

NTL MEDIA ALERT

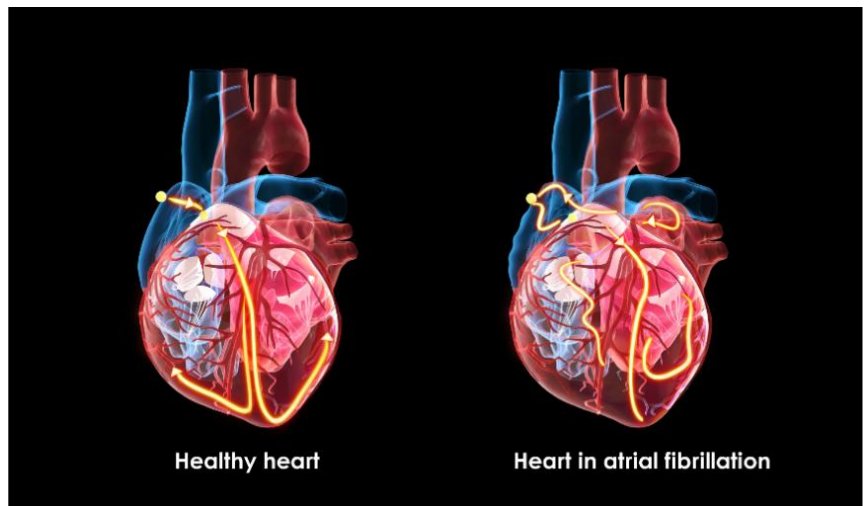
FOR IMMEDIATE USE: 12:01AM AEST, TUESDAY, MAY 27, 2025

More than one in three Australians with an irregular heartbeat experience four or more symptoms before visiting a doctor: new research will reveal

Experts to champion greater heart health awareness, education and action

Heart experts, advocates and patients will unite nationwide today, Tuesday, May 27, 2025, to champion greater community awareness, education and proactive action for heart health.

Their call will coincide with the release of new research revealing more than one in three (34%) Australians aged 50 and above living with the most common, sustained heart rhythm disorder – atrial fibrillation (AF)¹⁻³ or an irregular heartbeat – wait until experiencing four or more symptoms before seeking medical advice.⁴



More than half a million Australians have AF⁵ – a lifelong, progressive disease⁶ where faulty electrical signals of the heart cause the top chambers of the heart, known as the atria, to beat faster, erratically^{7,8} and out of rhythm with the heart's lower two chambers, the ventricles.³

AF cases in those aged 55 and above are projected to double over the next two decades,¹ driven by our ageing population and the rising rates of excess weight and obesity.⁹

People living with AF face a threefold increased risk of heart failure, nearly five times the likelihood of having a stroke, and double the risk of developing dementia.^{9,10}

Concerningly, the burden and prevalence of this serious, life-compromising disease^{4,11} is often underestimated because 30% to 40% of patients may show no obvious symptoms, which makes diagnosis challenging.¹

Heart experts maintain the underestimation of disease prevalence,¹ combined with low community awareness,⁴ and many patients showing no obvious AF symptoms,⁹ is creating the “perfect storm” for one of the largest, and most pressing public health epidemics.¹²⁻¹⁴

To learn more about the new AF research, and why early diagnosis and intervention is crucial for effective management of the disease, set an interview with a spokesperson (below).

AVAILABLE FOR INTERVIEW

EXPERTS	
Dr Tomos Walters	Cardiologist and Cardiac Electrophysiologist, Queensland Cardiovascular Group, BRISBANE
Dr Ben Hunt	Cardiologist and Cardiac Electrophysiologist, Pindara Private Hospital, GOLD COAST
A/Prof Raymond Sy	Cardiologist; Royal Prince Alfred Hospital, Concord Hospital, and Mater Hospital; Director of Arrhythmia Service; and Clinical Associate Professor, University of Sydney, SYDNEY
Dr Ihab El-Sokkari	Director of Cardiac Electrophysiology Services, Cardiologist and Cardiac Electrophysiologist, Nepean Public and Private Hospitals and Clinical Senior Lecturer, University of Sydney, SYDNEY
Dr Emily Kotschet	Cardiologist and Cardiac Electrophysiologist, Monash Heart, Holmesglen Private Hospital, Cabrini Hospital, Mulgrave Private Hospital and St John of God Berwick Hospital, MELBOURNE
Dr Christian Verdicchio	CEO, Heart Support Australia, Clinician-researcher & Clinical Senior Lecturer, University of Sydney & University of Adelaide, ADELAIDE
Dr Ben King	Specialist Cardiologist and Cardiac Electrophysiologist; Clinical Lead of the Ventricular Tachycardia Service, Fiona Stanley Hospital; and Senior Lecturer, University of Western Australia, PERTH
PATIENT ADVOCACY GROUP REPRESENTATIVE	
Tanya Hall	Founder and CEO of hearts4heart living well with AF, PERTH
AUSSIES WITH EXPERIENCE OF AF	
Justine, 53	Triple cancer survivor, Multiple Sclerosis advocate, award-winning international keynote speaker, mother and grandmother living with AF, GEELONG
Tom, 78	Former real estate agent, father and grandfather living with AF, MELBOURNE
Gai, 72	Retired pharmacist and business owner, mother and grandmother living with AF, MELBOURNE
Andrew, 59	Business owner, soccer player and stepfather to two whose AF symptoms were triggered by emotional trauma, SYDNEY
Gregory, 59	Water quality technician, father of two, and car enthusiast diagnosed with AF following a workplace accident, BATHURST
Graeme, 55	Father-of-two, government infrastructure executive and sportsman warned of atrial fibrillation symptoms by his smartwatch, BRISBANE
Elaine, 81	Avid gardener and former seamstress alerted to symptoms of AF via her smartwatch, BRISBANE
Don, 49	Former cosmetic dentist, avid tennis player and father-to-three alerted to symptoms of AF via a smartwatch, GOLD COAST
Kristy, 44	Mother to one, housekeeper and motorbike enthusiast, first experienced symptoms of AF during labour, GAWLER, SA
Tanya Hall	Developed symptoms of AF in her teens, now living well with AF, PERTH
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About Antenna market research

Boston Scientific commissioned Antenna to perform an online, quantitative survey on atrial fibrillation (AF), involving a nationally representative sample of 1,015 Australians aged 50+ years between January 7 to 12, 2025.¹ The data was weighted by age and gender to reflect the 2021 Australian Bureau of Statistics (ABS) population estimates.

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