the coronary arteries with a report analyzing plaque buildup. These insights can help physicians better evaluate the extent of a patient's coronary artery disease (CAD) to develop personalized treatment plans.¹

In the U.S., CAD is estimated to be responsible for one heart attack every 40 seconds and one out of every five deaths.² 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.^{3,4}

Most heart attacks are from a sudden closure of the artery caused by unstable, high-risk plaque. Heartflow Plaque Analysis was created to give physicians and their patients a clear, personalized view of the heart's arteries by measuring the amount and type of plaque present. 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.⁵ Additionally, findings from the DECIDE Registry demonstrate that Heartflow Plaque Analysis can help clinicians identify which patients require changes to their treatment plans; 30% of patients with a calcified plaque score of zero had a change in management after receiving a Plaque Analysis.^{6,7} Knowing these plaque numbers, including higher-risk noncalcified plaque, can help people understand their real risk for a heart attack and take action.⁸

"With Heartflow Plaque Analysis, we can move beyond generalized risk factors and provide precise insights into each patient's coronary plaque burden," said **[PHYSICIAN FIRST AND LAST NAME]**, M.D., **[JOB TITLE]** at **[FACILITY NAME]**. "This technology provides accurate, comprehensive, and actionable insights about each patient's disease through a non-invasive test which can help us make informed decisions and develop tailored treatment plans¹."

To learn more about Heartflow Plaque 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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FOR IMMEDIATE RELEASE

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6. DECIDE Registry. Rinehart, et al., Presented at SCCT July 2025.
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8. Williams, Michelle C., et al. "Low-Attenuation SCOTHEART Trial." pp.1452–1462, <https://doi.org/10.1161/CIRCULATIONAHA.119.044720>.

MEDIA CONTACT:

[FIRST & LAST NAME OF PERSON REPORTERS CAN CONTACT FOR STORY]

[MEDIA CONTACT PHONE NUMBER]

[MEDIA CONTACT EMAIL ADDRESS]