



**Eliquis**<sup>®</sup>  
(apixaban) tablets 5mg  
2.5mg

# Getting Started

on ELIQUIS to reduce your risk of stroke due to atrial fibrillation (AFib), a type of irregular heartbeat, not caused by a heart valve problem

## SEE INSIDE FOR INFORMATION ON:

- How to take ELIQUIS
- ELIQUIS savings and support, including Co-pay Card
- AFib not caused by a heart valve problem

## Selected Important Safety Information

For people taking ELIQUIS<sup>®</sup> (apixaban) for atrial fibrillation: **Do not stop taking ELIQUIS without talking to the doctor who prescribed it for you. Stopping ELIQUIS increases your risk of having a stroke.**

**ELIQUIS can cause bleeding**, which can be serious, and rarely may lead to death.

*Please see additional Important Safety Information throughout brochure and **U.S. Full Prescribing Information**, including **Boxed WARNINGS** and **Medication Guide**, or visit **ELIQUIS.com**.*



Joseph is a real ELIQUIS patient. He was compensated for his time and expenses.



Please see selected Important Safety Information below and throughout brochure. Please see **U.S. Full Prescribing Information**, including Boxed WARNINGS and **Medication Guide**, or visit **ELIQUIS.com**.



## Welcome!

### Selected Important Safety Information

ELIQUIS may need to be stopped prior to surgery or a medical or dental procedure. Your doctor will tell you when you should stop taking ELIQUIS and when you may start taking it again. If you have to stop taking ELIQUIS, your doctor may prescribe another medicine to help prevent a blood clot from forming.



### Why My Doctor May Have Prescribed ELIQUIS® (apixaban)?

Explore how ELIQUIS may help with your condition



### How Do I Take ELIQUIS?

Review some do's and don'ts before starting ELIQUIS



### How Can I Get Savings & Support?

Learn about savings offers and sign up for support

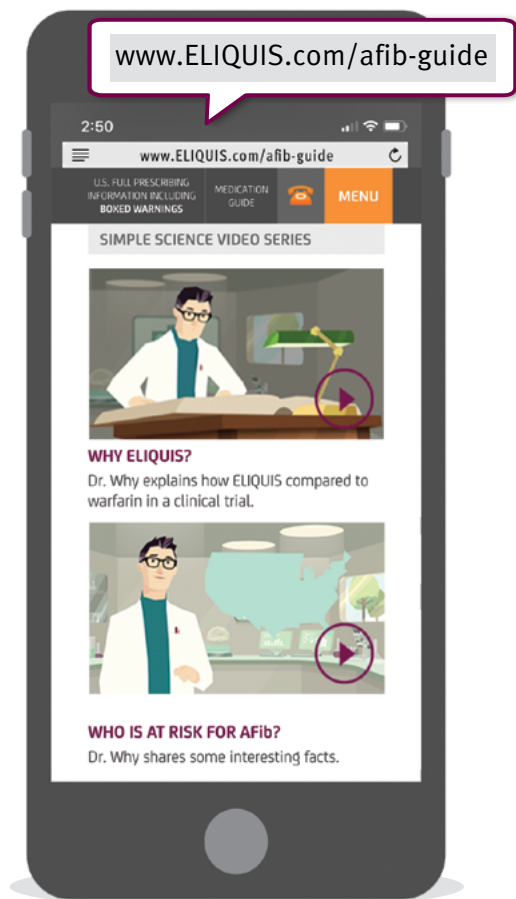


### What Should I Know About AFib?

Learn about AFib not caused by a heart valve problem and its risk of stroke

Go to [www.ELIQUIS.com/afib-guide](http://www.ELIQUIS.com/afib-guide) on your phone to get information about ELIQUIS® (apixaban)

View videos about AFib not caused by a heart valve problem and ELIQUIS



Dr. Why is a fictional character.

## Selected Important Safety Information

**ELIQUIS can cause bleeding**, which can be serious, and rarely may lead to death. This is because ELIQUIS is a blood thinner medicine that reduces blood clotting.

