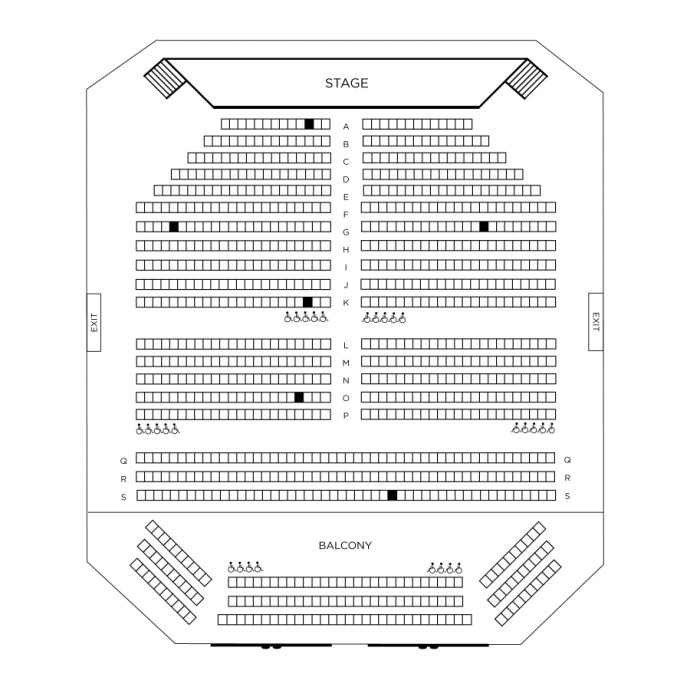
**Reduce Your Risk: The benefits of Xarelto in atrial fibrillation and deep vein thrombosis on TV.**



When golfer Arnold Palmer, comedian Kevin Nealon, NASCAR driver Brian Vickers, and basketball player Chris Bosh get together for a friendly game of golf, they discuss the benefits of Xarelto, a novel anticoagulant to treat deep vein thrombosis and prevent stroke in atrial fibrillation (afib). The commercial states that Xarelto is effective in treating these conditions while acknowledging that it has no proven efficacy over Warfarin. It is also acknowledged that Xarelto can cause serious bleeds.

Xarelto has certain advantages over Warfarin. Like similar drugs, such as Pradaxa and Eliquis, this drug does not require blood monitoring, does not interact with food and drugs, and works quickly. It also has a major disadvantage: unlike with Warfarin, the effects of these drugs cannot be reversed, meaning that any bleeding that occurs may persist for several days.

How effective is Xaralto in preventing stroke in people with afib? Studies show it is equally effective as Warfarin, which boasts a 50% reduction in stroke compared to taking aspirin. The absolute benefit of these drugs is that of 1000 people with afib who take Warfarin instead of aspirin, 6 will avoid a disabling stroke in a year, meaning that 994 will get no benefit. The following BRCT represents the number of people with afib who benefit from Xarelto in a year compared to those who take aspirin.



The primary side effect of drugs like Xarelto is major bleeding. Warfarin leads to a major bleed in 60/1000 people who take it, including 6/1000 who bleed into their brains (a form of stroke). There is an excess risk of 12/1000 people over aspirin who have life threatening bleeding. Xarelto, which is one of the leading therapeutic drugs listed by the FDA as causing serious injury, causes 30/1000 more serious bleeds than even Warfarin, or approximately 42 more serious bleeds than aspirin. Such bleeds can be life threatening and often lead to hospitalization. The following BRCT represents the number of people who suffer serious harm from Xarelto in a year compared to those who take aspirin.

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Overall the risks and benefits of drugs like Xarelto, especially in afib, should be discussed using real data. The Xarelto commercial does not provide any deceptive information, but it does not provide any actual information either.