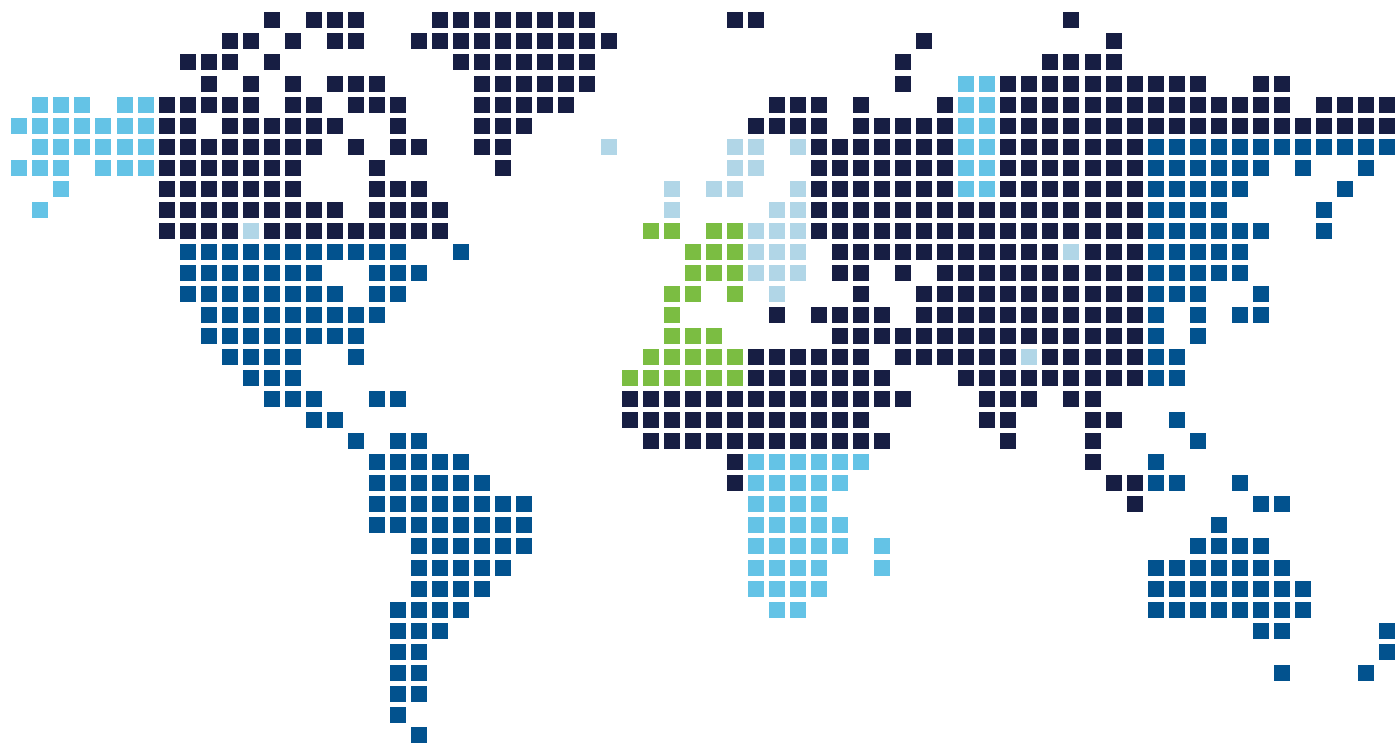


MEDTRONIC DBS TAKING HEALTHCARE FURTHER, TOGETHER.

**OVER 135,000 PEOPLE HAVE BENEFITTED
FROM MEDTRONIC DBS THERAPY TO DATE
IN MORE THAN 73 COUNTRIES**

Medtronic's DBS Therapy **has improved the lives of people**
with movement disorders for more than 25 years



