**Media Contact:**

[Name]

[Email / phone number]

**First Patient Treated at [Hospital] with New, Minimally Invasive Technology to Help Control High Blood Pressure**

*The Symplicity Blood Pressure Procedure Calms Overactive Nerves That Can Elevate Blood Pressure*

**[Dateline] –** [Hospital/Physician name] is pleased to announce treatment of the first patient with a new renal denervation (RDN) procedure, now offered for certain patients with high blood pressure. Recently approved by the U.S. Food and Drug Administration (FDA), the Symplicity Spyral™ renal denervation (RDN) system - involves a minimally invasive procedure that targets nerves near the kidneys that can become overactive and cause high blood pressure. The procedure – also known as the Symplicity™ blood pressure procedure - is approved for use as an adjunctive treatment in patients with high blood pressure (or hypertension) when lifestyle changes and antihypertensive medications do not adequately control blood pressure.

Hypertension is the single largest contributor to death,1 and affects about 50% of U.S. adults.2 Of the U.S. adults who are aware of their hypertension, about 80% do not have it under control.3

The Symplicity blood pressure procedure is clinically proven to help reduce high blood pressure,4-6 which can lower serious health risks.7 After mild sedation, the doctor inserts a very thin tube into the artery leading to the kidney. The doctor then administers energy to calm the excessive activity of the nerves connected to the kidney. The tube is removed, leaving no implant behind.

 “High blood pressure is a significant problem for patients all around the world. For people with hypertension, medication and/or lifestyle changes can help reduce blood pressure, but studies have shown that many people still don’t have control over their condition,” said [Hospital spokesperson & title]. “The Symplicity blood pressure procedure – which is now FDA-approved - can provide patients with a blood pressure reduction benefit that is ‘always on’ and doesn’t require a permanent implant – it can also help patients regain their peace of mind. We are pleased to have treated our first patient with this new technology, and we look forward to the future of hypertension care by offering innovative solutions to the people of [Region].”

If you or someone you know is experiencing high or difficult to control blood pressure, talk to your doctor to see if the Symplicity blood pressure procedure is a possible treatment option: [visit this link](https://clinicaltrials.gov/ct2/show/NCT05198674?term=AFFIRM&cond=Hypertension&draw=2&rank=1) to learn more.

**About [Institution]**

[Institution Boiler Plate]

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. WHO. Hypertension fact sheet. September 13, 2019. Available at: https://www.who.int/news-room/fact-sheets/detail/hypertension. Accessed February 15, 2022. 2. Kandzari DE, Böhm M, Mahfoud F, et al. Effect of renal denervation on blood pressure in the presence of antihypertensive drugs: 6-month efficacy and safety results from the SPYRAL HTN-ON MED proof-of-concept randomised trial. *The Lancet*. 2018 Jun 9;391(10137):2346-2355.
2. U.S. Department of Health and Human Services. The Surgeon General’s Call to Action to Control Hypertension. Washington, DC: U.S. Department of Health and Human Services, Office of the Surgeon General; 2020.
3. Facts about Hypertension. Centers for Disease Control and Prevention. Available at: https://www.cdc.gov/bloodpressure/facts.htm. Accessed August 10, 2023.
4. Kandzari DE, Böhm M, Mahfoud F, et al. Effect of renal denervation on blood pressure in the presence of antihypertensive drugs: 6-month efficacy and safety results from the SPYRAL HTN-ON MED proof-of-concept randomised trial. The Lancet. 2018 Jun 9;391(10137):2346-2355.
5. Böhm M, Kario K, Kandzari DE, et al. Efficacy of catheter-based renal denervation in the absence of antihypertensive medications (SPYRAL HTN-OFF MED Pivotal): a multicentre, randomized, sham-controlled trial. *The Lancet* 2020; Published online March 29, 2020. DOI: 10.1016/S0140-6736(20)30554-7.
6. Townsend RR, Mahfoud F, Kandzari DE, et al. Catheter-based renal denervation in patients with uncontrolled hypertension in the absence of antihypertensive medications (SPYRAL HTN-OFF MED): a randomised, sham-controlled, proof-of-concept trial. *The Lancet*. 2017;390:2160–2170.
7. Ettehad D, Emdin CA, Kiran A, et al. Blood pressure lowering for prevention of cardiovascular disease and death: a systematic review and meta-analysis. *The Lancet*. 2016;387:957-67.