

NANOSTIM™ LEADLESS PACEMAKER

Marketing Assistance Kit



ST. JUDE MEDICAL™

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WELCOME

Dear Nanostim customer,

For the past 40 years the therapeutic promise of leadless pacing has been discussed, but until now, no one has been able to overcome the technical challenges.

While standard pacemakers can improve a patient's quality of life and may even prolong it, physicians and patients have long asked for a pacemaker that does not require a surgical pocket that may restrict mobility or become infected. They have also expressed a need for a solution that eliminates leads, which in rare cases may fail or dislodge.

That's why St. Jude Medical developed the Nanostim™ leadless pacemaker. As the world's first commercialized leadless pacemaker, the Nanostim device offers patients a safe, minimally invasive option for pacemaker delivery.

This Marketing Assistance Kit is designed to help make it easier for you to develop and deliver clear and concise communications that express your facility's commitment to providing advanced solutions for cardiac rhythm management. It's filled with a variety of messaging, public relations, advertising, promotional, and direct marketing tools you can use to inform and educate your referring physicians, your arrhythmia patients, and also the general patient community about leadless pacing with the Nanostim leadless pacemaker.

We encourage you to use this Marketing Assistance Kit to help reduce the time and costs associated with developing materials designed to effectively communicate the benefits of the Nanostim leadless pacemaker.

Use the materials as is, with the simple addition of your institution's logo. Adapt them to match the look and feel of your existing marketing campaigns. Or incorporate the content into your external communications.

If you would like, we'll be happy to arrange a meeting with one of your marketing department representatives to discuss how you can make the most of these materials to help position your hospital as a leader in cardiac pacing.

Good luck with your marketing efforts,

St. Jude Medical

Marketing Communications

HOW TO USE THIS KIT

Working with the templates

The electronic files for the customizable document templates are organized in folders. The six primary document file types are:

1) Adobe InDesign Creative Suite 4 (.indd)

- a. This is a professional, industry-standard graphic design program. It is used for most of the customizable print-ready templates in the kit.
- b. The Adobe InDesign files are printer ready—all photography and other elements are linked within the file. For best results, we recommend that you allow only an experienced resource (printer or graphic designer) to manipulate the InDesign files.
- c. To customize one of the Adobe InDesign files prior to printing, your graphic design personnel will need to have Adobe InDesign (version 4 or later) or you can simply provide the file to any print vendor.
- d. Please note: the logo and contact information on these templates are for placement only. They are placed to show where your facility logo and contact information should be inserted prior to printing or distribution.
- e. Make sure you also provide the vendor with your company logo (saved as a high resolution file suitable for printing). The vendor can easily alter the Adobe InDesign templates, adding your logo, and contact information and making any text edits that are necessary (such as time, location, etc.).

2) Adobe Photoshop Creative Suite 4 (.psd)

- a. This is a professional, industry-standard photo editing program. It is used for the customizable banner ads.
- b. We recommend that you allow only an experienced graphic designer manipulate the Photoshop files.
- c. To customize one of the Adobe Photoshop files you will need to have Adobe Photoshop (version 4 or later).
- d. Please note: the logo, contact information and generic text are for placement only. They are placed to show where specific information should be inserted prior to distribution.

3) HTML files (.html)

- a. HTML is a programming language used to create the customizable electronic emails (eBlasts).
- b. We recommend that you allow only an experienced programmer edit the HTML files.
- c. To customize one of the HTML files you will need a text editor or an HTML editor, such as Dreamweaver.
- d. You will need to host photographs or other images on your server, and revise the links in the HTML file to reference the proper location.

How to use this kit continued

4) Microsoft Word (.doc)

- a. Microsoft Word is used in the kit for basic text templates that do not require a high level of graphic design, such as press releases, web site content, and FAQs. These templates will be easy to customize by anyone with Microsoft Word 97 (or a later version) prior to printing or emailing.

System requirements and specifications

Files provided can be opened on a Macintosh or PC computer platform with the appropriate software.

Fonts

In accordance with software licensing agreements, type fonts are not included on this CD-ROM. The font family xxx is used throughout. Arial or Helvetica are suitable substitutes.

License

This Marketing Assistance Kit is provided under license from St. Jude Medical. You may use, copy, modify, and distribute these materials solely as a marketing communication and educational tool in connection with your practice and the Nanostim leadless pacemaker. This license is non-transferable. Your use of these materials constitutes your acceptance of these terms.

MARKETING TO REFERRING PHYSICIANS

Referring physicians are a primary target for marketing your cardiac pacing services and communicating the key benefits of the Nanostim leadless pacemaker— no lead, no surgical pocket, reduced costs, fewer hospital readmissions, and enhanced patient comfort.

The materials in this section can be used to communicate directly with referring physicians, who are interested in offering their patients a safe, minimally invasive option for pacemaker delivery.

This section includes ready-to-use templates for:

- **Letter.** Customize and use this printed piece to announce your expanded cardiac pacing services and benefits of the Nanostim leadless pacemaker.
- **Eblast.** This electronic version can also be customized and used alone or in combination with the letter.
- **Q&A.** This list of commonly asked questions and answers will give referring physicians the details they need to know about how the Nanostim leadless pacemaker and how it can benefit their patients.

Please note: Sample renderings of the templates, with print specifications and file type, are displayed in this section. The electronic files for these templates can be found in the “Marketing to referring physicians” folder on the CD-ROM. Each template is accompanied by an Adobe Acrobat (.pdf) file for viewing and reference.

MARKETING TO REFERRING PHYSICIANS CONTINUED

Letter #1

Filename: Nanostim MAK_Referring
Physician_Letter1

File type: MSWord

Replace the generic text (indicated
in bold) with customized information
for your facility

Dear <**physician name**>,

What if pacemaker therapy could be delivered without a surgical pocket and a lead? <**Facility name**> is making this a reality for you and your patients with the addition of the Nanostim™ leadless pacemaker.

Why Nanostim? Unlike conventional pacemakers, the Nanostim device requires no surgical pocket, as it is small enough (less than 10 percent the size of a typical pacemaker) to be implanted via catheter approach through the femoral vein and be completely contained within the heart's right ventricle.

This less invasive approach eliminates the need for a lead from the device to the heart and requires no pocket under the skin to hold the pacemaker, eliminating the potential for lead and pocket complications and patient-related restrictions.

Plus, with the Nanostim leadless pacemaker, you do not need to compromise on longevity. The Nanostim offers projected device longevity of more than nine years at 100% pacing and comes with the St. Jude Medical 10-year warranty.

Discover how the Nanostim leadless pacemaker is changing the future of cardiac pacing. To learn more, please contact <**name**> at <**phone number**> or visit <**web address**>.

Sincerely,

<**Contact name**>

<**Facility logo**>

<**Facility address**>

MARKETING TO REFERRING PHYSICIANS CONTINUED

Letter #2

Filename: Nanostim MAK_Referring Physician_Letter2

File type: MSWord

Replace the generic text (indicated in bold) with customized information for your facility

Dear <**physician name**>,

Looking to offer patients a safe, minimally invasive option for pacemaker therapy? Look to <**facility name**>. You can refer your patients with confidence because we have invested in the Nanostim™ leadless pacemaker, the world's first commercialized leadless pacemaker that is designed, developed, and manufactured by St. Jude Medical.

How can the Nanostim benefit your patients? No lead is required for the Nanostim device, which is small enough to fit entirely inside the right ventricle. Since you no longer have to implant leads, you eliminate the risk of acute lead dislodgement, lead failure, lead removal, and the hemodynamic impact of the lead crossing the tricuspid valve.

Plus, with the elimination of the surgical pocket that traditionally holds the pacemaker and lead, the result is no visible device and subsequent scar. In addition, the patient's risk for decreased mobility restrictions due to the lead and pocket discomfort is eliminated.

Discover how the Nanostim leadless pacemaker is changing the future of cardiac pacing. Visit <**facility website**> and listen to Dr. Reinoud E. Knops of Academic Medical Centre in Amsterdam discuss the benefits of the Nanostim leadless pacemaker.

Interested in learning more about the Nanostim leadless pacemaker? Please contact <**name**> at <**phone number**>.

Sincerely,

<**Contact name**>

<**Facility logo**>

<**Facility address**>

MARKETING TO REFERRING PHYSICIANS CONTINUED

Eblast #1

Filename: Nanostim MAK_Referring
Physician_Eblast1

File type: HTML

Replace the generic text (indicated
in bold) with customized information
for your facility

SUBJECT LINE:

The Nanostim leadless pacemaker is here.

HEADLINE/SUBHEAD:

No lead. No pocket. No compromise.

<Facility name> offers the world's first leadless pacemaker.

BODY:

What if pacemaker therapy could be delivered without a surgical pocket and a lead? <Facility name> is making this a reality for you and your patients with the addition of the Nanostim™ leadless pacemaker.

Why Nanostim? Unlike conventional pacemakers, the Nanostim device requires no surgical pocket, as it is small enough (less than 10 percent the size of a typical pacemaker) to be implanted via catheter approach through the femoral vein and be completely contained within the heart's right ventricle.

This less invasive approach eliminates the need for a lead from the device to the heart and requires no pocket under the skin to hold the pacemaker, eliminating the potential for lead and pocket complications and mobility restrictions.

Plus, with the Nanostim leadless pacemaker, you do not need to compromise on longevity. The Nanostim offers projected device longevity of more than nine years at 100% pacing and comes with the St. Jude Medical 10-year warranty.

SIDEBAR:

Why the Nanostim over traditional pacemakers?

- No leads or surgical pocket
- No visible device and subsequent scar
- Less than 10 percent the size of a typical pacemaker
- Enhanced patient comfort

CTA:

Discover how the Nanostim leadless pacemaker is changing the future of cardiac pacing. To learn more, please contact <name> at <phone number> or visit <web address>.

Sincerely,

<Contact name>

MARKETING TO REFERRING PHYSICIANS CONTINUED

Eblast #1

Filename: Nanostim MAK_Referring Physician_Eblast1

File type: HTML

Replace the generic text (indicated in bold) with customized information for your facility

Facility logo

No lead. No pocket. No compromise.

<Facility name>
offers the world's first leadless pacemaker.

What if pacemaker therapy could be delivered without a surgical pocket and a lead? <Facility name> is making this a reality for you and your patients with the addition of the Nanostim™ leadless pacemaker.

Why Nanostim? Unlike conventional pacemakers, the Nanostim device requires no surgery, as it is small enough (less than 10 percent the size of a typical pacemaker) to be implanted via catheter approach through the femoral vein and be completely contained within the heart's right ventricle.

This less invasive approach eliminates the need for a lead from the device to the heart and requires no pocket under the skin to hold the pacemaker, eliminating the potential for lead and pocket complications and mobility restrictions.

Plus, with the Nanostim leadless pacemaker, you do not need to compromise on longevity. The Nanostim offers projected device longevity of more than nine years at 100% pacing and comes with the St. Jude Medical 10-year warranty.

Discover how the Nanostim leadless pacemaker is changing the future of cardiac pacing. To learn more, please contact <name> at <phone number> or visit <web address>.

Sincerely,
<Contact name>

Standard pacemaker



Nanostim leadless pacemaker



Why the Nanostim over traditional pacemakers?

- No leads or surgical pocket
- No visible device and subsequent scar
- Less than 10 percent the size of a typical pacemaker
- Enhanced patient comfort

<Facility address>
<Facility website URL>

Caution: Investigational Device Limited by Federal (or United States) Law to Investigational Use. Not approved for sale in the US.
Nanostim is a trademark of, or licensed to, St. Jude Medical or one of its subsidiaries.

Insert your logo (if applicable)

Insert facility address and URL (if applicable)

MARKETING TO REFERRING PHYSICIANS CONTINUED

Eblast #2

Filename: Nanostim MAK_Referring
Physician_Eblast2

File type: HTML

Replace the generic text (indicated
in bold) with customized information
for your facility

SUBJECT LINE:

The Nanostim leadless pacemaker is here.

HEADLINE/SUBHEAD:

No lead. No pocket. No compromise.

<Facility name> offers the world's first leadless pacemaker.