**MEDTRONIC -
OUR COMPANY**

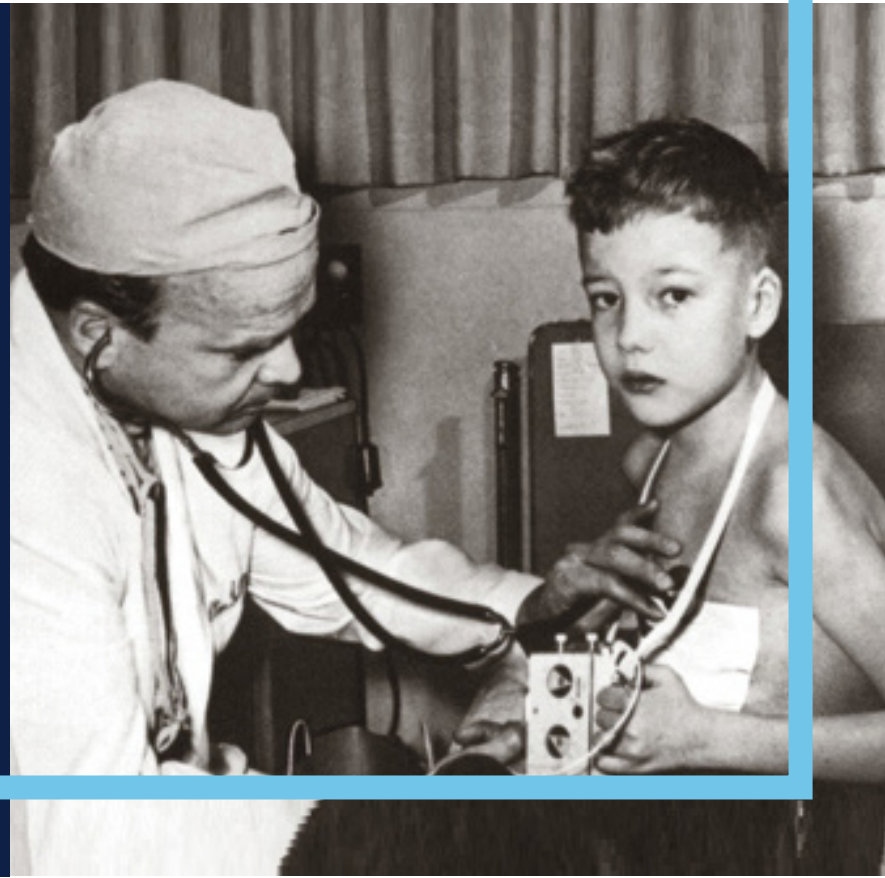
**WHY CHOOSE OUR
DBS THERAPY
FOR YOUR
PATIENTS?**

**MEDTRONIC
DBS THERAPY -
THE BENEFITS
FOR YOUR
PATIENTS AND
PRACTICE**

**REAL PATIENTS.
REAL STORIES.
REAL OUTCOMES.**

MEDTRONIC – OUR COMPANY

At Medtronic, we are dedicated to improving the lives of people with Parkinson's by providing you with the broadest portfolio of life-changing products and therapies available worldwide. **We began as a medical equipment repair shop over 60 years ago, and today – through our commitment to innovation, and our continuous collaboration with physician partners like you – we help Parkinson's sufferers be more of who they want to be.**



WHY CHOOSE OUR **DBS THERAPY FOR YOUR PATIENTS?**

Deep Brain Stimulation – one of our neuromodulation therapies – has been transforming the lives of people with movement disorders for over 25 years. Connect with one of our over 1,200 hospital partners using our life-changing products and give your Parkinson's patients access to DBS therapy almost anywhere in the world. It is in collaboration with clinical partners like you that we have pioneered DBS – **and today, over 135,000 people have benefited from this therapy worldwide.**



MEDTRONIC DBS THERAPY – THE BENEFITS FOR YOUR PATIENTS AND PRACTICE



"10 YEARS LATER
I STILL FEEL BETTER
THAN BEFORE
MY DBS SURGERY"

Laura, celebrating more than 10 years
with Medtronic DBS Therapy.

