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November 2, 2009

SECTION 1.1 What are the Effects of Afib?

SECTION 4.3 Frequently Asked Questions

TITLE: What's the difference between a normal heartbeat and an AFib heartbeat?

ROLLOVER COPY: What's the difference between a normal heartbeat and an AFib heartbeat?

Compare >> Make sure your sound is turned on.

User Experience: *using two heart graphics with sound and movement, we compare a heart beating out of normal sinus rhythm to one that is beating in normal sinus rhythm*

GRAPHIC COPY (LEFT SIDE): Out of sinus rhythm

AVO: When the heart beats the way it is supposed to, doctors say it's beating in *normal sinus rhythm*. Here you see a heart that is not beating in normal sinus rhythm. Notice how it's beating erratically. This is what's called an *arrhythmia*, or an abnormal heartbeat. AFib is the most common type of arrhythmia. When the heart beats irregularly, blood isn't pumped out of the heart the way it should be.

GRAPHIC COPY (RIGHT SIDE): Normal sinus rhythm

AVO: Here you can see a heart beating in normal sinus rhythm. It has a regular rhythm and efficiently pumps blood out of the heart to the rest of the body.

BEAT (FOR TRANSITION)

Taking MULTAQ helps extend the time between recurrences of AFib episodes. That means MULTAQ helps a heart with AFib keep beating in a more regular way, as seen here.