BODY:

What if pacemaker therapy could be delivered without a surgical pocket and a lead? **<Facility name>** is making this a reality for you and your patients with the addition of the Nanostim™ leadless pacemaker.

Why Nanostim? Unlike conventional pacemakers, the Nanostim device requires no surgical pocket, as it is small enough (less than 10 percent the size of a typical pacemaker) to be implanted via catheter approach through the femoral vein and be completely contained with the heart's right ventricle.

This less invasive approach eliminates the need for a lead from the device to the heart and requires no pocket under the skin to hold the pacemaker, eliminating the potential for lead and pocket complications and mobility restrictions.

Plus, with the Nanostim leadless pacemaker, you do not need to compromise on longevity. The Nanostim offers projected device longevity of more than nine years at 100% pacing and comes with the St. Jude Medical 10-year warranty.

CTA:

Discover how the Nanostim leadless pacemaker is changing the future of cardiac pacing. To learn more, please contact **<name>** at **<phone number>** or visit **<web address>**.

Sincerely,

<Contact name>

MARKETING TO REFERRING PHYSICIANS CONTINUED

Eblast #2

Filename: Nanostim MAK_Referring
Physician_Eblast2

File type: HTML

Replace the generic text (indicated
in bold) with customized information
for your facility

No lead. No pocket.
No compromise.



<Facility name> offers the world's first leadless pacemaker.

What if pacemaker therapy could be delivered without a surgical pocket and a lead? <Facility name> is making this a reality for you and your patients with the addition of the Nanostim™ leadless pacemaker.

Why Nanostim? Unlike conventional pacemakers, the Nanostim device requires no surgical pocket, as it is small enough (less than 10 percent the size of a typical pacemaker) to be implanted via catheter approach through the femoral vein and be completely contained within the heart's right ventricle.

This less invasive approach eliminates the need for a lead from the device to the heart and requires no pocket under the skin to hold the pacemaker, eliminating the potential for lead and pocket complications and mobility restrictions.

Plus, with the Nanostim leadless pacemaker, you do not need to compromise on longevity. The Nanostim offers projected device longevity of more than nine years at 100% pacing and comes with the St. Jude Medical 10-year warranty.

Discover how the Nanostim leadless pacemaker is changing the future of cardiac pacing. To learn more, please contact <name> at <phone number> or visit <web address>.

Sincerely,
<Contact name>

Facility logo

<Facility address>
<Facility website URL>

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Insert your logo
(if applicable)

Insert facility
address and URL
(if applicable)

MARKETING TO REFERRING PHYSICIANS CONTINUED

Eblast #3 with video

Filename: Nanostim MAK_Referring
Physician_Eblast3

File type: HTML

Replace the generic text (indicated
in bold) with customized information
for your facility

SUBJECT LINE:

<Facility name> offers world's first leadless pacemaker

HEADLINE/SUBHEAD:

No lead. No pocket. No compromise.

Introducing the Nanostim™ leadless pacemaker.

Looking to offer patients a safe, minimally invasive option for pacemaker therapy? Look to <facility name>. You can refer your patients with confidence because we have invested in the Nanostim leadless pacemaker, the world's first commercialized leadless pacemaker that is designed, developed, and manufactured by St. Jude Medical.

How can the Nanostim benefit your patients? No lead is required for the Nanostim device, which is small enough to fit entirely inside the right ventricle. Since you no longer have to implant leads, you eliminate the risk of acute lead dislodgement, lead failure, lead removal, and the hemodynamic impact of the lead crossing the tricuspid valve.

Plus, with the elimination of the surgical pocket that traditionally holds the pacemaker and lead, the result is no visible device and subsequent scar. In addition, the patient's risk for decreased mobility restrictions due to the lead and pocket discomfort is eliminated.

VIDEO BOX COPY:

A beat ahead of the rest.

The Nanostim leadless pacemaker is changing the future of cardiac pacing. In this video, Dr. Reinoud E. Knops of Academic Medical Centre in Amsterdam discusses the benefits of the Nanostim leadless pacemaker.

[Physician video]

QUOTE:

"The Nanostim pacemaker is a breakthrough technology that will probably cause a revolution in the way we treat patients with pacemakers currently." –Reinoud E. Knops, M.D., Academic Medical Centre, Amsterdam

CTA:

If you are interested in learning more about the Nanostim leadless pacemaker, please contact <name> at <phone number> or visit <facility website>.

Sincerely,

<Contact name>

MARKETING TO REFERRING PHYSICIANS CONTINUED

Eblast #3 with video

Filename: Nanostim MAK_Referring Physician_Eblast3

File type: HTML

Replace the generic text (indicated in bold) with customized information for your facility

Facility logo

No lead. No pocket. No compromise.



Introducing the Nanostim™ leadless pacemaker.

Looking to offer patients a safe, minimally invasive option for pacemaker therapy? Look to <facility name>. You can refer your patients with confidence because we have invested in the Nanostim leadless pacemaker, the world's first commercialized leadless pacemaker that is designed, developed, and manufactured by St. Jude Medical.

How can the Nanostim benefit your patients? No lead is required for the Nanostim device, which is small enough to fit entirely inside the right ventricle. Since you no longer have to implant leads, you eliminate the risk of acute lead dislodgement, lead failure, lead removal, and the hemodynamic impact of the lead crossing the tricuspid valve.

Plus, with the elimination of the surgical pocket that traditionally holds the pacemaker and lead, the result is no visible device and subsequent scar. In addition, the patient's risk for decreased mobility restrictions due to the lead and pocket discomfort is eliminated.

A beat ahead of the rest.
The Nanostim leadless pacemaker is changing the future of cardiac pacing. In the video to the right, Dr. Reinoud E. Knops of Academic Medical Centre in Amsterdam discusses the benefits of the Nanostim leadlesspacemaker.



"The Nanostim pacemaker is a breakthrough technology that will probably cause a revolution in the way we treat patients with pacemakers currently."

— Reinoud E. Knops, M.D.
Academic Medical Centre, Amsterdam

If you are interested in learning more about the Nanostim leadless pacemaker, please contact <name> at <phone number> or visit <facility website>.

Sincerely,
<Contact name>

<Facility address>
<Facility website URL>

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Insert your logo (if applicable)

Insert facility address and URL (if applicable)

MARKETING TO REFERRING PHYSICIANS CONTINUED

Eblast #4 with video

Filename: Nanostim MAK_Referring
Physician_Eblast4

File type: HTML

Replace the generic text (indicated
in bold) with customized information
for your facility

SUBJECT LINE:

<**Facility name**> offers world's first leadless pacemaker

HEADLINE/SUBHEAD:

No lead. No pocket. No compromise.

Introducing the Nanostim™ leadless pacemaker.

Looking to offer patients a safe, minimally invasive option for pacemaker therapy? Look to <**facility name**>. You can refer your patients with confidence because we have invested in the Nanostim leadless pacemaker, the world's first commercialized leadless pacemaker that is designed, developed, and manufactured by St. Jude Medical.

How can the Nanostim benefit your patients? No lead is required for the Nanostim device, which is small enough to fit entirely inside the right ventricle. Since you no longer have to implant leads, you eliminate the risk of acute lead dislodgement, lead failure, lead removal, and the hemodynamic impact of the lead crossing the tricuspid valve.

Plus, with the elimination of the surgical pocket that traditionally holds the pacemaker and lead, the result is no visible device and subsequent scar. In addition, the patient's risk for decreased mobility restrictions due to the lead and pocket discomfort is eliminated.

CTA:

If you are interested in learning more about the Nanostim leadless pacemaker, please contact <**name**> at <**phone number**> or visit <**facility website**>.

Sincerely,

<**Contact name**>

[Physician video CTA]

A beat ahead of the rest.

The Nanostim leadless pacemaker is changing the future of cardiac pacing. In this video, Dr. Reinoud E. Knops of Academic Medical Centre in Amsterdam discusses the benefits of the Nanostim leadless pacemaker.

MARKETING TO REFERRING PHYSICIANS CONTINUED

Eblast #4 with video

Filename: Nanostim MAK_Referring Physician_Eblast4

File type: HTML

Replace the generic text (indicated in bold) with customized information for your facility



No lead. No pocket. No compromise.

Introducing the Nanostim™ leadless pacemaker.

Looking to offer patients a safe, minimally invasive option for pacemaker therapy? Look to <facility name>. You can refer your patients with confidence because we have invested in the Nanostim leadless pacemaker, the world's first commercialized leadless pacemaker that is designed, developed, and manufactured by St. Jude Medical.

How can the Nanostim benefit your patients? No lead is required for the Nanostim device, which is small enough to fit entirely inside the right ventricle. Since you no longer have to implant leads, you eliminate the risk of acute lead dislodgement, lead failure, lead removal, and the hemodynamic impact of the lead crossing the tricuspid valve.

Plus, with the elimination of the surgical pocket that traditionally holds the pacemaker and lead, the result is no visible device and subsequent scar. In addition, the patient's risk for decreased mobility restrictions due to the lead and pocket discomfort is eliminated.

If you are interested in learning more about the Nanostim leadless pacemaker, please contact <name> at <phone number> or visit <facility website>.

Sincerely,
<Contact name>

A beat ahead of the rest.
The Nanostim leadless pacemaker is changing the future of cardiac pacing. [In this video](#), Dr. Reinoud E. Knops of Academic Medical Centre in Amsterdam discusses the benefits of the Nanostim leadless pacemaker.



<Facility address>
<Facility website URL>

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Insert your logo
(if applicable)

Insert faculty
address and URL
(if applicable)

MARKETING TO REFERRING PHYSICIANS CONTINUED

Referring physicians Q&A

Filename: Nanostim MAK_Referring
Physician_Q&A

File type: MSWord

Replace the generic text (indicated
in bold) with customized information
for your facility

Why should I refer my patients to <facility name> for pacemaker therapy?

You can refer your patients to <facility name> with confidence because we have invested in the Nanostim leadless pacemaker, the world's first, commercially available leadless pacemaker that is designed, developed, and manufactured by St. Jude Medical. The Nanostim leadless pacemaker provides a safe, minimally invasive option for pacemaker delivery.

How can the Nanostim leadless pacemaker benefit your patients?

No lead is required for the Nanostim leadless pacemaker, which is small enough to fit entirely inside the right ventricle. When you no longer have to implant leads, you eliminate the risk of acute lead dislodgement, lead failure, lead removal, and the hemodynamic impact of the lead crossing the tricuspid valve.

Plus, with the elimination of the surgical pocket that traditionally holds the pacemaker and lead, the result is no visible device and subsequent scar. In addition, the patient's risk for decreased mobility restrictions due to the lead and pocket discomfort is eliminated.

How does the Nanostim leadless pacemaker compare to a standard pacemaker?

The Nanostim leadless pacemaker is designed to achieve the same pacing results as a standard pacemaker, but the process for implanting the pacemaker is quite different from standard pacemakers. A standard pacemaker requires the doctor to create a surgical pocket to implant the pacemaker. Leads are then attached to the pacemaker and run to the heart, where they pace the heart.

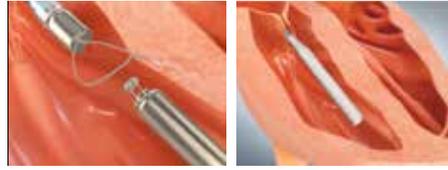
The Nanostim leadless pacemaker securely nestles inside your heart, sending small pulses of electricity when needed to prompt your heart to beat normally. The pacemaker requires no surgical pocket (nor scar or lump) for the pacemaker, and it requires no leads. The pacemaker battery life is equivalent to that of similar standard single chamber pacemakers.

How does leadless pacing work?

St. Jude Medical designed the Nanostim leadless pacemaker for easy deployment and retrieval. It is delivered using a 18 F introducer via the femoral vein and is placed into the right ventricle. This VVIR pacemaker attaches with a dual fixation system and paces the heart using a St. Jude Medical steroid-eluting electrode.