GIVE YOUR PATIENTS MORE CONFIDENCE

- In 1987, we partnered with Professor Benabid and Professor Pollak to pioneer this life-changing therapy, giving us more than 25 years of experience and clinical research in DBS.
- Our treatments have changed the lives of over 135,000 people worldwide.
- Your patients' safety is our foremost main priority. Medtronic's latest generation of devices are built with the highest safety standards, your practice and your patients' best outcomes in mind.
- 85-89% of people with Parkinson's have clinically meaningful and significant improvement with Medtronic DBS¹.
- There is a good chance – as much as 70% – that your patients will need an MRI within 10 years of treatment². Today, it is the preferred mode of diagnostic imaging for many disease states^{3,4,5}. So we have developed the **world's first and only full-body MRI-capable DBS device portfolio**.
- Take comfort in knowing that with the proper safeguards, should your patient ever require an MRI scan with their DBS implant, Medtronic enables full-body MR conditional scans⁶.
- We're here to support you and your patients, just as we have been for the over 135,000 people living with our DBS Therapy worldwide. We know that your patients' challenges, conditions and life situations are unique. So we're committed to providing clinically proven, safe and reliable technologies that take into account your patients' specific needs – not just today – but in the future, too.

MEDTRONIC DBS THERAPY – THE BENEFITS FOR YOUR PATIENTS AND PRACTICE

BE MORE
CHEF



GIVE YOUR PATIENTS MORE CONTROL

- Give your patients more flexibility in their therapy with the ability to switch from the predefined settings you've established for them.
- Give them some control over their DBS Therapy. The patient programmer provides your patient with multiple control options – simple and advanced mode – so they can be involved in their therapy.

MORE PEACE OF MIND FOR YOUR PATIENTS

- Wherever your patients travel, we have them covered. Medtronic's DBS is available in 73 countries worldwide, allowing them to be treated almost anywhere they go.
- Join us in making a difference. Medtronic has partnered with more than 1,200 hospitals to enable access to our life-improving products to Parkinson's sufferers worldwide.
- Your patients' data travels with them – it is stored in the stimulator. In the event of loss or damage to the programmer their data is still saved.
- There is up to a 70% chance that your patients will need an MRI – the preferred mode of diagnostic – within 10 years of treatment².
- Give your patients confidence with consistent, predictable energy. Their programmer lets them check the battery status of their device so they can plan for a replacement.
- We're dedicated to proving the value of DBS Therapy. That's why we partnered with over 10,000 people with Parkinson's for clinical trials and published over 2,100 original clinical publications.
- Innovation and research are what drives us. Our latest project – Brain Radio – could enable the brain to communicate as clearly as someone on the radio⁷.

GUIDE YOUR PATIENTS TO THE SUPPORT THEY NEED – **SUPPORT LINKSM EDUCATION PROGRAMME**



Are your patients considering Medtronic DBS? Do they have questions about how the therapy can help them? Direct them to SupportLinkSM, our education program that offers information and answers to the many questions your patients may have (about Parkinson's and DBS). This program was created for people living with Parkinson's and their loved ones to help them make an informed decision about DBS.



WEBINAR

Teaches your patients about the basics of DBS therapy.



DBS CENTER FINDER

Directs your patients to a Parkinson's specialist like you in their area.



DBS REFERRAL ADVISER

Helps your patients assess their suitability for DBS with a questionnaire, and prepares them to discuss it further with you.



AMBASSADOR & EXPERT NURSE PROGRAMME

Connects your patients to people living with DBS Therapy who are willing to share their thoughts, or to an expert nurse for answers.



SUPPORT MEETINGS

Enables your patients to meet with other people with Parkinson's to discuss DBS therapy-related questions.



