

INCEPTIV™ SOCIAL MEDIA TEMPLATE –

CASE VOLUME MILESTONE

The below sample copy may be used to promote a significant milestone of Inceptiv™ cases across social media channels. For example, a 25th, 50th, or 100th implant milestone. As appropriate, you may choose to tag the physician who performed the milestone case in the posts to extend reach. Additionally, you may wish to include a photo of the physician and care team with the post. Only include an image of the patient or other identifying information with their written permission. Inceptiv SCS product imagery also available on the Medtronic SCS media kit webpage or by request.

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We are excited to announce we’ve treated our [###] patient with the Inceptiv™ closed-loop spinal cord stimulator! For patients with chronic pain, Inceptiv offers a closed-loop feature that senses biological signals along the spinal cord and automatically adjusts stimulation in real time, keeping therapy in harmony with the motions of daily life. Chronic pain is a significant problem affecting millions of people from all walks of life. We are proud to offer technology that alleviates pain and enables these individuals to resume activities that others might take for granted. See risk information: <https://bit.ly/3SxgnUU>

[TAG PHYSICIAN] #chronicpain #spinalcordstimulation