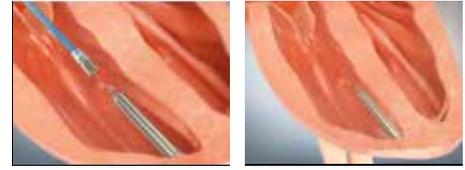
Implant and retrieval

The Nanostim leadless pacemaker is designed for easy implant and retrieval.



IMPLANT

The introducer offers a deflectable tip controlled from the handle with docking and undocking options. The device can be tethered in place during intraoperative testing and then the tether system is released.



RETRIEVAL

The Nanostim™ leadless pacemaker was designed to enable retrieval so that the device can be readily repositioned intraoperatively and replaced when it reaches end-of-service. During retrieval, the snare engages the proximal cap of the device to retrieve it from the right ventricle.

What risks/complications are avoided with the Nanostim leadless pacemaker?

Although the incidence of pacemaker complications is relatively low (about 4%^{1,2,3}), when complications occur, they typically happen in the pocket where the pacemaker is implanted or with the leads. In about 1%^{4,5} of patients, the pocket may become infected. In about 3%^{1,6} of patients, the leads may move out of place causing complications.

While rare, complications can have a serious impact on a patient's quality of life and also can be expensive to address. Even if complications do not occur, all patients have a scar and lump where the pacemaker is implanted. In addition, research has shown that as many as 6 out of 10 patients experience reduced mobility in the shoulder region where the pacemaker is implanted.⁷ With the Nanostim™ leadless pacemaker, the surgical pocket and leads are eliminated, which means reducing the risks associated with these complications.

Pacemaker Complications	Frequency
Lead dislodgement	2.2% to 3.7% ⁴
Pneumothorax (80% require chest tube)	1.6% to 2.6% ^{5,6,7,8}
Severe venous thrombosis	1% to 3% ^{5,6,7,8}
Chronic lead failure	2% to 4% ^{5,6,7,8}
Single chamber infection rate (<i>de novo</i>)	1% ^{7,8,9}
Pacemaker infection rate (replacement)	1% to 2% ¹⁰
Skin erosion	0.8% ¹¹
Device migration	2% to 4% ^{12,13}
Pocket hematoma (prolonged hospitalization/reoperation)	2% / 1% ¹⁴

For more information regarding potential Nanostim leadless pacemaker complications please see the Nanostim leadless pacemaker Instructions For Use (IFU).

How does leadless pacing longevity compare to standard solutions?

With the Nanostim leadless pacemaker, you do not need to compromise on longevity. The Nanostim offers projected device longevity of more than nine years at 100% pacing and comes with the St. Jude Medical 10-year warranty.

References

1. Pakarinen S, Oikarinen L, Toivonen L. Short-term implantation-related complications of cardiac rhythm management device therapy: a retrospective single-centre 1-year survey. *Europace* 2010;12(1):103-108
2. Borek PP, Wilkoff BL. Pacemaker and ICD leads: strategies for long-term management. *J Interv Card Electrophysiol* 2008;23(1):59-72.
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4. Herce' et al. Risk factors for infection of implantable cardiac devices: data from a registry of 2496 patients. *Europace* (2013) 15, 66–70
5. Klug et al Risk factors related to infections of implanted pacemakers and cardioverter-defibrillators *Circulation* 2007;116:1349-1355
6. Kirkfeldt et al. Risk Factors for Lead Complications in Cardiac Pacing. *Heart Rhythm*, Vol 8, No 10, October 2011.
7. Daniels JD, Sun S, Zafereo J, et al. Preventing Shoulder Pain after Cardiac Rhythm Management Device Implantation: A Randomized Controlled Study. *PACE* 2011; 34:672–678) doi: 10.1111/j.1540-8159.2010.03026.x.

MARKETING TO YOUR ARRHYTHMIA PATIENTS

More than four million people around the world have an implanted pacemaker or other cardiac rhythm management device, and more than 700,000 additional patients receive an implant every year.

With the growing number of people with cardiac rhythm disorders, it's more important than ever to educate your patients about the recent advances in pacing technology and build awareness for the Nanostim™ leadless pacemaker.

The materials in this section can be used to help inform and educate your patients about the Nanostim leadless pacemaker and enhance your facility's reputation as the go-to source for cardiac pacing procedures.

We've included a number of ready-to-use templates you can easily customize with your facility's name, logo, address, and other pertinent contact information.

- **Letter.** Let your patients know that you now offer a safe, minimally invasive option for pacemaker delivery with the Nanostim leadless pacemaker.
- **Eblast.** Use this electronic version to announce the expansion of your cardiac pacing services and outline the benefits of this new pacemaker therapy.
- **Patient brochure.** Provide a printed or electronic version to patients. This brochure contains key information about the Nanostim leadless pacemaker.
- **Patient Q&A.** Address questions and concerns about the Nanostim leadless pacemaker and help patients understand exactly how it works.

Please note: Sample renderings of the templates, with print specifications and file type, are displayed in this section. The electronic files for these templates can be found in the "Marketing to Patients" folder on the CD-ROM. Each template is accompanied by an Adobe Acrobat (.pdf) file for viewing and reference.

MARKETING TO ARRHYTHMIA PATIENTS CONTINUED

Letter #1

Filename: Nanostim MAK_Patient_Letter1

File type: MSWord

Replace the generic text (indicated in bold) with customized information for your facility

Dear <patient name>,

<Facility name> is proud to announce the expansion of our cardiac pacing services with the addition of the Nanostim™ leadless pacemaker, the world's first commercially available and self-contained leadless pacemaker. The Nanostim device, which is small enough to fit inside your heart, provides a safe, minimally invasive option for pacemaker delivery.

What are the benefits of the Nanostim leadless pacemaker? Since it requires no leads and no chest incision, there is no scar or permanent lump under the skin where the pacemaker would typically sit. Instead, this device fits entirely inside the right ventricle of your heart.

Plus, the Nanostim leadless pacemaker offers projected device longevity of more than eight years at 100% pacing and comes with the St. Jude Medical 10-year warranty.

Interested in learning more about Nanostim leadless pacemaker? Please feel free to give us a call at <phone number> or visit <facility website>.

Sincerely,

<Contact name>

<Facility logo>

<Facility address>

MARKETING TO ARRHYTHMIA PATIENTS CONTINUED

Letter #2

Filename: Nanostim MAK_Patient_Letter2

File type: MSWord

Replace the generic text (indicated in bold) with customized information for your facility

Dear <patient name>,

<Facility name> is now offering a new pacemaker therapy that addresses patient concerns with mobility, comfort, pocket scarring, and cosmetics. The Nanostim™ leadless pacemaker provides a safe, minimally invasive option for pacemaker delivery.

Developed by St. Jude Medical, the Nanostim leadless pacemaker requires no leads and no chest incision, and results in no scar and no lump under the skin where the pacemaker would typically sit. It's small, it's reliable, and only you and your doctor know it's there.

"I feel like I have nothing there. I have no barriers at all," says arrhythmia patient Věra Motyčková about living with the Nanostim leadless pacemaker. Listen to Věra discuss her experience at <website URL>.

Interested in learning more about the Nanostim leadless pacemaker? Feel free to give us a call at <phone number> or visit <facility website>.

Sincerely,

<Contact name>

<Facility logo>

<Facility address>

MARKETING TO ARRHYTHMIA PATIENTS CONTINUED

Eblast #1

Filename: Nanostim MAK_
Community_Eblast1

File type: HTML

Replace the generic text (indicated
in bold) with customized information
for your facility

SUBJECT LINE:

<Facility name> is offering a new pacemaker therapy

HEADLINE/SUBHEAD:

So small it fits in your heart. And in your life.

Introducing the Nanostim™ leadless pacemaker.

BODY:

<Facility name> is proud to announce the expansion of our cardiac pacing services with the addition of the Nanostim leadless pacemaker, the world's first commercially available and self-contained leadless pacemaker. The Nanostim device provides a safe, minimally invasive option for pacemaker delivery.

What are the benefits of the Nanostim leadless pacemaker? Since it requires no leads and no chest incision, there is no scar or permanent lump under the skin where the pacemaker would typically sit. Instead, this device fits entirely inside the right ventricle of your heart.

Interested in learning more about the Nanostim leadless pacemaker? Please call <name> at <phone number> or visit <facility website>.

Sincerely,

<Contact name>

<Facility logo>

<Facility address>

MARKETING TO ARRHYTHMIA PATIENTS CONTINUED

Eblast #1

Filename: Nanostim MAK_
Community_Eblast1

File type: HTML

Replace the generic text (indicated in bold) with customized information for your facility

Subject line: <Facility name> is offering a new pacemaker therapy

So small it fits in your heart. And in your life.

Introducing the Nanostim™ leadless pacemaker.



<Facility name> is proud to announce the expansion of our cardiac pacing services with the addition of the Nanostim leadless pacemaker, the world's first commercially available and self-contained leadless pacemaker. The Nanostim device provides a safe, minimally invasive option for pacemaker delivery.

What are the benefits of the Nanostim leadless pacemaker? Since it requires no leads and no chest incision, there is no scar or permanent lump under the skin where the pacemaker would typically sit. Instead, this device fits entirely inside the right ventricle of your heart.



Interested in learning more about the Nanostim leadless pacemaker? Please call **<name>** at **<phone number>** or visit **<facility website>**.

Sincerely,

<Contact name>

<Facility logo>
<Facility address>

Nanostim™ leadless pacemaker is designed, developed and manufactured by St. Jude Medical.

Insert your logo
(if applicable)

Insert faculty
address and URL
(if applicable)

MARKETING TO ARRHYTHMIA PATIENTS CONTINUED

Eblast #1 with video

Filename: Nanostim MAK_
Community_Eblast2

File type: HTML

Replace the generic text (indicated
in bold) with customized information
for your facility

SUBJECT LINE:

We listened to your pacemaker concerns

HEADLINE/SUBHEAD:

<Facility name> expands cardiac pacing services.

Discover the benefits of the Nanostim™ leadless pacemaker.

BODY:

Dear **<patient name>**,

<Facility name> is now offering a new pacemaker therapy that addresses patient concerns with mobility, comfort, pocket scarring, and cosmetics. The Nanostim leadless pacemaker provides a safe, minimally invasive option for pacemaker delivery.

Developed by St. Jude Medical, the Nanostim leadless pacemaker requires no leads and no chest incision, and results in no scar and no lump under the skin where the pacemaker would typically sit. It's small, it's reliable, and only you and your doctor know it's there.

SIDEBAR:

[Insert how it works video]

“I feel like I have nothing there. I have no barriers at all,” says arrhythmia patient Věra Motyčková about living with the Nanostim leadless pacemaker. Listen to Věra discuss her experience here.

Interested in learning more? Please call **<name>** at **<phone number>** or visit **<facility website>**.

Sincerely,

<Contact name>

<Facility logo>

<Facility address>

MARKETING TO ARRHYTHMIA PATIENTS CONTINUED

Eblast #2 with video

Filename: Nanostim MAK_
Community_Eblast2

File type: HTML

Replace the generic text (indicated in bold) with customized information for your facility

Subject line: We listened to your pacemaker concerns

<Facility name> expands cardiac pacing services.

Discover the benefits of the Nanostim™ leadless pacemaker.

Dear <patient name>,

<Facility name> is now offering a new pacemaker therapy that addresses patient concerns with mobility, comfort, pocket scarring, and cosmetics. The Nanostim leadless pacemaker provides a safe, minimally invasive option for pacemaker delivery.



Developed by St. Jude Medical, the Nanostim leadless pacemaker requires no leads and no chest incision, and results in no scar and no lump under the skin where the pacemaker would typically sit. It's small, it's reliable, and only you and your doctor know it's there.

"I feel like I have nothing there. I have no barriers at all," says arrhythmia patient Věra Motyčková about living with the Nanostim leadless pacemaker. Listen to Věra discuss her experience here.

Interested in learning more? Please call <name> at <phone number> or visit <facility website>.

Sincerely,

<Contact name>

<Facility logo>
<Facility address>

Nanostim™ leadless pacemaker is designed, developed and manufactured by St. Jude Medical.