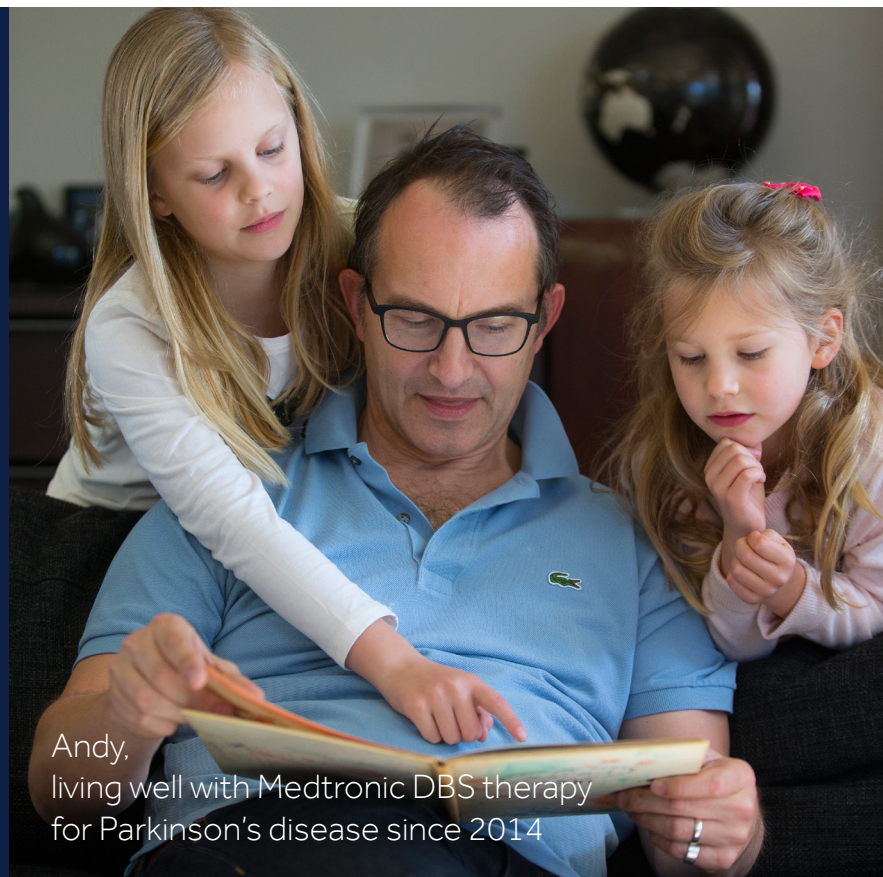
ABOUT PARKINSON'S

Direct your patients to learn more about DBS via the EPDA's PD info, the largest European online Parkinson's library.

HOW OUR DBS PRODUCTS WORK **FOR YOUR PATIENTS**

Customization. Confidence. Care. Our latest DBS stimulator – ACTIVA® and system of technologies that support it – provides your Parkinson's patients with tailored therapy that enables long-term, reliable treatment to help improve their quality of life.

BETTER OUTCOMES.
WITH OUR DBS
NEUROSTIMULATORS –
FIT TO YOUR
PATIENTS' SPECIFIC
TREATMENT NEEDS
**THROUGH OUR
COMPREHENSIVE
DEVICE PORTFOLIO.**



Andy,
living well with Medtronic DBS therapy
for Parkinson's disease since 2014

While some DBS devices have reed switches that make the device more susceptible to interference from everyday electromagnetic interference, Medtronic ACTIVA® devices do not – meaning your patients can walk through shop theft detectors and airport security gates with peace of mind that their device won't be turned off unintentionally.

HOW OUR DBS PRODUCTS WORK **FOR YOUR PATIENTS**



ACTIVA® PORTFOLIO OF LEADS

- Leads designed with contact spacing for the specific anatomy target site, giving you the right options for each of your patients' unique needs.
- MRI conditional⁶

PATIENT PROGRAMMER

- The Medtronic ACTIVA® patient programmer can be adapted to each patients' needs
- Simple mode and advanced mode
- Benefits: A programmer allows your patients quick access to check the status of their device and informs them in advance when they need to plan a replacement

WE DO MORE FOR YOUR PATIENTS

- Medtronic provides services and technologies to optimize surgery such as imaging capabilities and brain signal recording. We are also dedicated to supporting your surgical team to help maximize clinical outcomes.

REAL PATIENTS. REAL STORIES. REAL OUTCOMES.



Personal stories

Medtronic DBS Therapy is changing the lives of people with Parkinson's worldwide. Here, people who are receiving Medtronic DBS Therapy share their stories with you and with your patients.

The following stories recount the experiences of individuals who are receiving Medtronic DBS Therapy. We invited them to share their stories candidly. Please advise your patients that the experiences these real patients share are specific to each particular person.

STORY OF GILLES FROM FRANCE



REAL STORIES.
REAL OUTCOMES.



STORY OF LAURA FROM BELGIUM



REAL STORIES.
REAL OUTCOMES.



