

Decision-making interventions to stop the global atrial fibrillation-related stroke tsunami

International Journal of Stroke 0(0) 1–7 © 2017 World Stroke Organization Reprints and permissions: sagepub.co.uk/journalsPermissions.nav DOI: 10.1177/1747493016687579 journals.sagepub.com/home/wso



Joshua O Cerasuolo¹, Manuel Montero-Odasso^{2,3,4}, Agustin Ibañez^{5,6,7,8}, Shannon Doocy⁹, Gregory YH Lip¹⁰ and Luciano A Sposato^{11,12}

Abstract

Atrial fibrillation affects 33.5 million people worldwide and its prevalence is expected to double by 2050 because of the aging population. Atrial fibrillation confers a 5-fold higher risk of ischemic stroke compared to sinus rhythm. We present our view of the role of shared medical decision-making to combat global underutilization of oral anticoagulation for stroke prevention in atrial fibrillation patients. Oral anticoagulation underuse is widespread as it is present within atrial fibrillation patients of all risk strata and in countries across all income levels. Reasons for oral anticoagulation underuse include but are probably not limited to poor risk stratification, over-interpretation of contraindications, and discordance between physician prescription preferences and actual administration. By comparing a catastrophic event to the consequences of atrial fibrillation related strokes, it may help physicians and patients understand the negative outcomes associated with oral anticoagulation under-utilization and the magnitude to which oral anticoagulations neutralize atrial fibrillation burden.

Keywords

Visual aid, framing, atrial fibrillation, stroke, oral anticoagulation, epidemiology

Received: 4 November 2016; accepted: 14 November 2016

Atrial fibrillation (AF) affects 33.5 million people worldwide¹ and its prevalence is expected to double by 2050 because of the aging population.¹ AF confers a 5-fold higher risk of ischemic stroke compared to sinus rhythm.² Relative to the ischemic strokes of other causes, AF-related strokes are usually larger³ and more severe.^{4,5} They also have greater recurrence,⁶ disability,^{3,5,7–9} and mortality^{5,6,9,10} rates.

Shared medical decision-making is the practice by which the physician presents all possible alternatives to their patient, each with an associated risk/benefit trade-off.^{11–14} This process incorporates patient values and preferences in their own health care decisions.^{11–14} We present our view of the role of shared medical decision-making in stroke prevention for patients with AF, primarily through the administration of oral anticoagulants. Furthermore, the dangers of the inadequacies of stroke prevention in patients with AF are compared with a real-life natural catastrophe through the lens of the "flashbulb memory".

¹Department of Epidemiology & Biostatistics, Schulich School of Medicine & Dentistry, Western University, London, ON, Canada

²Gait and Brain Lab, Parkwood Hospital and Lawson Health Research Institute, London, ON, Canada

³Department of Medicine, Division of Geriatric Medicine, Schulich School of Medicine and Dentistry, Western University, London, ON, Canada

⁴Department of Epidemiology & Biostatistics, Schulich Interfaculty Program in Public Health, Western University, London, ON, Canada

⁵Institute of Cognitive and Translational Neuroscience (INCyT), INECO Foundation, Favaloro University, National Scientific and Technical Research Council, Buenos Aires, Argentina

⁶Center for Social and Cognitive Neuroscience (CSCN), School of Psychology, Universidad Adolfo Ibanez, Santiago de Chile, Chile

⁷Centre of Excellence in Cognition and its Disorders, Australian Research Council (ARC), New South Wales, Australia

⁸Universidad Autónoma del Caribe, Barranquilla, Colombia

⁹Johns Hopkins Bloomberg School of Public Health, Baltimore, MD, USA ¹⁰University of Birmingham Institute of Cardiovascular Sciences, City Hospital, Birmingham, UK

¹¹Department of Clinical Neurological Sciences, Department of Anatomy and Cell Biology, London Health Sciences Centre, Western University, London, ON, Canada

¹²London Stroke, Dementia & Heart Disease Laboratory, Western University, London, ON, Canada

Corresponding author:

Luciano A Sposato, London Health Sciences Centre, University Hospital, 10th Floor, 339 Windermere Road, London, ON N6A 5A5, Canada. Emails: lsposato@uwo.ca, lucianosposato@gmail.com

