

Welcome to Heartline™

Thank you for your interest in the Heartline Study, a nationwide, virtual heart health research study for US residents 65+ with an iPhone. This toolkit has been designed to provide information concerning content and materials about the Heartline Study, that are being provided to you. You will determine whether, when and how that information should be shared. Please note that while these materials have been approved by Western IRB (WIRB) under the Heartline Study protocol, they may require additional approval from your institution's IRB.

AFib Fact Sheet

This fact sheet can be shared at events, posted in high traffic areas, or provided for download on your website.

Consumer Brochure

This tri-fold brochure designed for patients/consumers is ideally used at events, in waiting rooms or lobbies, or as an asset for download on your website. It is easily printable on letter sized paper at 8.5 in. x 11 in.

Questions?

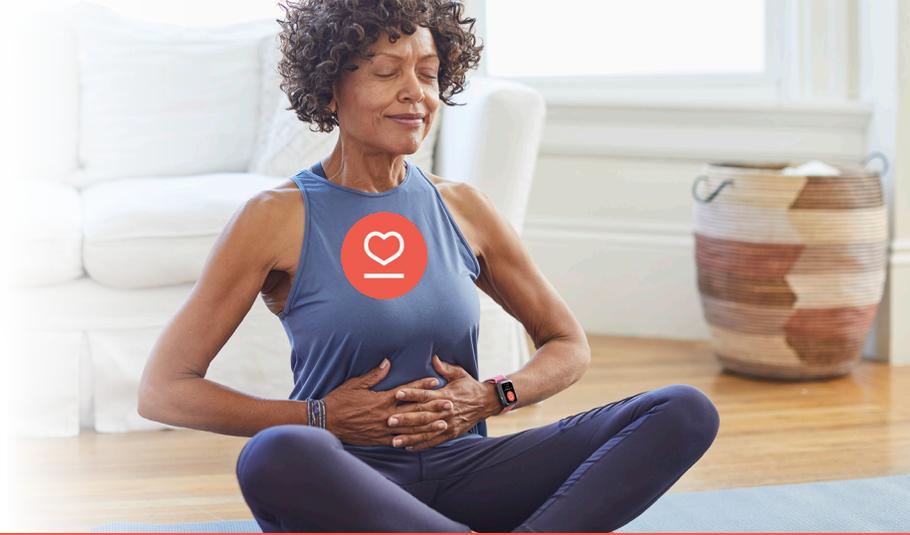
Reach out to Heartline directly:

press@heartline.com



Know Your Heart.

heartline.com

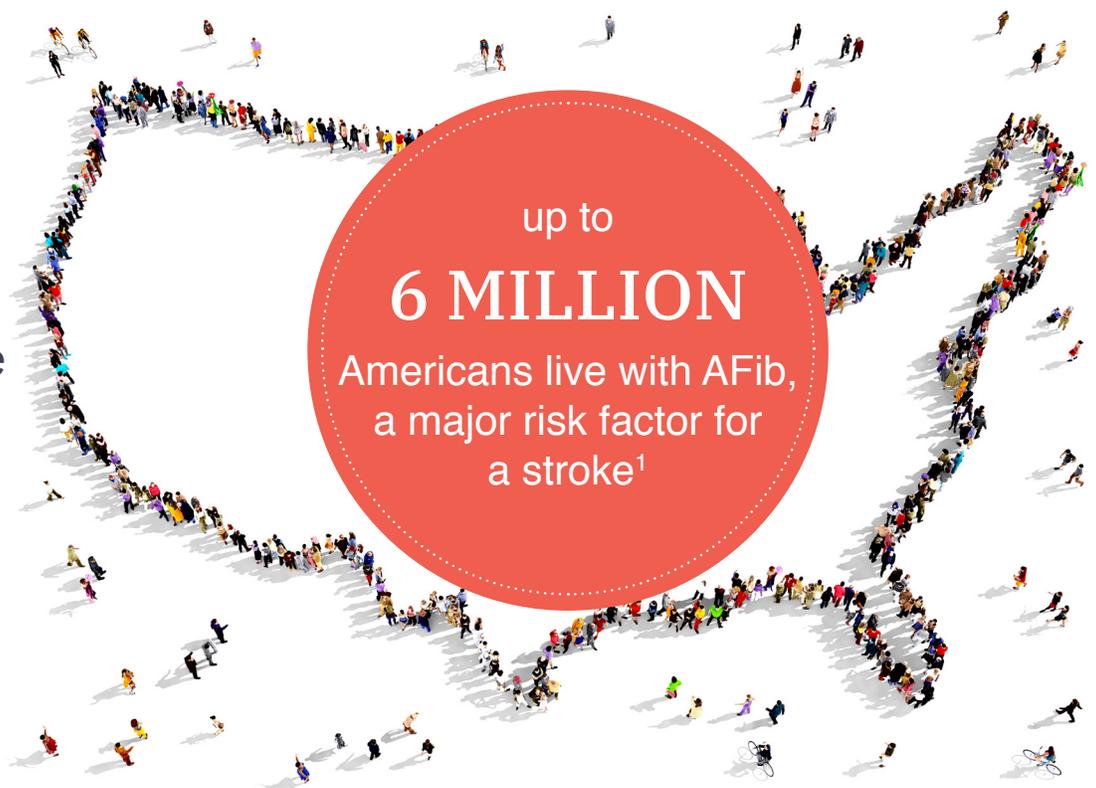


Understanding the Connection Between AFib and Stroke Risk

What is Atrial Fibrillation (AFib)?