HOW CAN YOUR DECISIONS TODAY, PROTECT YOUR PATIENTS' FUTURE?

DID YOU KNOW?
SEVEN OUT OF
TEN PEOPLE²
WITH PARKINSON'S
ELIGIBLE FOR
DBS THERAPY
MAY NEED AN MRI
FOLLOWING THEIR
IMPLANT



MRI FOR YOUR BEST DIAGNOSIS

MRI (Magnetic Resonance Imaging) can help you diagnose causes of common medical conditions of heart, brain and spine, and is a non-invasive way to examine organs, tissues and the skeletal system. We know you rely on these high-resolution images to help you diagnose a variety of problems.

Compared to CT (X-ray), MRI is safer, provides you a much better chance of the correct diagnosis and is now the preferred mode of diagnostic imaging for many disease states, both in terms of guidelines^{8,9,10,11,12,13} and clinical practice^{3,4,5}.

THE ONLY FULL BODY MRI CONDITIONAL PORTFOLIO

Medtronic offers the **World's 1st and only** full body MRI capable DBS device portfolio⁶. Take comfort in knowing that your Parkinson's patients with implanted DBS systems can – with proper safeguards – **HAVE AN MRI IF THEY NEED ONE.**

THE DECISIONS YOU MAKE TODAY, MAY **IMPACT YOUR PATIENTS' THERAPY IN THE FUTURE.**

HOW CAN YOUR DECISIONS TODAY, **PROTECT YOUR PATIENTS' FUTURE?**

WHAT PEOPLE WITH PARKINSON'S
SAY ABOUT MRI

"I feel
safer"

"More precise
diagnosis;
Non-invasive
test"

"Wellbeing"

"More
information
about my
Parkinson's"

Medtronic DBS Therapy for Movement Disorders is indicated for patients with disabling tremor or symptoms of Parkinson's disease. Studies have shown that deep brain stimulation with Medtronic DBS Therapy components is effective in controlling essential tremor and symptoms of Parkinson's disease that are not adequately controlled with medications.

Additionally, deep brain stimulation is effective in controlling dyskinesias and fluctuations associated with medical therapy for Parkinson's disease.

Medtronic DBS Therapy for Movement Disorders is also indicated as an aid in the management of chronic, intractable (drug refractory) primary dystonia, including generalized and segmental dystonia, hemidystonia, and cervical dystonia (torticollis) for individuals 7 years of age and older.

Refer to the appropriate information for prescribers booklet for contraindications, warnings, precautions, adverse events summary, patient selection, and component disposal.

1. Medtronic Supplemental Analysis, Supplement to EPDA website update reg. patient barriers and claims_v17-Sept-2015
- 2.. Analyses based on PD comorbidities recommended for MRI in Europe, the % was calculated for a real-life PD population potentially eligible for DBS, from US commercial health insurance database (Conroy et al, conference presentation, ECR 2015, Vienna).
3. Royal College of Radiologists UK (2012). FAQs in Radiology. What is magnetic resonance imaging (MRI)?
4. Mattei et al. (2008). Complexity of MRI induced heating on metallic leads: Experimental measurements of 374 configurations. Biomedical Engineering Online 7(1): 11
5. National Health Service UK (2014). NHS Choices. Health A-Z. MRI scan <http://www.nhs.uk/conditions/mri-scan/pages/introduction.aspx>
- 6.. Under specific conditions of use. Before conducting an MRI examination on a patient with any implanted Medtronic DBS device, please refer to the MRI guidelines for Medtronic deep brain stimulation systems located at <http://www.medtronic.com/mri>
7. This information concerns devices for research only that have not been approved for commercial use by regulatory agencies
8. Blomstrom, et al. Europace 2013;15(7):927-36.
9. Montalescot et al. Eur Heart J. 2013 Oct;34(38):2949-3003
10. National Institute for Health and Clinical Excellence (NICE); 2008. Clinical guideline; no. 68.
11. Vleeming, et al Eur Spine J (2008) 17:794-819
12. van de Velde, et al Eur J Cancer. 2014 Jan;50(1):1.e1-1.e34.
13. Soffietti R, et al Eur J Neurol. 2010 Sep;17(9):1124-33