International Journal of Stroke 0(0)

Benefits of oral anticoagulants for AF patients

Compared to no treatment, warfarin reduces stroke risk by 64% and all-cause mortality by 26% in AF patients; in contrast, aspirin has a nonsignificant impact on stroke¹⁵ and mortality.¹⁶ Non-vitamin K antagonist oral anticoagulants (NOACs) further reduce the risk of stroke or systemic embolism by 19% and mortality by 10%, compared to warfarin.¹⁷ With only a single stroke risk factor, oral anticoagulants (OAC) have a positive net clinical benefit (balancing stroke reduction and serious bleeding caused by OACs) when compared to no treatment or aspirin. Contrarily, the net clinical benefit for aspirin is neutral.¹⁸ Therefore, concordant with current guidelines, OACs are the treatment of choice for preventing ischemic stroke in high-risk AF patients (defined as having a CHA₂DS₂-VASc score of $>2^{19}$) and in a considerable proportion with a single stroke risk factor (CHA2DS2-VASc score = 1 in males).^{20–22} These risk strata represent 95% of all AF patients.²³

Notably, AF patients reap additional benefits from OACs, apart from ischemic stroke risk reduction. AF patients on warfarin with an INR ≥ 2 immediately before stroke have smaller brain infarcts^{24,25} and lower stroke severity,²⁴ recurrence,²⁶ disability,^{16,24,27–29} and mortality^{16,27,29,30} relative to patients only taking antiplatelet agents, no antithrombotic drugs, or warfarin with an INR < 2.

Global underutilization of OACs in AF

The overwhelming scientific evidence has not translated into widespread use of OACs in AF patients. Globally, OACs are largely underutilized as roughly half of those with a clear indication are actually treated.^{31,32} Even worse, utilization has not significantly changed in the last decade,^{33–39} and although variable across geo-graphic regions,^{32–34,40} underutilization is a widespread global phenomenon.^{32–34,37,40} Nonadherence to AF guidelines is also global and across all risk strata. Indeed, the proportion of nonadherence among the riskiest strata ranges from 33% to 68% (Middle East/ Africa and Asia, respectively).³² Particularly concerning in Asia, 60% of AF patients are prescribed antiplatelet drugs instead of OACs.^{32,35} Worldwide, reasons for not prescribing oral anticoagulants feature poor risk stratification,^{41,42} subjective over-interpretation of contraindications,⁴³ and variation between physicians' stated prescription preferences and actual prescription attitudes.⁴⁴ Emerging countries are unique in that additional predispositions to harm may warrant under-utilization of OACs, but scarce data in such areas contribute to slow integration of OAC use.^{40,45}

Improving attitudes towards OAC utilization

The framing effect

Most human decisions are unconscious and irrational, and greatly affected by how problems are framed.⁴⁶ The so-called "framing effect" (loss vs. gain frames) captures implicit effects of task-irrelevant emotional stimuli on decision-making. Since individuals react differently depending on how options are presented,^{47,48} positive and benefit-based information is an important force of change in medicine.⁴⁹ For example, compared to loss-framed messages, gain-framing is more persuasive in promoting smoking cessation⁵⁰ and, furthermore, has been shown to be most preferred for heart disease medication counseling among 90% of patients surveyed.⁵¹ A clinical decision to anticoagulate could function similarly. For the purpose of framing, physicians could explain the main possible outcomes of OACs for stroke prevention to their AF patients by using a well-balanced and intuitive concept such as "net clinical benefit". This comprehensive approach to translating evidence for patients should comprise the most relevant measures, while being transparent about both the benefits and risks of OACs (e.g. ischemic stroke prevention and bleeding risk from OAC use). Presenting the evidence as a combined metric may result friendlier for patients instead of multiple isolated outcomes. Also, a single net benefit measure would be simpler for physicians who have to incorporate large amounts of data from different drugs and clinical trials. When selecting a net clinical benefit measure for OACs, it has to be considered that they are chiefly prescribed to AF patients to prevent ischemic strokes. On the other hand, death and intracranial hemorrhage are the most feared safety outcomes both by patients and physicians.⁵² This is despite considerable evidence depicting appreciably lower bleeding risk than ischemic stroke risk with OACs-more so with NOACs.¹⁷ All other efficacy and safety outcomes are still important but are generally more benign and rarely associated with permanent disabling symptoms. Hence, a net clinical benefit outcome may include ischemic stroke, intracranial hemorrhage, and death. Importantly, OACs compared to no treatment result in a combined net clinical benefit of 50% lower risk of ischemic stroke, intracranial hemorrhage, and death, which clearly represents a "gain" frame.53