Please see additional Important Safety Information throughout brochure and **U.S. Full Prescribing Information**, including **Boxed WARNINGS** and **Medication Guide**, or visit [ELIQUIS.com](http://ELIQUIS.com).

# Why My Doctor May Have Prescribed ELIQUIS® (apixaban)?



## EXPLORE THIS SECTION TO LEARN ABOUT:

- How ELIQUIS works
- How ELIQUIS performed in clinical trials
- Other reasons to consider ELIQUIS
- Tips for talking with your doctor

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“MY CARDIOLOGIST AND I  
DECIDED TOGETHER THAT ELIQUIS  
WAS THE WAY TO GO FOR ME.”

—Fred, a real ELIQUIS patient

Watch Fred tell his story at  
[www.ELIQUIS.com/fred](http://www.ELIQUIS.com/fred)

We asked patients to tell us about  
their experience with ELIQUIS. Fred was  
compensated for his time and expenses.

## What Is ELIQUIS?

If you’ve been diagnosed with **atrial fibrillation (AFib)**, a type of irregular heartbeat, not caused by a heart valve problem, your doctor may have prescribed ELIQUIS.

ELIQUIS is a prescription blood thinner medication that lowers the chance of blood clots forming in your body.

ELIQUIS works by blocking Factor Xa, which is a blood clotting factor critical to the blood clotting process. By blocking Factor Xa, ELIQUIS lowers the chance of blood clots forming and decreases the risk of having a stroke in people with AFib.

## Selected Important Safety Information

**You may have a higher risk of bleeding if you take ELIQUIS and** take other medicines that increase your risk of bleeding, such as aspirin, nonsteroidal anti-inflammatory drugs (called NSAIDs), warfarin (COUMADIN®), heparin, selective serotonin reuptake inhibitors (SSRIs) or serotonin norepinephrine reuptake inhibitors (SNRIs), and other medicines to help prevent or treat blood clots. **Tell your doctor about all of the medicines you take**, including any over-the-counter medicines, vitamins, and herbal supplements.

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## ELIQUIS Is Supported by Extensive Clinical Research

ELIQUIS was studied in 2 clinical trials to evaluate reducing the risk of stroke and blood clots in people with atrial fibrillation (AFib), a type of irregular heartbeat, not caused by a heart valve problem:



**~24,000**  
PEOPLE PARTICIPATED  
IN 2 STUDIES



**>11,000**  
OF THE PEOPLE STUDIED  
TOOK ELIQUIS

**Trial One:** Compared ELIQUIS to warfarin in people with AFib not caused by a heart valve problem.

**Trial Two:** Compared ELIQUIS to aspirin in people with AFib not caused by a heart valve problem who were not suitable for treatment with warfarin.

Based on the results of these clinical trials, ELIQUIS was approved to reduce the risk of stroke and blood clots in people with AFib, a type of irregular heartbeat, not caused by a heart valve problem.

In Trial One, ELIQUIS had significantly less major bleeding than warfarin. In Trial Two, ELIQUIS had a modest increase in major bleeding compared to aspirin.

**ELIQUIS and other blood thinners increase the risk of bleeding, which can be serious, and rarely may lead to death.**

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## In Trial One, ELIQUIS Was Proven Better Than Warfarin

**In people with AFib not caused by a heart valve problem, ELIQUIS:**

**REDUCED THE RISK OF STROKE  
BETTER THAN WARFARIN**

**HAD SIGNIFICANTLY LESS MAJOR  
BLEEDING\* THAN WARFARIN**

In Trial Two, ELIQUIS had a modest increase in major bleeding compared to aspirin.

**ELIQUIS and other blood thinners increase the risk of bleeding, which can be serious, and rarely may lead to death.**

\*Major bleeding included noticeable bleeding with at least 1 of the following— a transfusion of 2 or more units of blood; bleeding that occurred in the brain, spine, eye, inside the abdomen, around the heart, in a joint, or in a muscle, leading to damage; or fatal bleeding.

