

Web Page Content

Headline (Tailor towards your institution):

Option #1: Heartflow® Analysis

Option #2: The Smart Start to Heart Care

Option #3: Early Insights. Lifelong Impact.

Hero Image:

[Insert media element: Heartflow Stylized Heart/Plaque Heart/Combo image, based on product use]

[Insert Heartflow Product Explainer Video]

Sub-Headline:

A Non-invasive Look Into Your Heart's Health

Copy Section I:

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 buildup can result in chest pain or even lead to a heart attack. Most people who suffer a heart attack don't have prior symptoms and are considered low risk by traditional measures.^{3,4}

A heart attack shouldn't be the first sign of heart disease. CCTA + Heartflow Analysis offers a more comprehensive⁵ view of your heart's health, allowing more informed decision making for you and your physician.^{6,7}

[Institution] is advancing the assessment of your heart health with Heartflow Analysis. Using images from a non-invasive heart scan, also known as a coronary CTA, this AI-enabled heart test provides a personalized 3D model of your coronary arteries that shows how disease may be impacting blood flow to your heart, as well as identifying the amount, location, and type of plaque present. This detailed information helps you and your doctor better understand the severity of your disease and determine a personalized treatment plan.^{6,7}

[Potential media elements: CAD Arteries, others?]

Copy Section II:

Why a CCTA + Heartflow Analysis?

- **Non-Invasive:** Heartflow Analysis is a technology that uses images from your heart scan, so no invasive tests or anesthesia are needed.

- **Accurate:** Heartflow Analysis has demonstrated superior accuracy in diagnosing CAD^{7,8} and is clinically proven to align with results from more invasive tests.⁹
- **Personalized:** Heartflow builds a personalized, 3D model of **your** arteries, using images already taken during your heart scan.
- **Comprehensive:** Heartflow Analysis can go beyond calcium scoring by identifying higher risk plaques that are most likely to cause a cardiac event.⁵
- **Guides Treatment Decisions:** Heartflow Analysis identifies how much and what type of plaque is present in your arteries and measures any blockages that could be limiting blood flow to your heart, providing information to help guide your personalized treatment plan.^{6,7}

Copy Section III:

How it Works

1. **Scan:** Your doctor will order a non-invasive Coronary CTA (CCTA) scan of your heart to look for disease.
[Insert media element: Patient in CT scan]
2. **Measure:** Using your scan, the images undergo advanced AI processing to generate a personalized, 3D model of your arteries. Your report will measure blood flow and plaque buildup in your coronary arteries.
[Insert media element: Platform Images]
3. **Act:** Your doctor receives a personalized, color-coded 3D model of your coronary arteries and detailed insights about your heart. With all the information in hand, you and your provider can make an informed choice on the best treatment pathway for you.^{5,6}
[Insert media element: Physician on Computer]

Call to Action:

For more information or to schedule an appointment, [insert Call to action: Phone number, email, webpage, etc].

Citations:

1. Heart Disease Facts. CDC. Accessed December 18, 2024. <https://www.cdc.gov/heartdisease/data-research/facts-stats/index.html>
2. Heart Attack. CDC. Accessed December 18, 2024. <https://www.cdc.gov/heart-disease/about/heart-attack.html>
3. 2010 ACCF/AHA Guideline for Assessment of Cardiovascular Risk in Asymptomatic Adults Circulation. November 2010.
4. Preventing myocardial infarction in the young adult in the first place: how do the national cholesterol education panel iii guidelines perform? Journal of the American College of Cardiology. May 2003.
5. Williams MC, et al. Circulation. 2020. doi: 10.1161/CIRCULATIONAHA.119.044720
6. Rinehart S, et al. JSCAI. 2024. doi: 10.1016/j.jscai.2024.101296

7. Douglas PS, et al. The PRECISE Randomized Clinical Trial. JAMA Cardiol. 2023;8(10):904–914. doi:10.1001/jamacardio.2023.2595
8. Driessen, et al. J Am Coll Cardiol 2019; Norgaard, et al, Euro J Radiol 2015.
9. Narula J, et al. Eur Heart J. 2024. doi: 10.1093/ehjci/jeae115