The AF-related stroke tsunami

Numbers per se are sometimes ineffective in conveying the magnitude of health problems to physicians and **Figure 1.** (a) shows the estimated number of deaths and individuals injured within 30-days after the 2004 Boxing Day Tsunami in the Province of Aceh, Indonesia. (b) shows the hypothetical number of deaths and disabled patients 30 days after sustaining an AF-related stroke if none of the 33.5 million individuals living with AF globally were prescribed oral anticoagulants.

(a) Boxing Day Tsunami	(b) AF-Related Strokes
***** ***** ***** *****	***** ***** ***** *****
***** ***** ***** *****	
***** ***** ***** *****	***** ***** ***** *****
***** ***** ***	***** ***** ***** *****
230,000 dead	***** ***** ***** **
500,000 injured/disabled	325,000 dead 650,000 disabled

patients; however, they can potentially improve awareness in the context of meaningful and evocative events. Flashbulb memory helps to memorize and recall very specific details of circumstances in which individuals first learn of a very surprising or emotionally arousing event.54,55 A typical "flashbulb event" is the World Trade Center 9/11 attack. Most people are able to recall their activities during 11 September 2001, but can hardly remember what they ate for dinner only 2 weeks ago. We propose that by comparing a major catastrophic flashbulb event to a hypothetical scenario in which all physicians ceased using OACs for stroke prevention in AF, it may help physicians and patients understand the negative consequences associated with OAC under-utilization and the magnitude to which OACs neutralize AF burden.

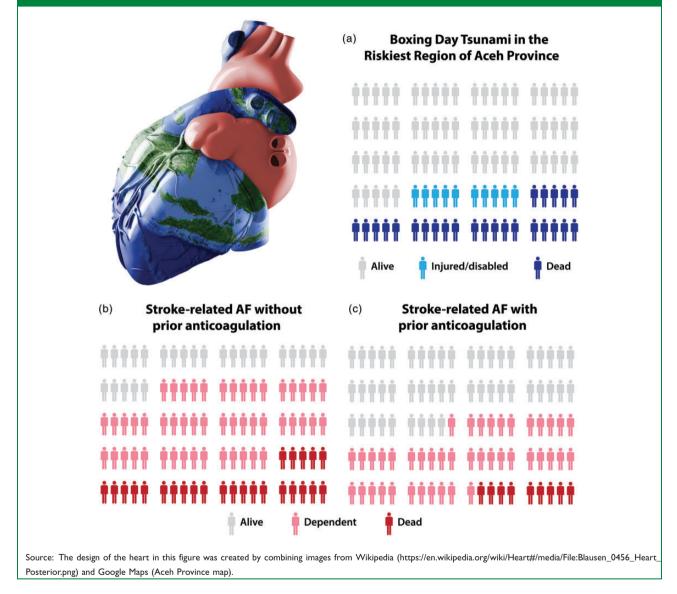
The Boxing Day Tsunami of 26 December 2004 affected 11 countries proximal to the Indian Ocean, killing over 230,000 people and injuring 500,000.⁵⁶ Among the latter, 1.4% (7000) remained permanently disabled.⁵⁷ Up to 170,000 deaths (74%) occurred in the epicenter of the tsunami, the Aceh province of Indonesia.⁵⁸ Over 97% of these deaths materialized within a 4-km distance of Aceh's coastline; this specific coastal region had a tsunami-related death rate of 23.7% within the next year,⁵⁷ while 10% of the survivors were injured.⁵⁸ A considerable proportion of these deaths occurred by drowning, the same day of the tsunami, followed by almost all remaining deaths within the following month.56,59 The 30-day death rate of 23.7% in the epicenter of one of the top 3 deadliest natural catastrophes recorded in human history bears striking resemblance to the 30-day case-fatality rate of AF-related stroke, which ranges between 25% and 32.5%.^{5,6,29,30} The difference is that the 2004 tsunami, which was responsible for 89% of deaths in all tsunamis occurring between 1900 and 2009,⁵⁹ required the energy