Insert your logo
(if applicable)

Insert facility
address and URL
(if applicable)

MARKETING TO ARRHYTHMIA PATIENTS CONTINUED

Patient brochure

Filename: Nanostim MAK_Patient_Brochure

File type: InDesign

Replace the generic text (indicated in bold) with customized information for your facility

[COVER]

HEADLINE/SUBHEAD:

Nanostim™ leadless Pacemaker

Small. Reliable. And only you and your doctor know it is there.

[INSIDE PAGE 1]

HEADLINE/SUBHEAD:

Introducing the Nanostim™ leadless pacemaker.

BODY:

While standard pacemakers can improve a patient's quality of life and may even prolong it, physicians and patients have long asked for a pacemaker that does not require an unsightly surgical pocket that may restrict a patient's mobility or become infected. They also want a solution that eliminates leads, which in rare cases may fail or dislodge.

<Facility name> is proud to offer the Nanostim™ leadless pacemaker, the world's first commercially available and self-contained leadless pacemaker that is designed, developed, and manufactured by St. Jude Medical.

This small cylindrical pacemaker listens to the electrical activity of the heart, stimulates if necessary and communicates to a programming system, like a standard pacemaker. But, unlike standard pacemakers, it resides entirely in the right ventricle of your heart. This pacemaker requires no leads, no chest incision, no scar and no permanent lump under the skin where the pacemaker sits. The pacemaker battery life is equivalent to that of similar standard single chamber pacemakers.

[INSIDE PAGE 2]

INSET:

Traditional Pacemakers

A normal, healthy heart automatically regulates its own heart rate. Unfortunately, some hearts beat too slowly or in an irregular pattern. If you are diagnosed with this problem, your doctor may recommend a pacemaker to correct it.

COPY NEXT TO IMAGE:

Traditional single chamber pacemakers require your doctor to make a surgical incision in the chest where a pacemaker permanently sits in a pocket under your skin. The doctor then implants thin insulated wires – which are called leads – from the pacemaker through the veins into your heart. These leads deliver electrical pulses that prompt your heart to beat at a normal rate.

BODY:

Understand traditional pacemaker complication risks

More than four million people around the world have an implanted pacemaker or other cardiac rhythm management device, and more than 700,000 additional patients receive an implant every year. Although the incidence of pacemaker complications is relatively low (about 4%^{1,2,3}), when complications occur, they typically happen in the pocket where the pacemaker is implanted or with the leads. In about 1%^{4,5} of patients, the pocket may become infected. In about 3%^{1,6} of patients, the leads may move out of place causing complications.

While rare, complications can have a serious impact on a patient's quality of life and also can be expensive to address. Even if complications do not occur, all patients have a scar and

MARKETING TO ARRHYTHMIA PATIENTS CONTINUED

Patient brochure, continued

Filename: Nanostim MAK_Patient_Brochure

File type: InDesign

Replace the generic text (indicated in bold) with customized information for your facility

lump where the pacemaker is implanted. In addition, research has shown that as many as six out of 10 patients experience reduced mobility in the shoulder region where the pacemaker is implanted.⁷ With the Nanostim leadless pacemaker, the surgical pocket and leads are eliminated, which means reducing the risks associated with these complications.

[INSIDE PAGE 3]

HEADLINE:

What to expect when you have the Nanostim leadless pacemaker implanted

BODY:

To place this pacemaker, your doctor performs a minimally invasive procedure using X-ray images as a guide. A catheter that contains the pacemaker is passed through a small puncture in the groin and threaded into the heart. Once inside the heart, your doctor will attach the Nanostim leadless pacemaker to the wall of your heart near the bottom of the right ventricle and then gently remove the catheter from your vein. If necessary, the pacemaker can be repositioned or even removed at a later time. When the pacemaker needs to be replaced, (typically after nine years or longer), your doctor implants it the same way.

TOP ROW IMAGES LEFT TO RIGHT

IMAGE 1 CAPTION:

A catheter that contains the leadless pacemaker is passed through a small puncture in the groin and then into the femoral vein.

IMAGE 2 CAPTION:

Using X-ray images as a guide, the doctor guides the catheter to the right atrium of the heart and through the tricuspid valve.

IMAGE 3 CAPTION:

The catheter with the pacemaker is then guided into the right ventricle.

BOTTOM ROW IMAGES LEFT TO RIGHT

IMAGE 4 CAPTION:

The doctor carefully places the pacemaker and secures it to the wall at the bottom of the right ventricle.

IMAGE 5 CAPTION:

The pacemaker is then tested to ensure it is secured to the wall and programmed correctly.

IMAGE 6 CAPTION:

The catheter is removed and the pacemaker stays within the right ventricle.

[INSIDE PAGE 4]

BODY:

For most people, the procedure is done under local anesthetic. You will be given some medicine to calm you and numbing medicine for your upper leg. The actual procedure will take about one hour, and in some cases less time. When it is over, you will have a special closing bandage on your groin, and you may have to wait in a recovery room until the clinical team is certain you are ready for discharge.

MARKETING TO ARRHYTHMIA PATIENTS CONTINUED

Patient brochure, continued

Filename: Nanostim MAK_Patient_
Brochure

File type: InDesign

Replace the generic text (indicated
in bold) with customized information
for your facility

After you first receive the Nanostim leadless pacemaker, you will be asked to see your doctor a few times. During these visits, he or she will check that you are recovering well and that Nanostim leadless pacemaker is operating properly. The pacemaker can be adjusted by your doctor using a programmer that communicates with the implanted leadless pacemaker. This adjustment is completely painless and takes a few minutes. Your doctor might adjust your pacemaker to pace your heart faster or slower or to deliver slightly more or slightly less energy. Over time, your doctor may have to make several adjustments so that you receive optimal therapy for your condition.

Understand the risks of the Nanostim leadless pacemaker

The general risks of the procedure include: severe bleeding or bruising; infections, including infections of the heart or surrounding tissues; infections or other complications of the blood or wounds; allergies and intolerance reactions; dizziness; shortness of breath; chest pain or heart problems; heart attack; irritability or damage to your heart; heart rhythm changes; rupture of a blood vessel; the formation of blood clots; air or debris traveling in your blood to your brain, heart, or lungs; emergency surgery; excess fluid in your vessels or lungs that affect your kidneys; kidney failure; complications from anesthesia or other medication; blood pressure problems; pain; minor or major stroke; death; damage to skin, blood vessels, soft tissue, or nerves; excessive scar formation; and compression damage to nerves and soft tissues.

Talk with your doctor to understand the potential risks and benefits of this therapy.

To learn more about the Nanostim leadless pacemaker, please call <**phone number**> or visit <**facility website**>.

[BACK PAGE]

REFERENCES :

1. Pakarinen S, Oikarinen L, Toivonen L. Short-term implantation-related complications of cardiac rhythm management device therapy: a retrospective single-centre 1-year survey. *Europace* 2010;12(1):103-108
2. Borek PP, Wilkoff BL. Pacemaker and ICD leads: strategies for long-term management. *J Interv Card Electrophysiol* 2008;23(1):59-72.
3. Gul EE and Kayrak M. Common pacemaker problems: lead and pocket complications. In: *Modern Pacemakers- Present and Future*, ed. Das MK. Available at: <http://www.intechopen.com/books/modern-pacemakers-present-and-future/common-pacemaker-problems-lead-and-pocket-complications>. Last accessed 23 August 2013
4. Herce' et al. Risk factors for infection of implantable cardiac devices: data from a registry of 2496 patients. *Europace* (2013) 15, 66–70
5. Klug et al Risk factors related to infections of implanted pacemakers and cardioverter-defibrillators *Circulation* 2007; 116:1349-1355
6. Kirkfeldt et al. Risk Factors for Lead Complications in Cardiac Pacing. *Heart Rhythm*, Vol 8, No 10, October 2011.
7. Daniels JD, Sun S, Zafereo J, et al. Preventing Shoulder Pain after Cardiac Rhythm Management Device Implantation: A Randomized Controlled Study. *PACE* 2011; 34:672–678 doi: 10.1111/j.1540- 8159.2010.03026.x.

MARKETING TO ARRHYTHMIA PATIENTS CONTINUED

Patient brochure, continued

Filename: Nanostim MAK_Patient_
Brochure

File type: InDesign

Replace the generic text (indicated
in bold) with customized information
for your facility

Global Headquarters

One St. Jude Medical Drive
St. Paul, Minnesota 55117 USA
+1 651 756 2000 +1 651 756 3301 Fax

St. Jude Medical Cardiovascular & Ablation Technologies

5050 Nathan Lane North
Plymouth, Minnesota 55442 USA
+1 651 756 5400 +1 651 756 5470 Fax

St. Jude Medical Implantable Electronic Systems

15900 Valley View Court
Sylmar, California 91342 USA
+1 818 362 6822 +1 818 364 5814 Fax

U.S. Division

6300 Bee Cave Road
Bldg. Two, Suite 100
Austin, TX 78746 USA
+1 512 286 4000 +1 512 732 2418 Fax

SJM Coordination Center BVBA

The Corporate Village
Da Vincilaan 11 Box F1
1935 Zaventem, Belgium
+32 2 774 68 11 +32 2 772 83 84 Fax

St. Jude Medical Brasil Ltda.

Rua Itapeva, 538
5º ao 8º andar
01332-000 – São Paulo – SP
Brazil
+55 11 5080 5400 +55 11 5080 5423 Fax

St. Jude Medical (Hong Kong) Ltd.

Suite 1608, 16/F Exchange Tower
33 Wang Chiu Road
Kowloon Bay, Kowloon
Hong Kong SAR
+852 2996 7688 +852 2956 0622 Fax

St. Jude Medical Australia Pty, Ltd.

17 Orion Road
Lane Cove, NSW 2066 Australia
+61 2 9936 1200 +61 2 9936 1222 Fax

Question for SJM: Do we
need to include all these
SJM addresses?

MARKETING TO ARRHYTHMIA PATIENTS CONTINUED

Patient brochure

Filename: Nanostim MAK_Patient_Brochure_Spreads

File type: InDesign

Replace the generic text (indicated in bold) with customized information for your facility



Insert facility address and URL (if applicable)

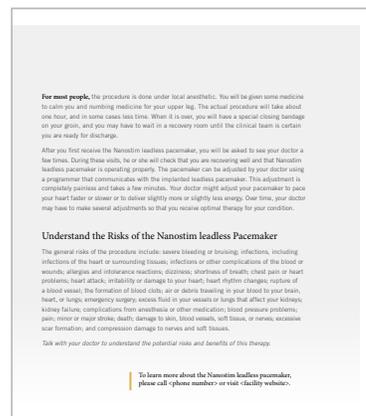
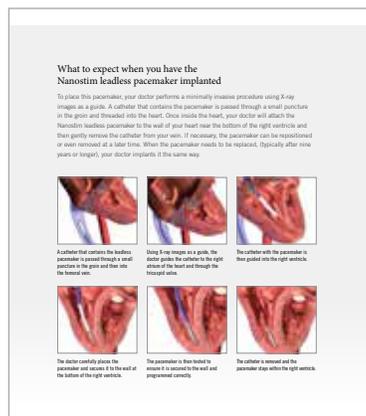
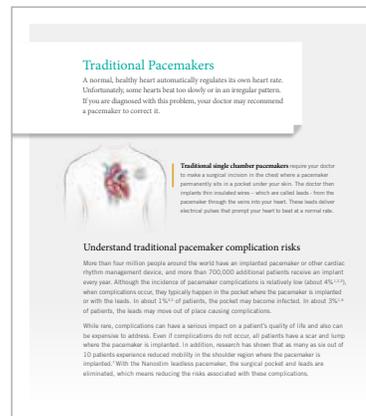
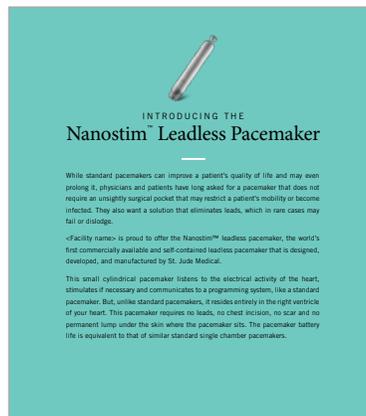
MARKETING TO ARRHYTHMIA PATIENTS CONTINUED

Patient brochure

Filename: Nanostim MAK_Patient_Brochure_SinglePage

File type: InDesign

Replace the generic text (indicated in bold) with customized information for your facility



Insert faculty address and URL (if applicable)

MARKETING TO ARRHYTHMIA PATIENTS CONTINUED

Patient Q&A

Filename: Nanostim MAK_Patient_Q&A

File type: MSWord

Replace the generic text (indicated in bold) with customized information for your facility

How does the Nanostim™ leadless pacemaker compare to a standard pacemaker?