## Selected Important Safety Information

While taking ELIQUIS, you may bruise more easily and it may take longer than usual for any bleeding to stop.

**Call your doctor or get medical help right away if you have any of these signs or symptoms of bleeding when taking ELIQUIS:**

- unexpected bleeding or bleeding that lasts a long time, such as unusual bleeding from the gums, nosebleeds that happen often, or menstrual or vaginal bleeding that is heavier than normal
- bleeding that is severe or you cannot control
- red, pink, or brown urine; red or black stools (looks like tar)

(Bleeding Symptoms Continued on Next Page)



## Other Reasons to Consider ELIQUIS



### No Routine INR Blood Testing

With ELIQUIS, there is no routine INR (International Normalized Ratio) blood testing, also called INR monitoring. The INR test checks to see how fast your blood clots.

Warfarin is a medication with a “narrow therapeutic range,” meaning that small changes in the medication level may have an impact on the time it takes for blood to clot. Because of this, people taking warfarin need to monitor their INR to keep their medication level in the target range.

ELIQUIS does not have a narrow therapeutic range; therefore, if you’re taking ELIQUIS, you don’t need to have routine INR blood testing.



### Eat the Healthy Foods You Enjoy

Unlike warfarin, there are no “watch-outs” for certain foods like green leafy vegetables when taking ELIQUIS. With ELIQUIS, you can continue eating the healthy foods you like. Also, ELIQUIS may be taken with or without food. It doesn’t have to be timed to a meal.

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### No Regular Dose Adjustment

Take ELIQUIS exactly as prescribed by your doctor. ELIQUIS comes in either a 5-mg or 2.5-mg tablet. Most people with atrial fibrillation (AFib) not caused by a heart valve problem will be prescribed 5 mg twice a day to reduce the risk of stroke.

Be sure to tell your doctor about all medications you take and your medical history, as the lower dose may be appropriate for you. ELIQUIS doesn’t require regular dose adjustments.

## Selected Important Safety Information

(Bleeding Symptoms Continued)

- coughing up or vomiting blood or vomit that looks like coffee grounds
- unexpected pain, swelling, or joint pain
- headaches, or feeling dizzy or weak

**ELIQUIS (apixaban) is not for patients with artificial heart valves.**

**Spinal or epidural blood clots (hematoma).** People who take ELIQUIS, and have medicine injected into their spinal and epidural area, or have a spinal puncture have a risk of forming a blood clot that can cause long-term or permanent loss of the ability to move (paralysis). Your risk of developing a spinal or epidural blood clot is higher if:

- a thin tube called an epidural catheter is placed in your back to give you certain medicine

(Spinal or Epidural Blood Clot Risks Continued on Next Page)

## Questions? Ask Your Doctor



As you begin taking ELIQUIS® (apixaban), don't forget to make a follow-up appointment with your doctor to discuss any questions you may have about ELIQUIS.



Print our list of questions to ask your doctor and bring it to your next appointment. Download the questions at [www.ELIQUIS.com/questions](http://www.ELIQUIS.com/questions)

## Selected Important Safety Information

(Spinal or Epidural Blood Clot Risks Continued)

- you take NSAIDs or a medicine to prevent blood from clotting
- you have a history of difficult or repeated epidural or spinal punctures
- you have a history of problems with your spine or have had surgery on your spine

Please see additional Important Safety Information throughout brochure and **U.S. Full Prescribing Information**, including **Boxed WARNINGS** and **Medication Guide**, or visit [ELIQUIS.com](http://ELIQUIS.com).

## How Do I Take ELIQUIS?



### EXPLORE THIS SECTION TO LEARN ABOUT:

- Do's and don'ts for taking ELIQUIS
- Tips for remembering to take ELIQUIS

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“MY DOCTOR TALKED TO ME ABOUT  
STARTING TREATMENT TO REDUCE  
MY RISK OF A STROKE.”