equivalent of 23,000 Hiroshima-type atomic bombs, resulting in massive infrastructural destruction to match the magnitude of AF-related stroke mortality. If in an imaginary scenario, the 33.5 million individuals living with AF on the planet were left without OACs, but instead given aspirin, 1.3 million (4.0%/year)¹⁵ would have an AF-related ischemic stroke during the following year. If left without any antithrombotic treatment, the number of strokes would raise to 1.5 million (4.5%/year).¹⁵ Roughly, this would result in a death toll of 325,000 ($25\%^{5,30}$ * 1.3 million) to 487,500 (32.5%⁶ * 1.5 million) AF-related stroke patients and 650,000 (50%^{16,30,39} * 1.3 million) to 750,000 $(50\%^{16,30,39} * 1.5 \text{ million})$ being disabled 1 month after the stroke (Figure 1), culminating to more death and disability than the 2004 tsunami. With this comparison, we do not intend to make the Boxing Day tsunami look relatively harmless. Rather, we aim to illustrate how catastrophic AF could be without proper treatment.

Visual aids

Using visual aids to explain the implications of specific treatments may help patients better assimilate concepts.⁶⁰ Research efforts have focused on developing patient-centered decision-making instruments which empower patients to be involved in their own medical decisions.^{61–63} Displaying benefits and risks of medication graphically was preferred by 57% of patients, which was 38 percentage points higher than the next preferred method (e.g. relative risk, absolute risk, or number needed to treat).⁵¹ Furthermore, use of visual aids have the potential to eliminate the "framing effect" from patient decision-making.⁶⁴ Visual aids have been proposed as potential instruments to improve decision-making for intravenous thrombolysis and mechanical

Figure 2. Proportion alive, dependent, and dead in the Boxing Day Tsunami and after an AF-related stroke with and without prior anticoagulant treatment. (a) shows the proportion of the population who were estimated to be alive (65%), injured/ disabled (10%), and dead (25%) within 30 days after the 2004 Boxing Day Tsunami in the most devastated region of Aceh Province. (b) shows the proportion of AF patients without prior anticoagulants (only antiplatelet drugs, or warfarin but with an INR < 2, or no antithrombotic agents) estimated to be alive and without disability (25%), disabled (50%), and dead (25%) 30 days after an AF-related stroke. (c) shows the proportion of AF patients receiving warfarin with an INR > 2 estimated to be alive and without disability (49%), disabled (42%), and dead (9%) 30 days after an AF-related stroke.



thrombectomy⁶² in the hyper-acute stroke setting, as well for deciding oral anticoagulation in AF patients.⁶⁰ This information is presented as one possible rendition of visual aid, which may facilitate the process of counseling AF patients (Figure 2).

Prior research of AF thromboembolism prophylaxis, dated back to 1999, used decision aids to identify two key findings: (1) there is a gap between guideline recommendations and patient values and preferences, and (2) decision aids reduce the uncertainty of possible care alternatives so the patient can make an informed decision.¹³ Furthermore, administration of oral anticoagulants that are in agreement with the developed decision aids actually prevent adverse events (stroke or major bleeds).⁶⁵ Future research evaluating the effectiveness of the decision aids for stroke prevention in patients with AF should include NOACs. A recent visual aid, formatted as a Cates plot, has been developed for stroke prevention in patients with AF.⁶⁶ This aid was found to improve patient competency in terms of understanding the stroke and bleeding risk, and treatment alternatives, as well as enhancing the patient–physician interaction, but in fact did not change the treatment undertaken.⁶⁷ More recent renditions of visual aids have been published, but not yet studied for effectiveness in shared medical decision-making.^{61,62} Visual aids also carry limitations. For instance, when reading the figure legends, patients whose first language is not English, may have difficulty in understanding these visual aids, unless translations are provided.

