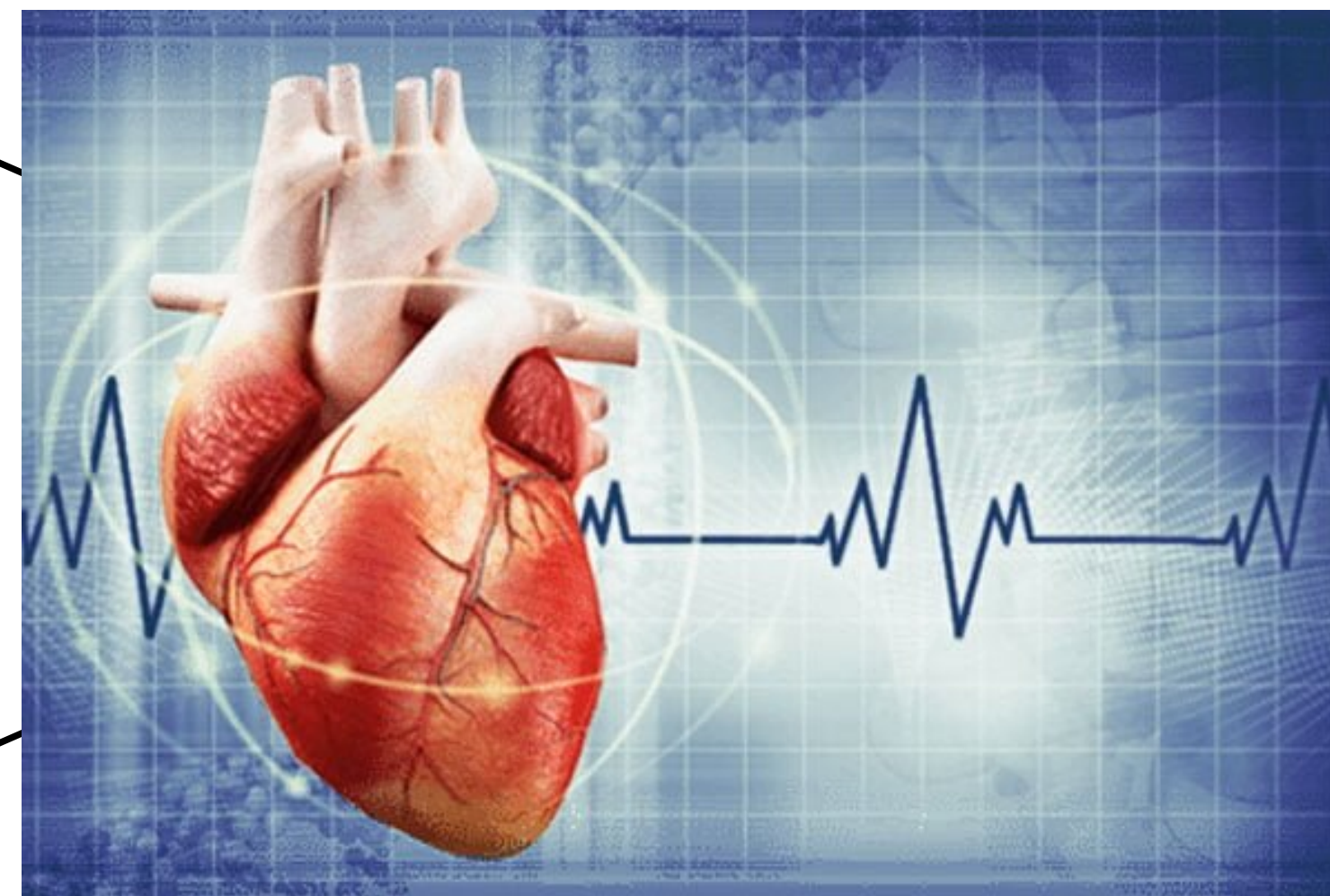


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

An arrhythmia means the heart is not beating in the proper rhythm

Anger, Depression will cause arrhythmia

The prevalence of arrhythmia is between 1.5 and 5 percent of the population

Enjoy regular physical activity.

Limit the intake of caffeine

A heart attack may last for two to five minutes

What do they
SEE?

environment
friends
what the market offers

Air pollution may be associated with atrial arrhythmias.

Ablation procedures can cure some type of arrhythmia completely

The treatment costs around \$1,600 per procedure

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Access to information

Safety concerns

Ease of access to health care

PAIN

fears
frustrations
obstacles

High cost

Likely miss to AF

An invasive procedure

GAIN

"wants" / needs
measures of success
obstacles

Better adherence (patch recorder)

ICM Long term monitoring

Convenient (no wires)