Medtronic

First Implant Customer Toolkit

Dear XXX,

On January 8, 2024, Medtronic announced the U.S. FDA approval of the Percept™ RC neurostimulator with exclusive BrainSense™ technology. This device is the newest addition to the Percept™ family which includes the Percept™ PC and Percept™ RC neurostimulators, BrainSense™ technology, and SenSight™ directional leads. The Percept™ neurostimulators are the only sensing-enabled deep brain stimulation (DBS) system on the market.

When your health system crosses the milestone of conducting the first patient implant or a replacement with a Percept™ RC neurostimulator, it is a great opportunity for your health system to promote the great news.

Attached is a suggested template for internal and external promotion of your first implant and/or replacement. I have also included suggested social media post copy.

Our Medtronic Brain Modulation Communications Director Naomi Rodiles is copied on this email should your communications team have questions.

Please note: It is required by regulatory authorities to provide complete, balanced information according to FDA approved labeling about the benefits and risks of medical device products. If you have questions about material content, please contact Naomi Rodiles at Medtronic.

Sincerely,
NAME

+++

MEDTRONIC PERCEPT™ RC FIRST IMPLANT PRESS RELEASE TEMPLATE

[Healthcare System] Among First to Offer New Medtronic Percept™ RC Neurostimulator for Deep Brain Stimulation Treatment, Positively Impacting Patients with certain Movement Disorders or Epilepsy.

Subhead to emphasize what this means for your healthcare system and patients (1-2 very brief bullet points)

[Dateline] – [Healthcare System Name] is excited to announce the completion of one of the very first patient implants of the new FDA approved Percept™ RC neurostimulator with exclusive BrainSense™ technology from Medtronic. The new rechargeable neurostimulator is the latest innovation in the Medtronic Percept™ family, which includes the Percept™ PC and Percept ™ RC neurostimulators, BrainSense™ technology†, and SenSight™ directional leads.

[Insert relevant information about the first implant of Percept™ RC, surrounding approved patient story details, health care provider. Along with healthcare system's commitment to those with approved movement disorders (Parkinson's disease, essential tremor, dystonia*) or epilepsy, and other technological innovation story points.]

***Humanitarian device:** The effectiveness of these devices for the treatment of dystonia has not been demonstrated.

[Insert quote from healthcare system doctor or executive, reinforcing what DBS, the Percept™ RC, the first implant, etc. mean for your system, doctors, and patients.]

Approved by the FDA in January 2024, Percept™ RC is the smallest and thinnest dual-channel‡ rechargeable neurostimulator available for deep brain stimulation (DBS), with exclusive BrainSense™ technology that captures and records brain signals to provide insights that enable healthcare providers to adapt and personalize therapy to a patient's evolving needs. Unlike other rechargeable devices, the Percept™ RC battery offers at least 15 years of service life§ with consistent stimulation and fast recharge performance. The Percept(TM) RC device can also deliver therapy while a patient is having an MRI scan Ω. As the originator of DBS over 30 years ago, Medtronic developed this therapy as a solution for movement disorders for Parkinson's disease, essential tremor, and dystonia*, as well as epilepsy. Over 11 million people[1-2] in the U.S. are living with movement disorders and approximately 3.4 million with epilepsy[3].

***Humanitarian device:** The effectiveness of these devices for the treatment of dystonia has not been demonstrated.

[Insert quote from Medtronic, provided by Medtronic.]

[Insert Healthcare System boiler plate]

XXX

† The sensing feature of the Percept™ PC and Percept™ RC system is intended for use in patients receiving DBS where chronically recorded bioelectric data may provide useful, objective information regarding patient clinical status. The majority of patients with Parkinson's disease have an identifiable signal. Signal may not be present or measurable in patients treated for essential tremor, dystonia*, epilepsy or obsessive-compulsive disorder*. ***Humanitarian device:** The effectiveness of these devices for the treatment of dystonia or obsessive-compulsive disorder has not been demonstrated.

‡ As compared to Boston Scientific Vercise Genus™ R16. MP92328632-05 REV-A

§The Boston Scientific Vercise Genus™* R16 has a variable 5–15 years of service life, depending on the stimulation settings and conditions (Vercise™* Deep Brain Stimulation Systems Information for Prescribers MP92366224-01 Rev G, accessed 01/08/24)

ΩUnder specific conditions. Refer to product labeling for full list of conditions: https://manuals.medtronic.com/manuals/mri/region

Medtronic's DBS Therapy is approved for 5 indications: Parkinson's disease, essential tremor, dystonia*, obsessive-compulsive disorder* (OCD), and epilepsy. Indications vary by product, refer to product labeling for details.

***Humanitarian Device:** The effectiveness of these devices for the treatment of dystonia and obsessive-compulsive disorder has not been demonstrated.

References:

1. Statistics on Parkinson's. Parkinson's Disease Foundation Web site.

2. Louis ED, Ferreira JJ. How common is the most common adult movement disorder? Update on the worldwide prevalence of essential tremor. Mov Disord. 2010;25(5):534-541.

3. https://www.epilepsy.com. Accessed 01/08/24

SUGGESTED FIRST IMPLANT SOCIAL COPY (FOR LINKEDIN)

Healthcare system to post after healthcare system's press release goes live and media outreach has commenced.

Exciting news! @[name of healthcare system] is one of the first to complete a patient implant of the new FDA approved @Medtronic Percept™ RC neurostimulator for deep brain stimulation (DBS) treatment. DBS treatment helps patients with movement disorders for Parkinson's disease, essential tremor, and dystonia*, as well as epilepsy. See risk Information: https://www.medtronic.com/us-en/healthcare-professionals/therapies-procedures/neurological/deep-brain-stimulation/indications-safety-warnings.html

***Humanitarian device:** The effectiveness of these devices for the treatment of dystonia has not been demonstrated.

[Insert hospital/center press release link]