Conclusion

AF-related stroke is a highly preventable medical, social, and economic catastrophe. Up to now, drastic global efforts have led to inconsequential improvements in the proportion of patients treated with OACs. AF patients who have strokes because of not being prescribed OACs have a worse fate than individuals standing in the riskiest area of the Boxing Day tsunami's epicenter, waiting to be hit by the tsunami waves. Physicians' awareness and attitudes towards stroke prevention in AF require a radical change to tackle the AF-related stroke tsunami. Innovation to improve decision-making is timely required.

Acknowledgments

The 2004 tsunami was one of the most disastrous natural catastrophes, killing over 230,000 people. We would like to express our most sincere sympathy and respect to the victims and their relatives. We especially thank Emma Vought for her patience, for understanding the manuscript needs, and for her dedication in producing the figures as well as Maryse Paquet, PhD, CCRP, Research Coordinator of the London Stroke, Dementia & Heart Disease Lab, for her thorough and comprehensive input.

Author contributions

JC wrote the first draft. JC, MM-O, AI, SD, and GYHL contributed with further content and edited the report. LAS conceived the idea, drafted the outline, edited the report, and designed the figures.

Declaration of conflicting interests

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

Disclosures

Dr Luciano A Sposato received speaker honoraria from Boehringer Ingelheim and Pfizer.

Prof GYH Lip: Consultant for Bayer/Janssen, BMS/ Pfizer, Biotronik, Medtronic, Boehringer Ingelheim, Microlife and Daiichi-Sankyo. Speaker for Bayer, BMS/ Pfizer, Medtronic, Boehringer Ingelheim, Microlife, Roche and Daiichi-Sankyo.

Funding

The author(s) disclosed receipt of the following financial support for the research, authorship, and/or publication of this article: Dr Luciano A Sposato is supported by the Kathleen and Dr Henry Barnett Chair in Stroke Research (Western University), by the Edward and Alma Saraydar Neurosciences Fund, and by the Opportunities Fund of the Academic Health Sciences Centre Alternative Funding Plan of the Academic Medical Organization of Southwestern Ontario (AMOSO).

References

- Chugh SS, Havmoeller R, Narayanan K, et al. Worldwide epidemiology of atrial fibrillation: A Global Burden of Disease 2010 Study. *Circulation* 2014; 129: 837–847.
- 2. Go AS. The epidemiology of atrial fibrillation in elderly persons: The tip of the iceberg. *Am J Geriatr Cardiol* 2005; 14: 56–61.
- 3. Tu HTH, Campbell BCV, Christensen S, et al. Worse stroke outcome in atrial fibrillation is explained by more severe hypoperfusion, infarct growth, and hemorrhagic transformation: Research. *Int J Stroke* 2015; 10: 534–540.
- Frank B, Fulton R, Weimar C, et al. Impact of atrial fibrillation on outcome in thrombolyzed patients with stroke evidence from the Virtual International Stroke Trials Archive (VISTA). *Stroke* 2012; 43: 1872–1877.
- Lin H-J, Wolf PA, Kelly-Hayes M, et al. Stroke severity in atrial fibrillation: The Framingham study. *Stroke* 1996; 27: 1760–1764.
- Marini C, De Santis F, Sacco S, et al. Contribution of atrial fibrillation to incidence and outcome of ischemic stroke: Results from a population-based study. *Stroke* 2005; 36: 1115–1119.
- Mizrahi EH, Fleissig Y, Arad M, et al. Short-term functional outcome of ischemic stroke in the elderly: A comparative study of atrial fibrillation and non-atrial fibrillation patients. *Arch Gerontol Geriatr* 2014; 58: 121–124.
- Ullberg T, Zia E, Petersson J, et al. Changes in functional outcome over the first year after stroke an observational study from the Swedish Stroke Register. *Stroke* 2015; 46: 389–394.
- Paciaroni M, Agnelli G, Caso V, et al. Atrial fibrillation in patients with first-ever stroke: Frequency, antithrombotic treatment before the event and effect on clinical outcome. J Thromb Haemost 2005; 3: 1218–1223.
- Piccini JP and Fonarow GC. Preventing stroke in patients with atrial fibrillation—A steep climb away from achieving peak performance. *JAMA Cardiol* 2016; 1: 63–64.
- 11. Spatz ES and Spertus JA. Shared decision making: A path toward improved patient-centered outcomes. *Circ Cardiovasc Qual Outcomes* 2012; 5: e75–77.