The Nanostim leadless pacemaker is designed to achieve the same pacing results as a standard pacemaker, but the process for implanting the pacemaker is quite different from standard pacemakers. A standard pacemaker requires your doctor to create a surgical pocket to implant the pacemaker. Leads are then attached to the pacemaker and run to your heart, where they pace the heart.

The Nanostim leadless pacemaker securely nestles inside your heart, sending small pulses of electricity when needed to prompt your heart to beat normally. The pacemaker requires no surgical pocket (nor scar or lump) for the pacemaker, and it requires no leads. The pacemaker battery life is equivalent to that of similar standard single chamber pacemakers.

Standard Pacemaker



Nanostim Leadless Pacemaker



How does a doctor implant the Nanostim leadless pacemaker?

To place this pacemaker, your doctor performs a minimally invasive procedure using X-ray images as a guide. A catheter that contains the pacemaker is passed through a small puncture in the groin and threaded into the heart. Once inside the heart, your doctor will attach the Nanostim leadless pacemaker to the wall of your heart near the bottom of the right ventricle and then gently remove the catheter from your vein. If necessary, the pacemaker can be repositioned or even removed at a later time. When the pacemaker needs to be replaced, (typically after nine years or longer), your doctor implants the new one the same way.

For most people, the procedure is done under local anesthetic. You will be given some medicine to calm you and numbing medicine for your groin. The actual procedure will take about one hour, and in some cases less time. When it is over, you will have a special closing bandage on your groin, and you may have to wait in a recovery room until the clinical team is certain you are ready for discharge.

How long does recovery take?

Your recovery is as individual as you are. A lot depends on your general state of health and other factors, which you should discuss with your physician. Many patients can return home the day after surgery and can return to their prior activities as soon as they feel able, usually in a few days. There may be some tenderness at the place where the puncture was made in the groin. However, you should not feel the pacemaker at all. In fact, you should start to feel considerably better.

MARKETING TO ARRHYTHMIA PATIENTS CONTINUED

Patient Q&A, continued

Filename: Nanostim MAK_Patient_Q&A

File type: MSWord

Replace the generic text (indicated in bold) with customized information for your facility

Will I feel Nanostim leadless pacemaker when it's in my heart?

This pacemaker will probably not be noticeable to you. You should start to feel better, have more energy, and be less fatigued. Other symptoms, such as dizziness, are likely to improve as well. Talk to your doctor if your symptoms do not improve in the first weeks and months after having your pacemaker implanted.

What are the benefits of a pacemaker?

Pacemakers, including the Nanostim leadless pacemaker, improve the ability of the heart to pump regularly and on time. Some people must rely completely on the pacemaker to make their hearts beat. Many patients get relief from symptoms such as lightheadedness, dizziness, and fainting. Some people feel they have more energy. A pacemaker also gives many patients “peace of mind.” They feel safer because it can help keep their hearts beating.

Pacemakers like the Nanostim leadless pacemaker pace the right ventricle and offer something called “rate modulation.” Rate modulation is a sensor-based feature that allows the pacemaker to know when to pace your heart faster (for instance, when you are running) and when to pace your heart less rapidly (for example, while you are seated and relaxed).

What are the risks of having a pacemaker?

The Nanostim leadless pacemaker has many safety features. Sometimes, a pacemaker may not act properly because it is being affected by outside sources of electromagnetic energy. Remember that these are man-made devices. It is important to monitor the pacemaker regularly with follow-up visits as often as your doctor recommends.

MARKETING TO YOUR COMMUNITY

While most requests for pacemaker therapy come from physicians affiliated with your facility, it's also important to reach out to your patients and community members, so they are aware of the new technologies and treatment options you are offering.

The materials in this section can be used to help build awareness for the Nanostim™ leadless pacemaker and enhance your facility's reputation as the go-to source for cardiac pacing procedures.

We've included a variety of ads, posters, and direct marketing materials to help you tell a clear and compelling story about the benefits of the Nanostim leadless pacemaker.

This section includes a number of ready-to-use templates you can easily customize with your facility's name, logo, address, and other pertinent contact information.

- **Postcard and eblast.** Use this printed postcard and eblast to announce the expansion of your cardiac pacing services.
- **Poster.** Let your patients know that you now offer a safe, minimally invasive option for pacemaker delivery.
- **Newsletter.** Create broad awareness of your facility's leadless pacing capabilities with a community newsletter.
- **Print ads.** Introduce the members of your community to benefits of leadless pacing and the Nanostim device with magazine and newspaper ads.
- **Banner ads.** Raise awareness about the benefits of leadless pacing and the Nanostim device by placing banner ads on your website.
- **Web copy.** Alert your patients and online community that you now offer the Nanostim leadless pacemaker at your hospital.
- **Social media posts.** Expand your online reach with facebook and twitter posts that promote the benefits of the Nanostim leadless pacemaker.

MARKETING TO COMMUNITY CONTINUED

Eblast #1

Filename: Nanostim MAK_
Community_Eblast1

File type: HTML

Replace the generic text (indicated
in bold) with customized information
for your facility

SUBJECT LINE:

The world's first leadless pacemaker is here

HEADLINE/SUBHEAD:

Introducing the Nanostim™ leadless pacemaker
A new treatment option for cardiac rhythm disorders

BODY:

Did you know that four million people around the world have an implanted pacemaker or other cardiac rhythm management device? Or how about that more than 700,000 additional patients receive an implant every year?

Maybe you have a pacemaker or perhaps you know someone who does. Whatever the case is, we wanted to let you know about a new revolutionary pacemaker therapy being offered at **<facility name>**.

The Nanostim leadless pacemaker is the world's first commercially available and self-contained leadless pacemaker. It requires no leads and no chest incision, and results in no scar and no lump under the skin where the pacemaker would typically sit.

Interested in learning more? Please call **<name>** at **<phone number>** or visit **<facility website>**.

Sincerely,

<Contact name>

<Facility logo>

<Facility address>

MARKETING TO COMMUNITY CONTINUED

Eblast #1

Filename: Nanostim MAK_Community_Eblast1

File type: HTML

Replace the generic text (indicated in bold) with customized information for your facility

Subject line: The world's first leadless pacemaker is here

Introducing the Nanostim™ leadless pacemaker

A new treatment option for cardiac rhythm disorders



Did you know that four million people around the world have an implanted pacemaker or other cardiac rhythm management device? Or how about that more than 700,000 additional patients receive an implant every year?

Maybe you have a pacemaker or perhaps you know someone who does. Whatever the case is, we wanted to let you know about a new revolutionary pacemaker therapy being offered at <facility name>.

The Nanostim leadless pacemaker is the world's first commercially available and self-contained leadless pacemaker. It requires no leads and no chest incision, and results in no scar and no lump under the skin where the pacemaker would typically sit.

Interested in learning more? Please call <name> at <phone number> or visit <facility website>.

Sincerely,

<Contact name>

<Facility logo>
<Facility address>

Nanostim™ leadless pacemaker is designed, developed and manufactured by St. Jude Medical.

Insert your logo
(if applicable)

Insert facility
address and URL
(if applicable)

MARKETING TO COMMUNITY CONTINUED

Eblast #2 with video

Filename: Nanostim MAK_
Community_Eblast2

File type: HTML

Replace the generic text (indicated
in bold) with customized information
for your facility

SUBJECT LINE:

<Facility name> is offering a new pacemaker therapy

HEADLINE/SUBHEAD:

No lead. No pocket. No compromise.

Introducing the Nanostim™ leadless pacemaker.

BODY:

Dear <patient name>,

<Facility name> is proud to announce the expansion of our cardiac pacing services with the addition of the Nanostim leadless pacemaker, the world's first commercially available and self-contained leadless pacemaker.

Unlike conventional pacemakers, the Nanostim leadless pacemaker requires no leads and no chest incision, and results in no scar and no lump under the skin where the pacemaker would typically sit.

Plus, the Nanostim leadless pacemaker offers projected device longevity of more than nine years at 100% pacing and comes with the St. Jude Medical 10-year warranty.

Interested in learning more? Please call <name> at <phone number> or visit <facility website>.

SIDEBAR:

See the Nanostim™ leadless pacemaker in action.
[Insert how it works video]

Sincerely,

<Contact name>

<Facility logo>

<Facility address>

MARKETING TO COMMUNITY CONTINUED

Eblast #2 with video

Filename: Nanostim MAK_Community_Eblast2

File type: HTML

Replace the generic text (indicated in bold) with customized information for your facility

Subject line: <Facility name> is offering a new pacemaker therapy

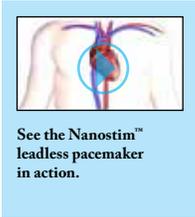
No lead. No pocket. No compromise.

Introducing the Nanostim™ leadless pacemaker.

Dear <patient name>,

<Facility name> is proud to announce the expansion of our cardiac pacing services with the addition of the Nanostim leadless pacemaker, the world's first commercially available and self-contained leadless pacemaker.

Unlike conventional pacemakers, the Nanostim leadless pacemaker requires no leads and no chest incision, and results in no scar and no lump under the skin where the pacemaker would typically sit.



See the Nanostim™ leadless pacemaker in action.



Plus, the Nanostim leadless pacemaker offers projected device longevity of more than eight years at 100% pacing and comes with the St. Jude Medical 10-year warranty.

Interested in learning more? Please call <name> at <phone number> or visit <facility website>.

Sincerely,

<Contact name>

<Facility logo>
<Facility address>

Nanostim™ leadless pacemaker is designed, developed and manufactured by St. Jude Medical.

Insert your logo
(if applicable)

Insert facility
address and URL
(if applicable)

MARKETING TO COMMUNITY CONTINUED

Postcard #1

Filename: Nanostim MAK_
Community_Postcard1

File type: InDesign

Replace the generic text (indicated
in bold) with customized information
for your facility

[FRONT]

HEADLINE:

So small it fits in your heart. And in your life.
Introducing the Nanostim™ leadless pacemaker.
<Facility Logo>

[BACK]

BODY:

<Facility name> is proud to announce the expansion of our cardiac pacing services with the Nanostim leadless pacemaker, the world's first, commercially available and self-contained leadless pacemaker.

Why choose the Nanostim leadless pacemaker?

- Requires no leads and no surgical pocket
- No visible device and subsequent scar
- Fits entirely inside the right ventricle of your heart
- Projected device longevity of more than nine years at 100% pacing

CTA:

To learn more, please call <phone number> or visit <facility website>.

Nanostim™ leadless pacemaker is designed, developed and manufactured by St. Jude Medical.

