

***Arrest the Risk***  
**Sudden Cardiac Arrest (SCA)**  
**Consumer Survey Fact Sheet**

In August 2012, the Heart Rhythm Society worked with Ipsos Healthcare to conduct a 20-minute online survey of more than 1,500 adult consumers and 300 physicians in the U.S. A representative sample of Caucasians, African Americans and Hispanics were surveyed.

The survey aimed to help HRS identify current awareness levels and perceptions of sudden cardiac arrest (SCA), a condition in which the heart suddenly and unexpectedly stops beating. SCA is one of the leading causes of death in the United States each year. In fact, SCA claims one life every 90 seconds, taking more lives each year than breast cancer, lung cancer or AIDS.

**Key Findings**

**Overall, consumers are unaware of sudden cardiac arrest (SCA) and its impact.**

- One in four people were able to correctly identify SCA.
- Only 25 percent of Americans correctly estimate how many people in the United States experience SCA each year. In particular, African Americans drastically underestimate SCA occurrence.
- 90 percent of Americans underestimate the number of people who die each year from sudden cardiac arrest.

**Lack of awareness of SCA symptoms impact immediate and life-saving treatment.**

- Three in five consumers with no prior heart disease who report experiencing heart disease symptoms (fluttering, chest pain, etc.) do not visit the doctor as a result of their symptoms.
- For those with risk of heart disease (either diagnosed with heart disease or experiencing symptoms), more than 70 percent were not referred to a specialist.

**Among races and ethnicities, African Americans experience a larger gap in SCA knowledge and treatment than Caucasians and Hispanics.**

- More than 60 percent of African Americans who report experiencing heart disease symptoms report not going to the doctor after experiencing those symptoms (of those with no self-identified heart condition).

- Ninety percent of African Americans say their doctor has not talked to them about their risk for SCA. African Americans report fewer specialist visits in the past year, yet more often indicate events/factors that would encourage a doctor visit.
- Overall, African Americans self-reported one-third fewer doctor visits in the last year overall compared to Caucasian and Hispanics.
- About half as many African Americans as Caucasians or Hispanics say that implantable cardioverter defibrillators or ICDs are the best way to treat SCA.

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