- Ting HH, Brito JP and Montori VM. Shared decision making: Science and action. *Circ Cardiovasc Qual Outcomes* 2014; 7: 323–327.
- Seaburg L, Hess EP, Coylewright M, et al. Shared decision making in atrial fibrillation: Where we are and where we should be going. *Circulation* 2014; 129: 704–710.
- Lipman HI, Kalra A and Kirkpatrick JN. Foundations of medical decision-making for older adults with cardiovascular disease. *J Geriatr Cardiol* 2015; 12: 335–339.
- 15. Hart RG, Pearce LA and Aguilar MI. Meta-analysis: Antithrombotic therapy to prevent stroke in patients who have nonvalvular atrial fibrillation. *Ann Intern Med* 2007; 146: 857–867.
- O'Donnell M, Oczkowski W, Fang J, et al. Preadmission antithrombotic treatment and stroke severity in patients with atrial fibrillation and acute ischaemic stroke: An observational study. *Lancet Neurol* 2006; 5: 749–754.
- 17. Ruff CT, Giugliano RP, Braunwald E, et al. Comparison of the efficacy and safety of new oral anticoagulants with warfarin in patients with atrial fibrillation: A meta-analysis of randomised trials. *Lancet* 2014; 383: 955–962.
- Lip GYH, Skjøth F, Nielsen PB, et al. Non-valvular atrial fibrillation patients with none or one additional risk factor of the CHA2DS2-VASc score: A comprehensive net clinical benefit analysis for warfarin, aspirin, or no therapy. *Thromb Haemost* 2015; 114: 826–834.
- January CT, Wann LS, Alpert JS, et al. 2014 AHA/ACC/ HRS guideline for the management of patients with atrial fibrillation: A report of the American College of Cardiology/American Heart Association Task Force on practice guidelines and the Heart Rhythm Society. *Circulation* 2014; 130: e199–267.
- Joundi RA, Cipriano LE, Sposato LA, et al. Ischemic stroke risk in patients with atrial fibrillation and CHA2DS2-VASc score of 1 systematic review and meta-analysis. *Stroke* 2016; 47: 1364–1367.
- 21. Camm AJ, Lip GYH, De Caterina R, et al. 2012 focused update of the ESC Guidelines for the management of atrial fibrillation: An update of the 2010 ESC Guidelines for the management of atrial fibrillation. Developed with the special contribution of the European Heart Rhythm Association. *Eur Heart J* 2012; 33: 2719–2747.
- Verma A, Cairns JA, Mitchell LB, et al. 2014 focused update of the canadian cardiovascular society guidelines for the management of atrial fibrillation. *Can J Cardiol* 2014; 30: 1114–1130.
- Friberg L, Rosenqvist M and Lip GYH. Evaluation of risk stratification schemes for ischaemic stroke and bleeding in 182 678 patients with atrial fibrillation: The Swedish Atrial Fibrillation cohort study. *Eur Heart J* 2012; 33: 1500–1510.
- Matsumoto M, Okazaki S, Sakaguchi M, et al. Preadmission therapeutic anticoagulation reduces cerebral infarct volume in patients with nonvalvular atrial fibrillation. *Eur Neurol* 2011; 66: 277–282.
- Ay H, Arsava EM, Gungor L, et al. Admission international normalized ratio and acute infarct volume in ischemic stroke. *Ann Neurol* 2008; 64: 499–506.