—Allie, a real ELIQUIS patient

Watch Allie tell her story at  
[www.ELIQUIS.com/allie](http://www.ELIQUIS.com/allie)



We asked patients to tell us  
about their experience with  
ELIQUIS. Allie was compensated  
for her time and expenses.

## How Do I Take ELIQUIS?

ELIQUIS is available in 2.5-mg and 5-mg tablets. Before you begin taking ELIQUIS, tell your doctor about all medications you take and your medical history, as the lower dose may be appropriate for you.



Refer to the next page for some  
do's and don'ts while taking ELIQUIS

## Selected Important Safety Information

If you take ELIQUIS and receive spinal anesthesia or have a spinal puncture, your doctor should watch you closely for symptoms of spinal or epidural blood clots or bleeding. Tell your doctor right away if you have tingling, numbness, or muscle weakness, especially in your legs and feet.

ELIQUIS is not for use in people with antiphospholipid syndrome (APS), especially with positive triple antibody testing, who have a history of blood clots.

**Do not take ELIQUIS if you** currently have certain types of abnormal bleeding or have had a serious allergic reaction to ELIQUIS.

**Before you take ELIQUIS,** tell your doctor if you have kidney or liver problems, have antiphospholipid syndrome, have any other medical condition, or have ever had bleeding problems. Tell your doctor if you are pregnant or breastfeeding, or plan to become pregnant or breastfeed. You and your doctor should decide if you will take ELIQUIS or breastfeed. You should not do both.

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Please see additional Important Safety  
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**U.S. Full Prescribing Information**, including  
**Boxed WARNINGS** and **Medication Guide**,  
or visit [ELIQUIS.com](http://ELIQUIS.com).



## Some ELIQUIS Do's and Don'ts



**Be sure to take ELIQUIS exactly as prescribed by your doctor.**



If you have difficulty swallowing the tablet whole, talk to your doctor about other ways to take ELIQUIS. 5-mg and 2.5-mg ELIQUIS tablets may be crushed and put into water or apple juice, or mixed with applesauce to be taken promptly within four hours. Talk to your doctor about the best way for you to take ELIQUIS.



Take ELIQUIS twice every day with or without food, and store at room temperature.



If you miss a dose of ELIQUIS, take it as soon as you remember, and do not take more than one dose at the same time to make up for a missed dose.



Don't take ELIQUIS if you currently have certain types of abnormal bleeding, or if you've had a serious allergic reaction to ELIQUIS. Call your doctor or get medical help right away if you experience chest pain or tightness, swelling of your face or tongue, trouble breathing or wheezing, feelings of dizziness or faintness.



**Do not change your dose or stop taking ELIQUIS unless your doctor tells you to. If you are taking ELIQUIS for atrial fibrillation, stopping ELIQUIS may increase your risk of having a stroke.**



**Do not run out of ELIQUIS. Refill your prescription before you run out.**

If you take too much ELIQUIS, call your doctor or go to the nearest hospital emergency room right away.

Call your doctor or healthcare provider right away if you fall or injure yourself, especially if you hit your head. Your doctor or healthcare provider may need to check you.

## Selected Important Safety Information

**Take ELIQUIS exactly as prescribed by your doctor.** Take ELIQUIS twice every day with or without food, and do not change your dose or stop taking it unless your doctor tells you to. If you miss a dose of ELIQUIS, take it as soon as you remember, and do not take more than one dose at the same time. **If you are taking ELIQUIS for atrial fibrillation, stopping ELIQUIS may increase your risk of having a stroke. Do not run out of ELIQUIS. Refill your prescription before you run out.**

When leaving the hospital following hip or knee replacement, be sure that you will have ELIQUIS available to avoid missing any doses.

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## Tips for Remembering to Take ELIQUIS® (apixaban)

If you're having trouble remembering to take your medication, these simple suggestions may help:



**Set alarms or alerts:** Use your watch or, if you have one, your smartphone.



**Make it a habit:** Take your medication at the same time each morning and evening. You can even time it to a daily activity, like brushing your teeth.