MARKETING TO COMMUNITY CONTINUED

Postcard #1

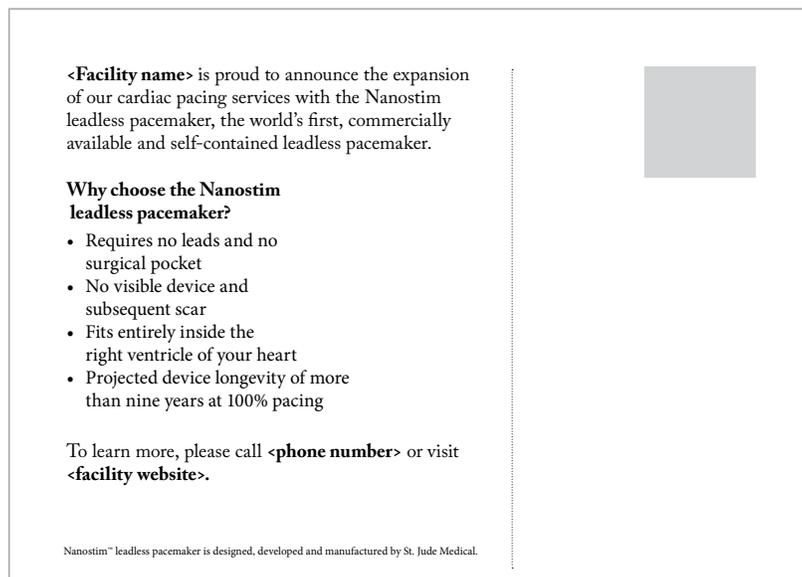
Filename: Nanostim MAK_Community_Postcard1

File type: InDesign

Replace the generic text (indicated in bold) with customized information for your facility



Insert your logo (if applicable)



Insert facility address and URL (if applicable)

MARKETING TO COMMUNITY CONTINUED

Postcard #2

Filename: Nanostim MAK_
Community_Postcard2

File type: InDesign

Replace the generic text (indicated
in bold) with customized information
for your facility

[FRONT]

HEADLINE:

Invisible to everyone but you and your doctor
Live your life to the fullest with the Nanostim™ leadless pacemaker.
<Facility Logo>

[BACK]

BODY:

<Facility name> is making this a reality with the addition of the Nanostim leadless pacemaker. It requires no leads and no chest incision, and results in no scar and no lump under the skin where the pacemaker would typically sit.

“I feel like I have nothing there. I have no barriers at all,” says arrhythmia patient Věra Motyčková.

“It’s now possible to implant the entire pacemaker inside the heart. I definitely think that this new pacemaker technology will improve patients’ quality of life,” says Dr. Reinoud E. Knops of Academic Medical Centre in Amsterdam.

CTA:

To learn more, please call <phone number> or visit <facility website>.

Nanostim™ leadless pacemaker is designed, developed and manufactured by St. Jude Medical.

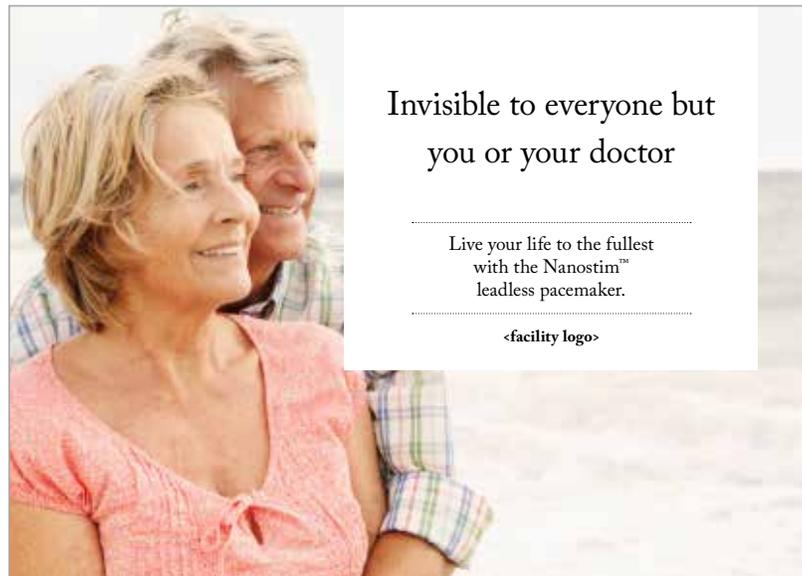
MARKETING TO COMMUNITY CONTINUED

Postcard #2

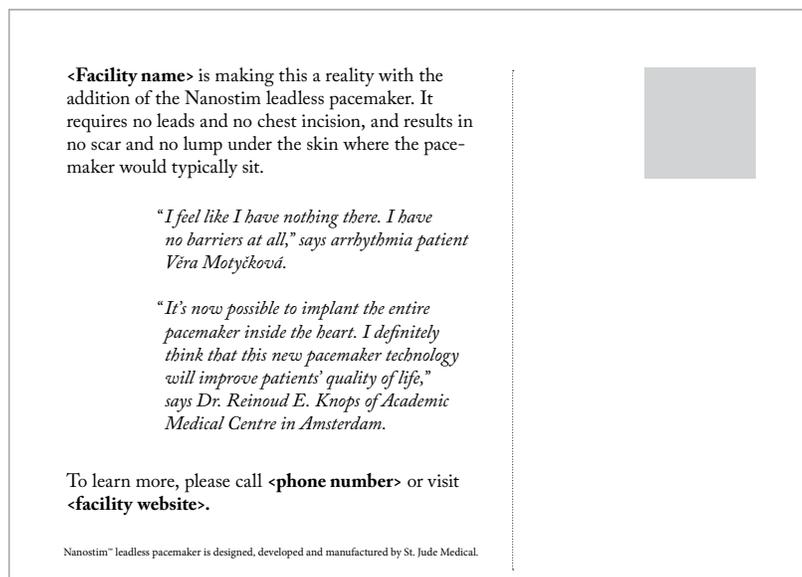
Filename: Nanostim MAK_Community_Postcard2

File type: InDesign

Replace the generic text (indicated in bold) with customized information for your facility



Insert your logo (if applicable)



Insert facility address and URL (if applicable)

MARKETING TO COMMUNITY CONTINUED

Postcard #3

Filename: Nanostim MAK_
Community_Postcard3

File type: InDesign

Replace the generic text (indicated
in bold) with customized information
for your facility

[FRONT]

HEADLINE:

Out of sight. Out of mind.

Live your life to the fullest with the Nanostim™ leadless pacemaker.

<Facility Logo>

[BACK]

BODY:

<Facility name> is proud to announce the expansion of our cardiac pacing services with the Nanostim leadless pacemaker, the world's first, commercially available and self-contained leadless pacemaker.

Why choose the Nanostim leadless pacemaker?

- Requires no leads and no surgical pocket
- No visible device and subsequent scar
- Fits entirely inside the right ventricle of your heart
- Projected device longevity of more than nine years at 100% pacing

CTA:

To learn more, please call <phone number> or visit <facility website>.

Nanostim™ leadless pacemaker is designed, developed and manufactured by St. Jude Medical.

MARKETING TO COMMUNITY CONTINUED

Postcard #3

Filename: Nanostim MAK_Community_Postcard3

File type: InDesign

Replace the generic text (indicated in bold) with customized information for your facility



Out of sight.
Out of mind.

Live your life to the fullest
with Nanostim™
leadless pacemaker.

<facility logo>

Insert your logo
(if applicable)

<Facility name> is proud to announce the expansion of our cardiac pacing services with the Nanostim leadless pacemaker, the world's first, commercially available and self-contained leadless pacemaker.

Why choose the Nanostim leadless pacemaker?

- Requires no leads and no surgical pocket
- No visible device and subsequent scar
- Fits entirely inside the right ventricle of your heart
- Projected device longevity of more than nine years at 100% pacing

To learn more, please call <phone number> or visit <facility website>.

Nanostim™ leadless pacemaker is designed, developed and manufactured by St. Jude Medical.



Insert facility
address and URL
(if applicable)

MARKETING TO COMMUNITY CONTINUED

Poster

Filename: Nanostim MAK_
Community_Poster

File type: InDesign

Replace the generic text (indicated
in bold) with customized information
for your facility

HEADLINE:

Invisible to everyone but you and your doctor?

BODY:

Standard pacemaker

Traditional single chamber pacemakers require a surgical incision in the chest where a pacemaker permanently sits in a pocket under the skin.

The doctor then implants thin insulated wires, which are called leads, from the pacemaker through the veins into the heart.

These leads deliver electrical pulses that prompt the heart to beat at a normal rate.

Nanostim™ leadless pacemaker

The Nanostim leadless pacemaker requires no leads and no chest incision and results in no scar and no permanent lump under the skin where the pacemaker sits.

To place the leadless pacemaker, the doctor performs a minimally invasive procedure. Once inside the heart, the doctor attaches the Nanostim leadless pacemaker to the wall of the heart near the bottom of the right ventricle.

<**Facility name**> is now offering patients a safe, minimally invasive option for pacemaker delivery that eliminates leads and surgical pockets. The Nanostim leadless pacemaker listens to the electrical activity of the heart, stimulates if necessary and communicates to a programming system, like a standard pacemaker. But, unlike standard pacemakers, it resides entirely in the right ventricle of your heart.

To learn more about the Nanostim leadless pacemaker, please call <**contact number**> or visit <**facility website**>.

<**Facility name and logo**>

<**Facility address**>

The general risks of the leadless pacemaker implant procedure include: severe bleeding or bruising; infections, including infections of the heart or surrounding tissues; infections or other complications of the blood or wounds; allergies and intolerance reactions; dizziness; shortness of breath; chest pain or heart problems; heart attack; irritability or damage to your heart; heart rhythm changes; rupture of a blood vessel; the formation of blood clots; air or debris traveling in your blood to your brain, heart, or lungs; emergency surgery; excess fluid in your vessels or lungs that affect your kidneys; kidney failure; complications from anesthesia or other medication; blood pressure problems; pain; minor or major stroke; death; damage to skin, blood vessels, soft tissue, or nerves; excessive scar formation; and compression damage to nerves and soft tissues.

Talk with your doctor to learn more about the potential risks and benefits.

Product referenced is approved for CE Mark.

Nanostim™ leadless pacemaker is designed, developed and manufactured by St. Jude Medical.

Unless otherwise noted, ™ indicates that the name is a trademark of, or licensed to, St. Jude Medical or one of its subsidiaries. ST. JUDE MEDICAL and the nine-squares symbol are trademarks and service marks of St. Jude Medical, Inc. and its related companies. © 2013 St. Jude Medical, Inc. All Rights Reserved.

MARKETING TO COMMUNITY CONTINUED

Newsletter

Filename: Nanostim MAK_
Community_Newsletter

File type: MSWord

Replace the generic text (indicated
in bold) with customized information
for your facility

HEADLINE:

Option 1:

Announcing a Revolutionary New Pacemaker Therapy

Option 2:

Introducing the World's First Leadless Pacemaker

BODY:

For the past 40 years the therapeutic promise of leadless pacing has been discussed, but until now, no one has been able to overcome the technical challenges.

Today, <facility name> is proud to announce the expansion of our cardiac pacing services with the Nanostim™ leadless pacemaker, the world's first, commercially available leadless pacemaker that is designed, developed, and manufactured by St. Jude Medical.

The Nanostim leadless pacemaker fits entirely inside the right ventricle. It requires no leads and no chest incision, and results in no scar and permanent lump where the pacemaker would typically sit. Because of this, the potential for lead and pocket complications and mobility restrictions is eliminated.

“This revolutionary technology offers our patients a safe, minimally invasive option for pacemaker delivery. This is truly the future of cardiac pacing,” says <doctor name and title>.

<Facility name> has a long-standing commitment to providing innovative technologies and exceptional care to our patients. To learn more about our efforts to deliver pacing therapy without compromise, visit <facility website> to download our patient brochure. Or call <phone number> and we'll be happy to send you printed copies.

Discover the benefits of leadless pacing.

MARKETING TO COMMUNITY CONTINUED

Print ad #1

Filename: Nanostim MAK_
Community_Print Ad1

File type: InDesign

Replace the generic text (indicated
in bold) with customized information
for your facility

HEADLINE:

Invisible to everyone but you and your doctor

BODY:

<Facility name> is making this a reality with the addition of the Nanostim™ leadless pacemaker. It requires no leads and no chest incision, and results in no scar and no lump under the skin where the pacemaker would typically sit.

Live your life to the fullest with Nanostim™ leadless pacemaker.

CTA:

To learn more, please call **<phone number>** or visit **<facility website>**.

<Facility name and logo>

Nanostim™ leadless pacemaker is designed, developed and manufactured by St. Jude Medical.

MARKETING TO COMMUNITY CONTINUED

Print ad #1

Filename: Nanostim MAK_
Community_Print Ad1

File type: InDesign

Replace the generic text (indicated
in bold) with customized information
for your facility



Invisible to everyone but you or your doctor

<Facility name> is making this a reality with the addition of the Nanostim™ leadless pacemaker. It requires no leads and no chest incision, and results in no scar and no lump under the skin where the pacemaker would typically sit.