- 26. European Atrial Fibrillation Trial Study Group. Secondary prevention in non-rheumatic atrial fibrillation after transient ischaemic attack or minor stroke. *Lancet Lond Engl* 1993; 342: 1255–1262.
- 27. Hannon N, Arsava EM, Audebert HJ, et al. Antithrombotic treatment at onset of stroke with atrial fibrillation, functional outcome, and fatality: A systematic review and meta-analysis. *Int J Stroke* 2015; 10: 808–814.
- 28. Tziomalos K, Giampatzis V, Bouziana SD, et al. Adequacy of preadmission oral anticoagulation with vitamin K antagonists and ischemic stroke severity and outcome in patients with atrial fibrillation. J Thromb Thrombolysis 2016; 41: 336–342.
- 29. Fang MC, Go AS, Chang Y, et al. Thirty-day mortality after ischemic stroke and intracranial hemorrhage in patients with atrial fibrillation on and off anticoagulants. *Stroke* 2012; 43: 1795–1799.
- Hylek EM, Go AS, Chang Y, et al. Effect of intensity of oral anticoagulation on stroke severity and mortality in atrial fibrillation. *N Engl J Med* 2003; 349: 1019–1026.
- Hess PL, Mirro MJ, Diener H-C, et al. Addressing barriers to optimal oral anticoagulation use and persistence among patients with atrial fibrillation: Proceedings, Washington, DC, December 3-4, 2012. *Am Heart J* 2014; 168: e1239–247.
- 32. Gamra H, Murin J, Chiang C-E, et al. Use of antithrombotics in atrial fibrillation in Africa, Europe, Asia and South America: Insights from the International RealiseAF Survey. *Arch Cardiovasc Dis* 2014; 107: 77–87.
- Ogilvie IM, Newton N, Welner SA, et al. Underuse of oral anticoagulants in atrial fibrillation: A systematic review. *Am J Med* 2010; 123: e4638–645.
- Oldgren J, Healey JS, Ezekowitz M, et al. Variations in cause and management of atrial fibrillation in a prospective registry of 15,400 emergency department patients in 46 countries: The RE-LY Atrial Fibrillation Registry. *Circulation* 2014; 129: 1568–1576.
- Rahman F, Kwan GF and Benjamin EJ. Global epidemiology of atrial fibrillation. *Nat Rev Cardiol* 2014; 11: 639–654.
- 36. Mohammed MA, Marshall T, Nirantharakumar K, et al. Patterns of warfarin use in subgroups of patients with atrial fibrillation: A cross-sectional analysis of 430 general practices in the United Kingdom. *PLoS One* 2013; 8: e61979.
- Buckingham TA and Hatala R. Anticoagulants for atrial fibrillation: Why is the treatment rate so low? *Clin Cardiol* 2002; 25: 447–454.
- Valentinis A, Ivers N, Bhatia S, et al. Atrial fibrillation anticoagulation care in a large urban family medicine practice. *Can Fam Physician* 2014; 60: e173–179.
- Ko D, Thigpen J, Henault L, et al. Abstract 179: Ischemic stroke in atrial fibrillation: 30-day outcomes and factors associated with severity. *Arterioscler Thromb Vasc Biol* 2015; 35: A179–A179.
- 40. Alamneh EA, Chalmers L and Bereznicki LR. Suboptimal use of oral anticoagulants in atrial fibrillation: Has the introduction of direct oral anticoagulants

improved prescribing practices? Am J Cardiovasc Drugs 2016; 16: 183–200.

- Steinberg BA, Kim S, Thomas L, et al. Lack of concordance between empirical scores and physician assessments of stroke and bleeding risk in atrial fibrillation: Results from the Outcomes Registry for Better Informed Treatment of Atrial Fibrillation (ORBIT-AF) registry. *Circulation* 2014; 129: 2005–2012.
- Angaran P, Dorian P, Tan MK, et al. The risk stratification and stroke prevention therapy care gap in Canadian atrial fibrillation patients. *Can J Cardiol* 2016; 32: 336–343.
- 43. O'Brien EC, Holmes DN, Ansell JE, et al. Physician practices regarding contraindications to oral anticoagulation in atrial fibrillation: Findings from the outcomes registry for better informed treatment of atrial fibrillation (ORBIT-AF) registry. *Am Heart J* 2014; 167: e1601–609.
- 44. Andrade JG, Krahn AD, Skanes AC, et al. Values and preferences of physicians and patients with nonvalvular atrial fibrillation who receive oral anticoagulation therapy for stroke prevention. *Can J Cardiol* 2016; 32: 747–753.
- Bista D, Chalmers L, Bereznicki L, et al. Potential use of NOACs in developing countries: Pros and cons. *Eur J Clin Pharmacol* 2014; 70: 817–828.
- Dai X, Brendl CM and Ariely D. Wanting, liking, and preference construction. *Emot Wash DC* 2010; 10: 324–334.
- 47. Tversky A and Kahneman D. The framing of decisions and the psychology of choice. *Science* 1981; 211: 453–458.
- Kahneman D. A perspective on judgment and choice: Mapping bounded rationality. *Am Psychol* 2003; 58: 697–720.
- 49. Anker AE, Feeley TH, McCracken B, et al. Measuring the effectiveness of mass-mediated health campaigns through meta-analysis. *J Health Commun* 2016; 21: 439–456.
- Toll BA, O'Malley SS, Katulak NA, et al. Comparing gain- and loss-framed messages for smoking cessation with sustained-release bupropion: A randomized controlled trial. *Psychol Addict Behav* 2007; 21: 534–544.
- Goodyear-Smith F, Arroll B, Chan L, et al. Patients prefer pictures to numbers to express cardiovascular benefit from treatment. *Ann Fam Med* 2008; 6: 213–217.
- 52. Kakkar AK, Mueller I, Bassand J-P, et al. Risk profiles and antithrombotic treatment of patients newly diagnosed with atrial fibrillation at risk of stroke: Perspectives from the international, observational, prospective GARFIELD registry. *PloS One* 2013; 8: e63479.
- 53. Friberg L, Rosenqvist M and Lip GYH. Net clinical benefit of warfarin in patients with atrial fibrillation: A