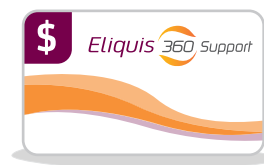
**Keep your meds in sight:** Consider places like your kitchen counter or bedroom dresser (but always keep medications away from children).

## Selected Important Safety Information

**Possible serious side effects include bleeding or a reaction to ELIQUIS itself.** A reaction to ELIQUIS can cause hives, rash, itching, and possibly trouble breathing. If you get this reaction, it will usually happen soon after you take a dose of ELIQUIS. Get medical help right away if you have sudden chest pain or chest tightness, have sudden swelling of your face or tongue, have trouble breathing, wheezing, or feeling dizzy or faint.

Please see additional Important Safety Information throughout brochure and **U.S. Full Prescribing Information**, including **Boxed WARNINGS** and **Medication Guide**, or visit [ELIQUIS.com](http://ELIQUIS.com).

## How Can I Get Savings & Support?



### EXPLORE THIS SECTION TO LEARN ABOUT:

- Signing up for ELIQUIS 360 Support
- Activating your Co-pay Card, if eligible
- Getting help to understand your insurance coverage

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“THERE ARE MANY QUESTIONS THAT  
PEOPLE HAVE THAT THEY DON'T ASK.”

—Joseph, a real ELIQUIS patient

Watch Joseph tell his story  
[www.ELIQUIS.com/joseph](http://www.ELIQUIS.com/joseph)



We asked patients to tell us about their experience with ELIQUIS. Joseph was compensated for his time and expenses.

## How Can I Get Savings & Support?

If you're living with AFib not caused by a heart valve problem, it helps to have ongoing support. ELIQUIS 360 Support is here to help.

### 360 Support Emails and Newsletters Include:

- Interesting facts about AFib not caused by a heart valve problem
- Valuable tips and guidance for living with your condition
- Information about reducing the risk of stroke due to AFib not caused by a heart valve problem

We also have a team of live representatives that can help you understand insurance coverage. **Flip to the next page to learn how to sign up for ELIQUIS 360 Support.**

## Selected Important Safety Information

**For people taking ELIQUIS® (apixaban) for atrial fibrillation: Do not stop taking ELIQUIS without talking to the doctor who prescribed it for you. Stopping ELIQUIS increases your risk of having a stroke.**

ELIQUIS may need to be stopped prior to surgery or a medical or dental procedure. Your doctor will tell you when you should stop taking ELIQUIS and when you may start taking it again. If you have to stop taking ELIQUIS, your doctor may prescribe another medicine to help prevent a blood clot from forming.

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## Sign Up for ELIQUIS 360 Support

Need help with co-pays or determining your prescription coverage? Want to learn more about AFib not caused by a heart valve problem and ELIQUIS?

ELIQUIS 360 Support is here to help. Sign up to receive newsletters and emails by:

- Visiting [www.ELIQUIS.com/enroll](http://www.ELIQUIS.com/enroll)
- Calling us at the number below



**Call 1-855-ELIQUIS (354-7847)**

Mon – Fri, 8 AM – 8 PM (EST) or  
Sat – Sun, 9 AM – 6 PM (EST)

## Selected Important Safety Information

**ELIQUIS can cause bleeding**, which can be serious, and rarely may lead to death. This is because ELIQUIS is a blood thinner medicine that reduces blood clotting.

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## Save on ELIQUIS



## Activate Your Co-pay Card

For ELIQUIS patients who qualify, we offer the Co-pay Card to help with out-of-pocket costs for ELIQUIS, and a Free Trial Offer Card. To see if you are eligible to take advantage of these offers visit [www.ELIQUIS.com/request](http://www.ELIQUIS.com/request).

## Help Understanding Your Insurance Coverage

Understanding insurance coverage can be complicated and time consuming. Let us help make it easier.