Live your life to the fullest with Nanostim™ leadless pacemaker.

To learn more, please call <phone number> or visit <facility website>.



Nanostim™ leadless pacemaker is designed, developed and manufactured by St. Jude Medical.

<Facility name and logo>

Insert your logo
(if applicable)

Insert facility
address and URL
(if applicable)

MARKETING TO COMMUNITY CONTINUED

Print ad #2

Filename: Nanostim MAK_
Community_Print Ad2

File type: InDesign

Replace the generic text (indicated
in bold) with customized information
for your facility

HEADLINE:

So small it fits in your heart. And in your life.
Introducing the Nanostim™ leadless pacemaker.

BODY:

<Facility name> is proud to announce the expansion of our cardiac pacing services with the Nanostim leadless pacemaker, the world's first, commercially available and self-contained leadless pacemaker.

Why choose the Nanostim leadless pacemaker?

- Requires no leads and no surgical pocket
- No visible device and subsequent scar
- Fits entirely inside the right ventricle of your heart
- Projected device longevity of more than nine years at 100% pacing

CTA:

To learn more, please call **<phone number>** or visit **<facility website>**.

<Facility name and logo>

Nanostim™ leadless pacemaker is designed, developed and manufactured by St. Jude Medical.

MARKETING TO COMMUNITY CONTINUED

Print ad #2

Filename: Nanostim MAK_
Community_Print Ad2

File type: InDesign

Replace the generic text (indicated
in bold) with customized information
for your facility



So small it fits in your heart.
And in your life.

Introducing the Nanostim™ leadless pacemaker.

<Facility name> is proud to announce the expansion of our cardiac
pacing services with the Nanostim leadless pacemaker, the world's first,
commercially available and self-contained leadless pacemaker.

To learn more, please call <phone number> or visit <facility website>.

<Facility name and logo>

Nanostim™ leadless pacemaker is designed, developed and manufactured by St. Jude Medical.

Why choose the Nanostim leadless pacemaker?

- Requires no leads and no surgical pocket
- No visible device and subsequent scar
- Fits entirely inside the right ventricle of your heart
- Projected device longevity of more than nine years at 100% pacing

Insert your logo
(if applicable)

Insert faculty
address and URL
(if applicable)

MARKETING TO COMMUNITY CONTINUED

Print ad #3

Filename: Nanostim MAK_
Community_Print Ad3

File type: InDesign

Replace the generic text (indicated
in bold) with customized information
for your facility

HEADLINE:

Out of sight. Out of mind.
Introducing the world's first leadless pacemaker.

BODY:

<Facility name> is now offering a revolutionary pacemaker therapy that addresses your concerns with mobility, comfort, pocket scarring, and cosmetics.

The Nanostim™ leadless pacemaker is the world's first, commercially available and self-contained leadless pacemaker. With the Nanostim device, you can achieve the same pacing results as a standard pacemaker without the unsightly surgical pocket that can restrict your mobility or hinder your lifestyle.

It's small, it's reliable, and only you and your doctor know it's there.

CTA:

To learn more, please call **<phone number>** or visit **<facility website>**.

<Facility name and logo>

Nanostim™ leadless pacemaker is designed, developed and manufactured by St. Jude Medical.

MARKETING TO COMMUNITY CONTINUED

Print ad #3

Filename: Nanostim MAK_
Community_Print Ad3

File type: InDesign

Replace the generic text (indicated in bold) with customized information for your facility



Out of sight. Out of mind. Introducing the world's first leadless pacemaker.

<Facility name> is now offering a revolutionary pacemaker therapy that addresses your concerns with mobility, comfort, pocket scarring, and cosmetics.

The Nanostim™ leadless pacemaker is the world's first, commercially available and self-contained leadless pacemaker. With the Nanostim device, you can achieve the

same pacing results as a standard pacemaker without the unsightly surgical pocket that can restrict your mobility or hinder your lifestyle.

It's small, it's reliable, and only you and your doctor know it's there.

To learn more, please call **<phone number>** or visit **<facility website>**.

<Facility name and logo>

Nanostim™ leadless pacemaker is designed, developed and manufactured by St. Jude Medical.

Insert your logo
(if applicable)

Insert facility
address and URL
(if applicable)

MARKETING TO COMMUNITY CONTINUED

Banner ad #1

Filename: Nanostim MAK_
Community_Banner Ad1

File type: PhotoShop

Replace the generic text (indicated
in bold) with customized information
for your facility

SLIDE 1:

<**Facility name**> introduces the world's first leadless pacemaker.

SLIDE 2:

It's small, reliable, and only you and your doctor know it's there.

SLIDE 3:

Discover the benefits of the Nanostim™ leadless pacemaker. Learn more.

<**Facility logo**>

STATIC BANNER:

<**Facility name**> introduces the world's first leadless pacemaker. Talk to your doctor to
learn more.

<**Facility logo**>

MARKETING TO COMMUNITY CONTINUED

Banner ad #1

Filename: Nanostim MAK_
Community_Banner Ad1

File type: PhotoShop

Replace the generic text (indicated
in bold) with customized information
for your facility

<Facility name> introduces the world's
first leadless pacemaker.



Insert your
company name
(if applicable)

It's small, reliable, and only you and
your doctor know it's there.



Discover the benefits of the Nanostim™
leadless pacemaker. Learn more.

<Facility logo>



Insert your logo
(if applicable)

Static Banner:

<Facility name> introduces the world's first leadless
pacemaker. Talk to your doctor to learn more.

<Facility logo>



Insert your logo
(if applicable)

MARKETING TO COMMUNITY CONTINUED

Banner ad #2

Filename: Nanostim MAK_
Community_Banner Ad2

File type: PhotoShop

Replace the generic text (indicated
in bold) with customized information
for your facility

SLIDE 1:

Small enough to fit inside your heart.

SLIDE 2:

Requires no leads and no chest incision.

SLIDE 3:

<Facility name> is proud to offer the Nanostim™ leadless Pacemaker.
Talk to your doctor to learn more.

<Facility logo>

STATIC BANNER:

No lead. No pocket. No chest incision.

<Facility name> is proud to offer the Nanostim™ leadless pacemaker. Learn more.

<Facility logo>

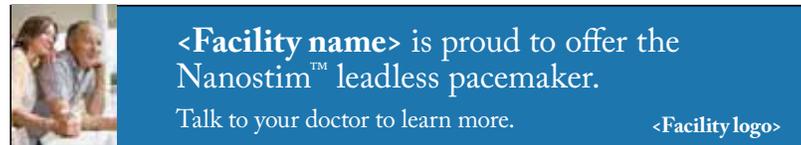
MARKETING TO COMMUNITY CONTINUED

Banner ad #2

Filename: Nanostim MAK_
Community_Banner Ad2

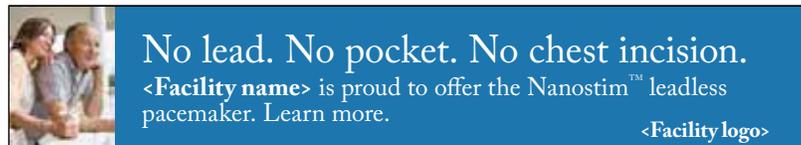
File type: PhotoShop

Replace the generic text (indicated in bold) with customized information for your facility



Insert your logo (if applicable)

Static Banner:



Insert your company name (if applicable)

Insert your logo (if applicable)

MARKETING TO COMMUNITY CONTINUED

Banner ad #3

Filename: Nanostim MAK_
Community_Banner Ad3

File type: PhotoShop

Replace the generic text (indicated
in bold) with customized information
for your facility

SLIDE 1:

Out of sight. Out of mind.

SLIDE 2:

<Facility name> introduces the world's first new leadless pacemaker.

SLIDE 3:

Discover the benefits of the Nanostim™ leadless pacemaker.

<Facility logo>

STATIC BANNER:

Out of sight. Out of mind.

<Facility name> is proud to offer the Nanostim™ leadless pacemaker. Learn more.

<Facility Logo>

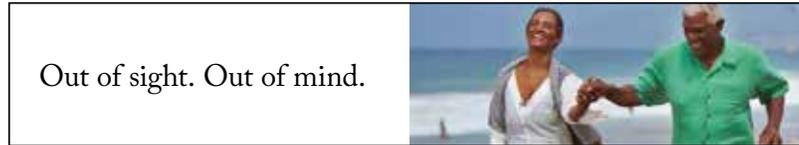
MARKETING TO COMMUNITY CONTINUED

Banner ad #3

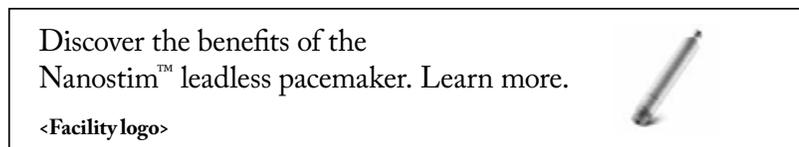
Filename: Nanostim MAK_
Community_Banner Ad3

File type: PhotoShop

Replace the generic text (indicated in bold) with customized information for your facility



Insert your company name (if applicable)



Insert your logo (if applicable)

Static Banner:



Insert your company name (if applicable)

Insert your logo (if applicable)

MARKETING TO COMMUNITY CONTINUED

Banner ad #4

Filename: Nanostim MAK_
Community_Banner Ad4

File type: PhotoShop

Replace the generic text (indicated
in bold) with customized information
for your facility

SLIDE 1:

Imagine your pacemaker was invisible to everyone but you and your doctor.

SLIDE 2:

<**Facility name**> is making this a reality with the Nanostim™ Leadless Pacemaker.

SLIDE 3:

Discover the benefits of the world's first leadless pacemaker.

STATIC BANNER:

Imagine your pacemaker was invisible to everyone but you and your doctor.

Learn how <**facility name**> is making this a reality with the
Nanostim™ Leadless Pacemaker.

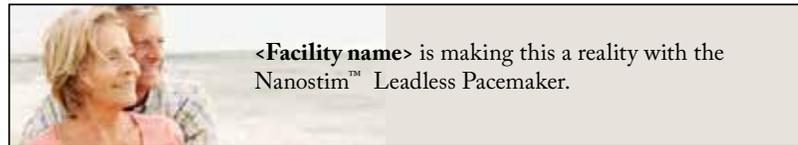
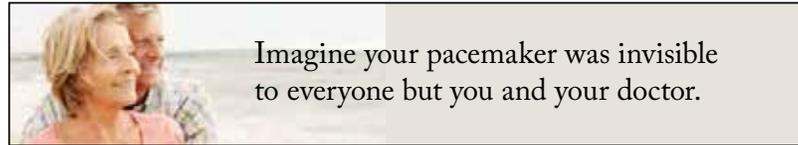
MARKETING TO COMMUNITY CONTINUED

Banner ad #4

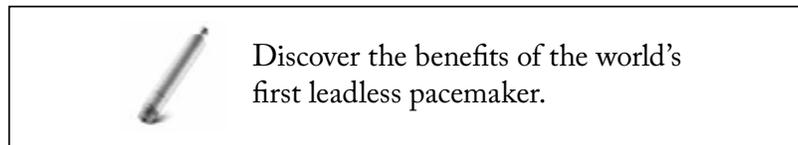
Filename: Nanostim MAK_Community_Banner Ad4

File type: PhotoShop

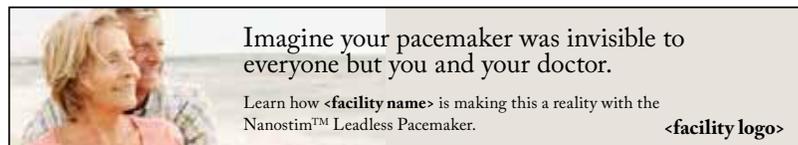
Replace the generic text (indicated in bold) with customized information for your facility



Insert your company name (if applicable)



Static Banner:



Insert your company name (if applicable)

Insert your logo (if applicable)

MARKETING TO COMMUNITY CONTINUED

Web copy #1

Filename: Nanostim MAK_
Community_Web1

File type: MSWord

Replace the generic text (indicated
in bold) with customized information
for your facility

HEADLINE:

The Nanostim™ leadless pacemaker
Transforming the treatment of cardiac rhythm disorders.

