

US.DRO.09.10.040

October 23, 2009

**SECTION 1.3 What are the Symptoms of AFib?**

**SECTION 4.2 Strategies For Caregivers**

**TITLE: What can AFib feel like?**

**ROLLOVER COPY:** What can AFib feel like?

**Learn more >>** Make sure your sound is turned on.

**User Experience:** *with a brief voiceover introduction, the user (caregiver) selects from three different, but commonly heard, patient descriptions of AFib: pounding, flopping, and fluttering. Each would have different icons and sound effects to represent the feelings.*

**FRAME 1 HEADLINE COPY (INTRO):**

AFib can feel different for everyone. Click on one of the buttons on the left to see how some people describe their symptoms.\*

\*MULTAQ can help you have fewer days without AFib episodes, but MULTAQ has not been shown to have an effect on specific symptoms.

**ICON AVO/COPY (W/SFX):**

**FISH:**

Some people experience a *flopping* feeling in the chest.

**BUTTERFLY:**

Some people experience a *fluttering* feeling in the chest.

**JACKHAMMER:**

Some people experience a fast *pounding* feeling in the chest.

**HEART:**

Some people *may not* feel or experience *any symptoms at all*.