Live representatives are here to:

- Help you find out if ELIQUIS is covered by your insurance plan
- Determine if you are eligible for assistance paying for ELIQUIS
- Check if you qualify for the ELIQUIS Co-pay Card



### Representatives Can Also Help With:

**Prior authorization:** If your insurance plan needs prior authorization before approving coverage of ELIQUIS® (apixaban), representatives can help coordinate the process among your doctors, insurer, and pharmacist, and get the paperwork submitted.

**Formulary exception requests:** A formulary is an insurance company's list of covered medications. Some insurance plans may not cover ELIQUIS, or will ask that a formulary exception request be submitted. Our live agents can provide general information to help you and your healthcare prescriber with the exception process. If your prescriber is unable to get ELIQUIS approved, and if you are eligible, we will refer you to our co-pay assistance program or the patient assistance program.

## Selected Important Safety Information

**You may have a higher risk of bleeding if you take ELIQUIS and** take other medicines that increase your risk of bleeding, such as aspirin, nonsteroidal anti-inflammatory drugs (called NSAIDs), warfarin (COUMADIN®), heparin, selective serotonin reuptake inhibitors (SSRIs) or serotonin norepinephrine reuptake inhibitors (SNRIs), and other medicines to help prevent or treat blood clots. **Tell your doctor about all of the medicines you take,** including any over-the-counter medicines, vitamins, and herbal supplements.

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## What Should I Know About AFib?



### EXPLORE THIS SECTION TO LEARN ABOUT:

- AFib not caused by a heart valve problem
- How AFib can lead to a clot
- How a clot can lead to a stroke

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“I BELIEVE IT’S IMPORTANT TO  
HAVE A GOOD CONVERSATION  
WITH ALL OF MY PATIENTS.”

—Dr. Nayak, board-certified in  
Cardiovascular Disease and  
Clinical Cardiac Electrophysiology

Hear Dr. Nayak’s suggestions  
for talking with your doctor at  
[www.ELIQUIS.com/drnayak](http://www.ELIQUIS.com/drnayak)

We asked Dr. Nayak to  
tell us about his clinical  
experience. He was  
compensated for his  
time and expenses.

Jemal Nayak, MD, FRC  
Cardiac Electrophysiology

## What is AFib Not Caused by a Heart Valve Problem?

**There are 2 types of AFib:** one that is caused by a heart valve problem, and one that is not. Most cases of AFib are not caused by a heart valve problem. AFib not caused by a heart valve problem means the same thing as “nonvalvular atrial fibrillation,” or NVAf.

It was estimated that in 2020, about 8.5 million people in the U.S. would have the type of AFib that is not caused by a heart valve problem.

## Selected Important Safety Information

While taking ELIQUIS, you may bruise more easily and it may take longer than usual for any bleeding to stop.

**Call your doctor or get medical help right away if you have any of these signs or symptoms of bleeding when taking ELIQUIS:**

- unexpected bleeding or bleeding that lasts a long time, such as unusual bleeding from the gums, nosebleeds that happen often, or menstrual or vaginal bleeding that is heavier than normal
- bleeding that is severe or you cannot control
- red, pink, or brown urine; red or black stools (looks like tar)

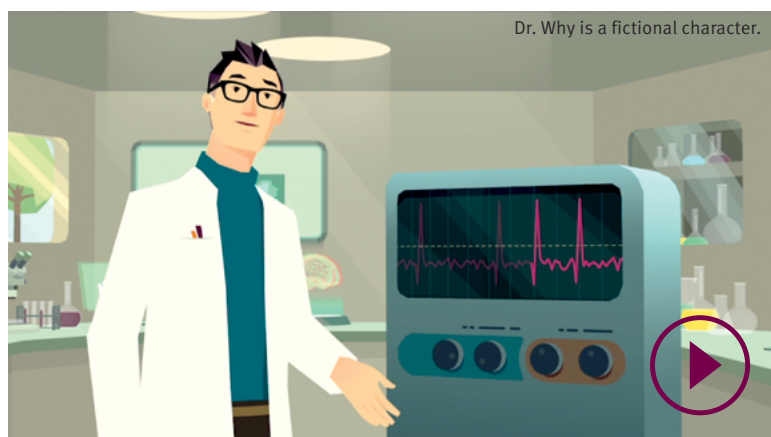
(Bleeding Symptoms Continued on Next Page)

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## How Can AFib Lead to a Clot?