BODY:

<**Facility name**> > is proud to announce the expansion of our cardiac pacing services with the Nanostim leadless pacemaker, the world's first commercially available and self-contained leadless pacemaker.

The Nanostim leadless pacemaker provides a safe, minimally invasive option for pacemaker delivery. This small cylindrical pacemaker listens to the electrical activity of the heart, stimulates if necessary and communicates to a programming system, like a standard pacemaker. But, unlike standard pacemakers, it resides entirely in the right ventricle of your heart.

The Nanostim leadless pacemaker requires no leads and no chest incision, and results in no scar and no permanent lump under the skin where the pacemaker sits.

Discover how it works.

[Insert how it works video]

Hear what patients and doctors have to say.

[Insert patient and doctor testimonial videos]

CTA:

Interested in learning more about the Nanostim leadless pacemaker?
Please call <**phone number**> or download the patient brochure here.

MARKETING TO COMMUNITY CONTINUED

Web copy #2

Filename: Nanostim MAK_Community_Web2

File type: MSWord

Replace the generic text (indicated in bold) with customized information for your facility

HEADLINE:

The Nanostim™ leadless pacemaker
Small. Reliable. And only you and your doctor know it is there.

BODY:

<Facility name> is now offering patients with cardiac rhythm disorders a safe, minimally invasive option for pacemaker delivery. The Nanostim leadless pacemaker is the world's first commercially available and self-contained leadless pacemaker.

How does the Nanostim leadless pacemaker compare to a standard pacemaker?

The Nanostim leadless pacemaker is designed to achieve the same pacing results as a standard pacemaker, but the process for implanting the pacemaker is quite different from standard pacemakers. A standard pacemaker requires your doctor to create a surgical pocket to implant the pacemaker. Leads are then attached to the pacemaker and run to your heart, where they pace the heart.

The Nanostim leadless pacemaker securely nestles inside your heart, sending small pulses of electricity when needed to prompt your heart to beat normally. The pacemaker requires no surgical pocket (nor scar or lump) for the pacemaker, and it requires no leads. The pacemaker battery life is equivalent to that of similar standard single chamber pacemakers.

Standard Pacemaker



Nanostim Leadless Pacemaker



What are the benefits of the Nanostim leadless pacemaker?

- Requires no lead and no surgical pocket
- No visible device and subsequent scar
- Fits entirely inside the right ventricle
- Projected device longevity of more than nine years at 100% pacing

Discover how it works.

[Insert how it works video]

Hear what patients and doctors have to say.

[Insert patient and doctor testimonial videos]

CTA:

What if I want to know more?

First of all, talk to your doctor because only he or she knows all of the details about your case. Every patient is different and there may be things that affect your case that would not apply to other people.

For more information, please call at <phone number> or download the patient brochure here.

MARKETING TO COMMUNITY CONTINUED

Social Media Posts

Filename: Nanostim MAK_
Community_Social

File type: MSWord

Replace the generic text (indicated
in bold) with customized information
for your facility

POST #1

Imagine your pacemaker was invisible to everyone but you and your doctor? Make this a reality with the Nanostim™ leadless pacemaker. bit.ly/xxxxxxx

[Image]

POST #2

No leads. No pocket. No compromise. We are proud to offer the world's first leadless pacemaker. bit.ly/xxxxxxx

[Image]

POST #3

The world's first leadless pacemaker is here. Discover the benefits at bit.ly/xxxxxxx.

[Image]

POST #4

Small pacemaker. Big impact. **<facility name>** introduces the Nanostim™ leadless pacemaker. bit.ly/xxxxxxx

[Image]

POST #5

<Facility name> is proud to offer the Nanostim™ leadless pacemaker. So small it fits in your heart. And in your life. bit.ly/xxxxxxx

[Image]

MEDIA RELATIONS

The press release, media pitch, and Q&A guide in this section were created to help you generate publicity for your cardiac pacing services with the introduction of the Nanostim leadless pacemaker. These materials support your facility's commitment to delivering exceptional patient care and providing the most advanced cardiac pacing technologies to both referring physicians and your patients.

This section includes ready-to-use templates for:

- **Press release**
- **Media pitch**
- **Q&A**

If your facility works with a public relations agency, be sure to forward the enclosed templates to them.

MEDIA RELATIONS CONTINUED

Press release

Filename: Nanostim MAK_
Community_PressRelease

File type: MSWord

Replace the generic text (indicated
in bold) with customized information
for your facility

SJM-Please provide
press release

MEDIA RELATIONS CONTINUED

Media pitch

Filename: Nanostim MAK_
Community_MediaPitch

File type: MSWord

Replace the generic text (indicated
in bold) with customized information
for your facility

BODY:

<**Facility name**> is expanding their cardiac pacing services with the addition of the world's first leadless pacemaker – the Nanostim™ leadless pacemaker from St. Jude Medical. This small cylindrical pacemaker, resides entirely in the right ventricle of the heart and provides patients a safe, minimally invasive option for pacemaker delivery.

Why the Nanostim over traditional pacemakers? The small size of the device and lack of a surgical pocket, coupled with the exclusion of a lead, improves patient comfort and can reduce complications, including device pocket-related infection and lead failure.

MEDIA RELATIONS CONTINUED

Q&A

Filename: Nanostim MAK_
Community_Q&A

File type: MSWord

BODY:

Below is a series of questions you may get from newspaper, magazine, radio, or television reporters about the benefits of the Nanostim leadless pacemaker, along with suggested answers. Feel free to use this media Q&A as is, or customize it for your facility.

How does the Nanostim™ leadless pacemaker compare to a standard pacemaker?

The Nanostim leadless pacemaker is designed to achieve the same pacing results as a standard pacemaker, but the process for implanting the pacemaker is quite different from standard pacemakers. A standard pacemaker requires the doctor to create a surgical pocket to implant the pacemaker. Leads are then attached to the pacemaker and run to the heart, where they pace the heart.

The Nanostim leadless pacemaker securely nestles inside the heart, sending small pulses of electricity when needed to prompt your heart to beat normally. The pacemaker requires no surgical pocket (nor scar or lump) for the pacemaker, and it requires no leads. The pacemaker battery life is equivalent to that of similar standard single chamber pacemakers.

Standard Pacemaker



Nanostim Leadless Pacemaker



Why did your facility invest in the Nanostim leadless pacemaker?

At <facility name> we're committed to providing innovative new pacing technologies and exceptional care to our patients. As the world's first commercialized leadless pacemaker, the Nanostim device offers patients a safe, minimally invasive option for pacemaker delivery. The Nanostim leadless pacemaker represents the future of cardiac pacing.

What are the benefits to your referring physicians?

When physicians refer patients to <facility name> for pacemaker implantation, they can do so with confidence for a number of reasons.

- Designed for easy implant and retrieval. The Nanostim device resides entirely in the right ventricle of the heart and is introduced through a small puncture in the groin avoiding leads in the vascular system and the need for a surgical pocket.
- Compatible with your programming system. The Nanostim leadless pacemaker is designed to be compatible with the St. Jude Medical Merlin™ Patient Care System (PCS). To further support your workflow, our Nanostim™ Link software also uses the same user interface as St. Jude Medical programming software.

Q&A Continued

Filename: Nanostim MAK_
Community_Q&A

File type: MSWord

- **Longevity without compromise.** With the Nanostim leadless pacemaker, you also do not need to compromise on longevity. The Nanostim leadless pacemaker comes with the same St. Jude Medical 10-year warranty found on our traditional single chamber devices.

What are the benefits to your patients?

The Nanostim leadless pacemaker does not require leads, enabling easy implantation and retrieval – something that has been a challenge in the past. The Nanostim leadless pacemaker offers:

- **Greater comfort.** By eliminating the surgical pocket that traditionally holds the pacemaker and lead, there is no visible device and subsequent scar. In addition, your patient's risk for mobility restrictions due to lead and pocket discomfort is eliminated.
- **Elimination of risks associated with leads.** Since the doctor no longer has to implant leads, this eliminates the known risks of acute lead dislodgement, lead failure, lead removal, and the hemodynamic impact of the lead crossing the tricuspid valve.
- **Longevity without compromise.** With the Nanostim leadless pacemaker, you do not need to compromise on longevity. The Nanostim leadless pacemaker comes with the same St. Jude Medical 10-year warranty found on our traditional single chamber devices.

RESOURCES

- **Photography**
- **Animations**
- **Videos**
- **Illustrations**

RESOURCES CONTINUED

Photography



Filename: Nanostim MAK_Resources_Photo1

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File type: JPEG



Filename: Nanostim MAK_Resources_Photo3

File type: JPEG



Filename: Nanostim MAK_Resources_Photo4

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Filename: Nanostim MAK_Resources_Photo5

File type: JPEG



Filename: Nanostim MAK_Resources_Photo6

File type: JPEG

RESOURCES CONTINUED

Photography



Filename: Nanostim MAK_Resources_Photo7

File type: JPEG



Filename: Nanostim MAK_Resources_Photo8

File type: JPEG



Filename: Nanostim MAK_Resources_Photo9

File type: JPEG



Filename: Nanostim MAK_Resources_Photo10

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RESOURCES CONTINUED

Animations

SJM - do you want to provide animations?

RESOURCES CONTINUED

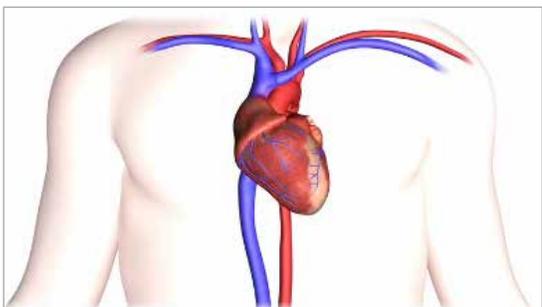
Video



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Filename: Nanostim MAK_Resources_
Video2
File type: MP4



Filename: Nanostim MAK_Resources_
Video3
File type: MP4

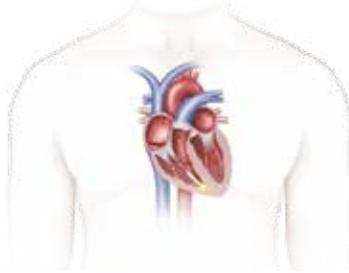
RESOURCES CONTINUED

Illustrations



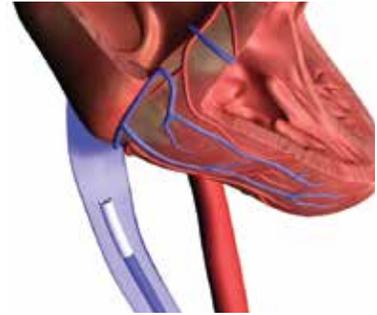
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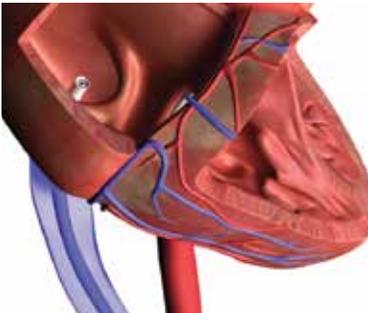
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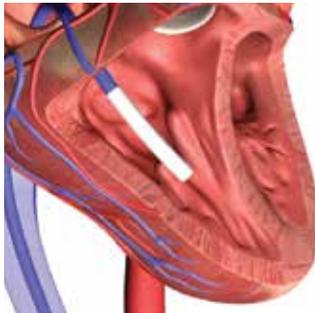
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File type: JPEG



Filename: Nanostim MAK_Resources_Illustration5

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Filename: Nanostim MAK_Resources_Illustration6

File type: JPEG



Filename: Nanostim MAK_Resources_Illustration7

File type: JPEG



Filename: Nanostim MAK_Resources_Illustration8

File type: JPEG