AFib is a type of irregular heart rhythm that can be difficult to detect because it is often not associated with any symptoms. Early diagnosis and treatment can help prevent complications.

A Leading Cause of Stroke





**AFib causes about
1 in 7 strokes.¹**



1

Clot forms in
the heart

2

Clot travels
to brain

3

Clot causes
a stroke

Here's the Connection Between AFib and Stroke

If you are living with AFib, **these factors can increase your risk of a stroke:**



being age 65
or greater



being
female



high blood
pressure



diabetes



previous
heart attack



previous
stroke or
"mini stroke"

Help Advance Heart Health Research

With the right information and knowledge you can help protect yourself. Johnson & Johnson, in collaboration with Apple, is exploring whether the Heartline™ Study app on iPhone, and the ECG app and irregular rhythm notification feature on Apple Watch, can enable earlier detection of AFib. Adults 65+ with and without an existing AFib diagnosis may be eligible to participate in the research study. **Visit Heartline.com** to learn more and find out if you're eligible to enroll.

Learn more online at www.heartline.com

¹https://www.cdc.gov/heartdisease/atrial_fibrillation.htm

Am I Eligible to Join The Heartline Study?

You can check your eligibility in the Heartline Study app. To participate, you will need to*:



Be 65 or older



Be a U.S. resident



Own an iPhone 6s or later



Have Original (Traditional) Medicare or Medicare Advantage

This study is virtual. By downloading the app on your iPhone, you can fully participate in all aspects of this heart health study from anywhere — even from the comfort of home. The study does not require any medical procedures or visits to the doctor's office. Find out more about the Heartline Study and if you're eligible to participate at www.heartline.com

*Key participation requirements only; other eligibility participation requirements will apply.

Join Heartline to Help Advance Science and Learn About Your Heart

When you participate in the Heartline Study, you'll receive heart health education and tips designed for people 65 and older, while contributing to important medical research. All study activities can be completed through the Heartline app on your iPhone. You'll receive points for the time and effort spent completing the activities offered to you. Depending on the group you are assigned to, these points may be converted to monetary rewards.



Find out more online at www.heartline.com



Introducing The Heartline™ Study

If you're 65 or older, learn how technology may help you understand and directly engage in your heart health from the comfort of your home.

Why Join The Heartline Study?

Knowing and managing your heart health is important. Now technology can help you better understand your heart health and engage in a heart health program. The Heartline Study is a nationwide, randomized, controlled study designed to explore if the Heartline Study app on the iPhone and heart health features on Apple Watch can enable earlier detection of atrial fibrillation (AFib). AFib is a condition caused by irregular heart rhythm that can result in life-threatening complications such as stroke. However, it frequently goes undiagnosed because it is difficult to detect and often doesn't come with any symptoms. Through the easy-to-use Heartline Study app, you will also learn more about how you can make lifestyle changes to improve your heart health.

Live a heart-healthy life

You'll have access to surveys, quizzes, engaging content and tips that may help improve your sleep, fitness, and wellness, and help you become more engaged in your overall health.

Earn rewards

You'll participate in health surveys and other activities in the Heartline Study app. You'll receive points for completing the activities offered to you. Eligible participants may earn compensation of \$150+ for completing study activities.*



* Not all study groups will receive monetary rewards. Reward amount is dependent on completion of study-related activities, group assignment, and length of study participation. See the Frequently Asked Questions at heartline.com for details.

Advance heart health research

You can help shape research into whether everyday technology such as iPhone and Apple Watch features, can help with early detection of heart conditions like AFib and potentially improve heart health outcomes.

How does it work?

If eligible, you can participate in the Heartline Study just by using the Heartline Study app on your iPhone. This study is virtual, which means that you can participate from home through your phone. Study visits or medical procedures are not required. Some people will be asked to obtain and use an Apple Watch Series 5 or later throughout the study along with the Heartline Study app.

Get the app to start the enrollment process

Download the Heartline Study app on your iPhone from the Apple App Store and check your eligibility.

Enroll in the study

In the app, answer some questions to confirm your eligibility. Review and sign the consent form. You'll need to agree to share your healthcare data, including your Medicare healthcare claims, as described in the consent form. Collecting and analyzing healthcare claims data allows us to meet the Heartline Study objectives.

Get ready

Once enrolled, you'll receive instructions on how to get started. You will receive a heart health engagement program with activities to complete through your iPhone. Depending on the study group you are randomized to, you may be asked to get an Apple Watch Series 5 or later. Visit our website for more details.

Participate

The Heartline Study will last three years for each participant. This will consist of two phases. The first phase will last two years, and the second phase will last one year. During the first phase, participants will be asked to complete actions in the Heartline Study app on their iPhone. Data will also be collected from Medicare healthcare claims and devices, like the iPhone and Apple Watch (if applicable), to assess clinical outcomes. During the second phase, participants will not be required to complete any actions, but Medicare healthcare claims and iPhone and Apple Watch data (if applicable) will be collected to assess clinical outcomes.

Stay informed

Using the Heartline Study app, you can stay up-to-date on the study's findings and learn how your participation is helping researchers learn more about heart health.



Protecting your personal data

The Heartline Study app was built with privacy in mind. User privacy and data security are important priorities of both Johnson & Johnson and Apple. All data from the Heartline Study will be stored in a secure environment using industry-leading practices. Data will be used and shared only as permitted by the informed consent form that you will sign if you decide to participate in the study. For further details on what data will be collected, where it will be transferred and stored, who will have access to it, and how we'll protect it, please visit our website.