1. If you have AFib, the top 2 chambers of your heart, called the atria, quiver (fibrillate) instead of contracting with a full squeeze
2. Because of this, the atria do not push all the blood out to where it should go, the ventricles
3. The blood left in the atria can pool and clump together, increasing the risk for clots to form

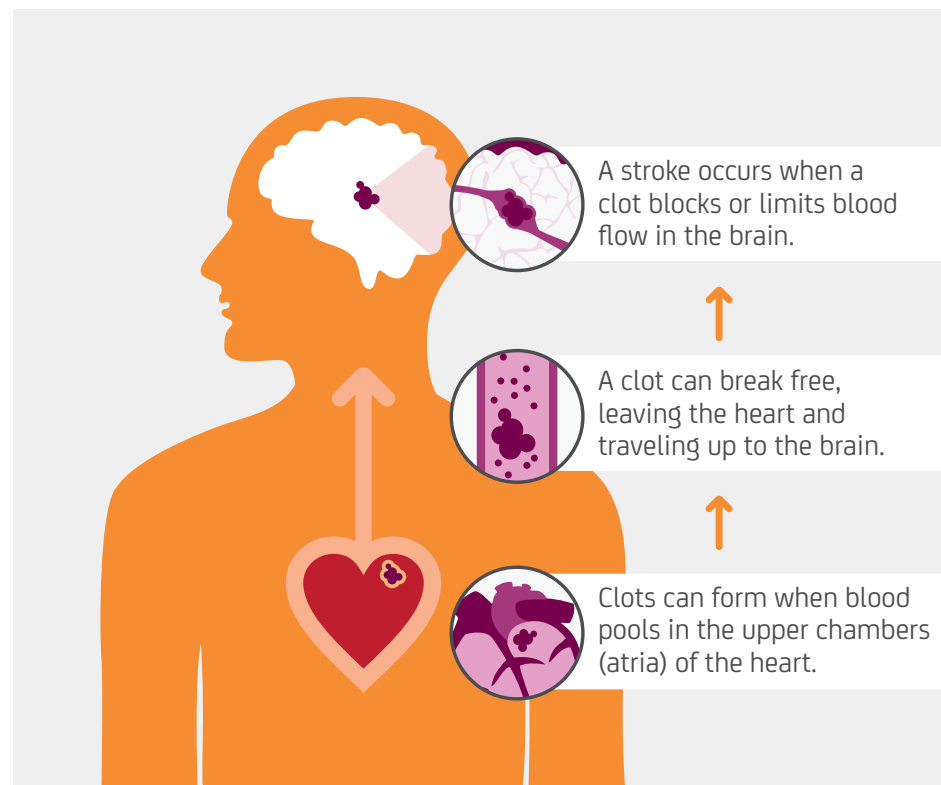


Dr. Why is a fictional character.

Watch Dr. Why show how AFib can lead to a stroke  
at [www.ELIQUIS.com/stroke](http://www.ELIQUIS.com/stroke)

## How Can a Clot Lead to a Stroke?

If a clot breaks loose and travels to the brain, blocking or limiting blood flow, it can cause a stroke, as shown in the graphic below:



## Selected Important Safety Information

(Bleeding Symptoms Continued)

- coughing up or vomiting blood or vomit that looks like coffee grounds
- unexpected pain, swelling, or joint pain
- headaches, or feeling dizzy or weak

**ELIQUIS (apixaban) is not for patients with artificial heart valves.**

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Learn more about your condition  
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View videos about your condition



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