report from the Swedish atrial fibrillation cohort study. *Circulation* 2012; 125: 2298–2307.

- 54. Brown R and Kulik J. Flashbulb memories. *Cognition* 1977; 5: 73–99.
- 55. Hirst W, Phelps EA, Buckner RL, et al. Long-term memory for the terrorist attack of September 11: Flashbulb memories, event memories, and the factors that influence their retention. *J Exp Psychol Gen* 2009; 138: 161–176.
- The Deadliest Tsunami in History? [Internet]. http:// news.nationalgeographic.com/news/2004/12/1227_ 041226 tsunami.html (accessed 1 July 2016).
- Doocy S, Robinson C, Moodie C, et al. Tsunami-related injury in Aceh Province, Indonesia. *Glob Public Health* 2009; 4: 205–214.
- Doocy S, Gorokhovich Y, Burnham G, et al. Tsunami mortality estimates and vulnerability mapping in Aceh, Indonesia. *Am J Public Health* 2007; 97: S146–151.
- Doocy S, Daniels A, Dick A, et al. The human impact of tsunamis: A historical review of events 1900-2009 and systematic literature review. *PLoS Curr* 2013; 5.
- Saposnik G and Joundi RA. Visual aid tool to improve decision making in anticoagulation for stroke prevention. *J Stroke Cerebrovasc Dis* 2016; 25: 2380–2385.
- 61. Kaiser K, Cheng WY, Jensen S, et al. Development of a shared decision-making tool to assist patients and clinicians with decisions on oral anticoagulant treatment for atrial fibrillation. *Curr Med Res Opin* 2015; 31: 2261–2272.
- Eckman MH, Wise RE, Naylor K, et al. Developing an Atrial Fibrillation Guideline Support Tool (AFGuST) for shared decision making. *Curr Med Res Opin* 2015; 31: 603–614.
- Böttger B, Thate-Waschke I-M, Bauersachs R, et al. Preferences for anticoagulation therapy in atrial fibrillation: The patients' view. *J Thromb Thrombolysis* 2015; 40: 406–415.
- Garcia-Retamero R and Galesic M. How to reduce the effect of framing on messages about health. J Gen Intern Med 2010; 25: 1323–1329.
- 65. Shewale AR, Johnson JT, Li C, et al. Net clinical benefits of guidelines and decision tool recommendations for oral anticoagulant use among patients with atrial fibrillation. *J Stroke Cerebrovasc Dis* 2015; 24: 2845–2853.
- Fraenkel L, Street RL and Fried TR. Development of a tool to improve the quality of decision making in atrial fibrillation. *BMC Med Inform Decis Mak* 2011; 11: 59.
- 67. Fraenkel L, Street RL, Towle V, et al. A pilot randomized controlled trial of a decision support tool to improve the quality of communication and decisionmaking in individuals with atrial fibrillation. J Am Geriatr Soc 2012; 60: 1434–1441.