

Recognizing American Heart Month And The Importance Of Heart Health And Education



(NAPSA)—February is a time often filled with gifts from the heart, from Valentine's Day chocolates to notes from loved ones. However, February is also American Heart Month, the perfect time of the year to inform loved ones about the prevalence of heart disease and the importance of heart health and education. Take the time this month to learn about the risks of heart disease, such as severe chest pain or a heart attack, as well as lifestyle changes and treatment options that may help.

The American Heart Association estimates that every year more than 1 million Americans are hospitalized for acute coronary syndrome (ACS), which includes a recent heart attack or severe chest pain that happened because the heart was not getting enough oxygen.¹ In addition, up to one in three patients could have a recurrent heart attack or die within one year of their first cardiovascular event.¹

"The goal in treating ACS is to improve blood flow to the heart muscle and ultimately reduce the risk of another heart attack," said Alex Gold, M.D., Executive Director of Clinical Development, BRILINTA® (ticagrelor) tablets, AstraZeneca. "Along with these goals, BRILINTA is an important treatment option for ACS patients."

It is estimated that up to 1 in 3 patients could have a recurrent heart attack, or die within one year of their first cardiovascular event.¹

Some tips for helping to reduce the risk of another heart attack include:⁴

- Change what you eat
- Increase your physical activity
- Stop smoking
- Manage stress
- Take medications, such as an antiplatelet therapy like BRILINTA (ticagrelor) tablets and aspirin

BRILINTA is not appropriate for everyone. Talk to your doctor to determine if BRILINTA is right for you.

BRILINTA is the first and only oral antiplatelet FDA-approved medicine to significantly reduce CV death versus Plavix® (clopidogrel). BRILINTA significantly reduced the primary composite end point of CV death, myocardial

infarction (MI), which is more commonly known as a heart attack, or stroke versus Plavix.² The difference between treatments was driven by CV death and MI with no difference in stroke. The secondary end points included the individual components of CV death, MI and stroke. In patients treated with percutaneous coronary intervention (PCI), which is more commonly known as coronary angioplasty, it also reduces the rate of stent thrombosis.²

BRILINTA is a prescription medicine for people who have had a recent heart attack or severe chest pain that happened because their heart wasn't getting enough oxygen and who are being treated with medicines or procedures to open blocked arteries in the heart.³

BRILINTA is used with aspirin to lower your chance of having another serious problem with your heart or blood vessels such as heart attack, stroke or blood clots in your stent if you received one. These can be fatal.³

If you or someone close to you has been hospitalized due to a recent heart attack or severe chest pain, talk to a doctor about whether an antiplatelet therapy such as BRILINTA may be right to decrease the possibility of a future heart attack.

Important Safety Information About BRILINTA: BRILINTA is used to lower your chance of having another heart attack or dying from a heart attack or stroke, but BRILINTA (and similar drugs) can cause bleeding that can be serious and sometimes lead to death. Instances of serious bleeding, such as internal bleeding, may require blood transfusions or surgery. While you take BRILINTA, you may bruise and bleed more easily and be more likely to have nosebleeds. Bleeding will also take longer than usual to stop.

Call your doctor right away if you have any signs or symptoms of bleeding while taking BRILINTA, including: severe, uncontrollable bleeding; pink, red, or brown urine; vomit that is bloody or looks like coffee grounds; red or black stool; or if you cough up blood or blood clots.

Do not stop taking BRILINTA without talking to the doctor who prescribes it for you. People who are treated with a stent, and stop taking BRILINTA too soon, have a higher risk of getting a blood clot in the stent, having a heart attack, or dying. If you stop BRILINTA because of bleeding, or for other reasons, your risk of a heart attack or stroke may increase. Tell all your doctors and dentists that you are taking BRILINTA. To decrease your risk of bleeding, your doctor may instruct you to stop taking BRILINTA 5 days before you have elective surgery. Your doctor should tell you when to start taking BRILINTA again, as soon as possible after surgery.

Take BRILINTA and aspirin exactly as instructed by your doctor. You should not take a dose of aspirin higher than 100 mg daily because it can affect how well BRILINTA works. Tell your doctor if you take other medicines that contain aspirin. Do not take new medicines that contain aspirin.

Do not take BRILINTA if you are bleeding now, especially from your stomach or intestine (ulcer), have a history of bleeding in the brain, or have severe liver problems.

BRILINTA can cause serious side effects, including bleeding and shortness of breath. Call your doctor if you have new or unexpected shortness of breath or any side effect that bothers you or that does not go away. Your doctor can decide what treatment is needed.

Tell your doctor about all the medicines you take, including prescription and nonprescription medicines, vitamins, and herbal supplements. BRILINTA may affect the way other medicines work, and other medicines may affect how BRILINTA works.

Click to read [Medication Guide](#) and the full [Prescribing Information](#), including [Boxed Warnings](#). The [Medication Guide](#) and full [Prescribing Information](#) can also be found at www.astrazeneca-us.com/pi/brilinta.pdf.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit <http://www.fda.gov/medwatch> or call 1-800-FDA-1088.

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Plavix is a registered trademark of Bristol-Myers Squibb/Sanofi Pharmaceuticals Partnership

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Note to Editors: Data in the article is from the following service:

1. Roger VL et al. Heart Disease and Stroke Statistic - 2012 Update: A Report from the American Heart Association. *Circulation* Published online ahead of print Dec 15, 2011; e12-e230

2. Data on File, 1343803, AstraZeneca Pharmaceutical LP.

3. BRILINTA Prescribing Information, AstraZeneca LP.

4. "Life after attack" CDC Nov 2009 http://www.cdc.gov/heartdisease/heart_attack.htm Last accessed Jan 23, 2012.

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