

# CARDIAC ARRHYTHMIA DIAGNOSTIC SOLUTIONS<sup>1</sup>

## The Hidden Costs of Undetected Arrhythmias: A Closer Look at the Impact on PMPM and Healthcare Resource Utilization

Arrhythmias, or irregular heart rhythms, may silently contribute to higher healthcare resource utilization within your health plan, particularly among Medicare Advantage members.<sup>2,3</sup> Undetected arrhythmias can lead to more devastating and costly conditions, such as stroke.<sup>4,5</sup>

Arrhythmias, particularly Atrial Fibrillation (Afib), are the most common heart conditions affecting Medicare beneficiaries.<sup>6</sup> Yet in the context of Value-based Care, Medicare STARS, and the Quintuple Aim, conditions like type 2 diabetes, congestive heart failure, and chronic obstructive pulmonary disease (COPD) are often prioritized. The financial impact of undetected arrhythmia is substantial, costing the U.S. healthcare system approximately \$3 billion annually.<sup>4</sup>

### Cost driver insights from the CAMELOT study<sup>7,8</sup>

The CAMELOT calculator analyzes your plan's costs associated with cardiac monitoring services. The calculator is based on CAMELOT, a real-world retrospective study of 287,789 Medicare patients. See if your providers are using the most efficient monitoring options or if they're driving costs in the wrong direction.

[Learn more about the study here.](#)

#### Read the clinical evidence.

Delve into the clinical evidence from over 100+ original scientific research manuscripts, which validate the clinical effectiveness and utility of the Zio service.<sup>8</sup>

#### Read the press release.

The National Association of Managed Care Physicians confirms the value proposition of iRhythm Zio service, emphasizing its significant impact on clinical utility and payer economics.



**READY TO LEARN MORE ABOUT HOW CARDIAC ARRHYTHMIA DETECTION CAN IMPACT YOUR HEALTH PLAN?**  
Visit [irhythmtech.com/healthplans](https://irhythmtech.com/healthplans) or email [valuebasedcare@irhythmtech.com](mailto:valuebasedcare@irhythmtech.com) to learn more.

**References:** 1. Preliminary findings in the Zio report are intended for use by clinicians as an aid in arrhythmia diagnosis and management. 2. National Heart, Lung, and Blood Institute. Arrhythmias - What Is an Arrhythmia? [www.nhlbi.nih.gov](https://www.nhlbi.nih.gov). Published March 24, 2022. Accessed October 24, 2024. <https://www.nhlbi.nih.gov/health/arrhythmias>. 3. Steinhubl et al. Effect of a home-based wearable continuous ECG monitoring patch on detection of undiagnosed atrial fibrillation. *JAMA*. 2018;320(2):146. doi:10.1001/jama.2018.8102 4. Turakhia et al. Contemporary prevalence estimates of undiagnosed and diagnosed atrial fibrillation in the United States. *Clin Cardiol*. 2023;46(5):484-493. doi:10.1002/clc.23983 5. Gladstone et al. Screening for atrial fibrillation in the older population: A randomized clinical trial. *JAMA Cardiol*. 2021;6(5):558-567. doi:10.1001/jamacardio.2021.0038 6. Ward et al. Prevalence and health care expenditures among Medicare beneficiaries aged 65 years and over with heart conditions. Medicare Current Beneficiary Survey, 2017. (Prevalence of self-reported heart conditions.) 7. Reynolds et al. Comparative effectiveness and healthcare utilization for ambulatory cardiac monitoring strategies in Medicare beneficiaries. *Am Heart J*. 2024;269:25-34. doi:10.1016/j.ahj.2023.12.002 8. Data on file. iRhythm Technologies, 2023.