EMBLEM™ MRI S-ICD System Messaging Guide

Congratulations on incorporating the EMBLEM MRI S-ICD System, a revolutionary implantable defibrillator from Boston Scientific, into your institution. The EMBLEM MRI S-ICD provides a less invasive way to protect patients from Sudden Cardiac Arrest (SCA). Like transvenous ICDs, the EMBLEM MRI S-ICD System provides effective defibrillation for life-threatening ventricular arrhythmias. Unlike transvenous ICDs, the EMBLEM MRI S-ICD System leaves the heart and vasculature untouched.

**Product Naming:** EMBLEM™ MRI S-ICD System  
**Product Description:** subcutaneous implantable defibrillator

**Protection Without Touching the Heart**

**Product Category Messages:**
- Protection Without Touching the Heart
- Leaves the heart and vasculature untouched
- The world’s only subcutaneous ICD
- Provides effective defibrillation without transvenous leads
- A less invasive way to protect patients from Sudden Cardiac Arrest (SCA)

**Product Feature Messages:**
- EMBLEM MRI S-ICD is compatible for 1.5 tesla MRI scans when conditions of use are met\(^1,^2\)
- EMBLEM MRI S-ICD has an AF Monitor to detect silent, new onset, and progression of atrial fibrillation
- EMBLEM MRI S-ICD is equipped with SMART Pass – a new algorithm to reduce cardiac over-sensing and improve patient outcomes

**Clinical Messages:**
- Data has demonstrated appropriate S-ICD System performance with clinical event rates and modeling predicts inappropriate shock rates comparable with those reported for transvenous ICDs (TV-ICD)\(^3\)
- Data has demonstrated excellent real-world results of the S-ICD System, including low rates of complications and high conversion efficacy\(^3,^4\)
- Eliminates potential complications associated with transvenous leads\(^3,^4\)

**Therapy Adoption Messages:**
- The S-ICD System can reduce barriers to referral by providing a new solution for patients at risk of SCA\(^5\)
- The S-ICD System can improve patient acceptance of implantable defibrillation therapy by offering a unique solution that does not touch the heart\(^6\)

**Additional language can be found at:** [www.bostonscientific.com/sicd](http://www.bostonscientific.com/sicd)

\(^6\) 2012 S-ICD Technology Survey conducted by Cameron Health Inc. Data on File.

Visit [www.bostonscientific.com/sicd](http://www.bostonscientific.com/sicd) for more information including the full indications, contraindications, warnings/precautions, and adverse events.
**EMBLEM™ MRI S-ICD System Lock-ups**

The Boston Scientific EMBLEM MRI S-ICD System lock-ups provided below are to be used by the institution, where appropriate. All lock-ups are formatted for most electronic and print applications. Accordingly, we ask that you not modify or alter them in any way.

These images and product name lock-ups are intended to support your press releases or other media activities related to the use of the EMBLEM MRI S-ICD. They should not be used outside of these activities without prior permission from Boston Scientific.

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<tr>
<th>Description</th>
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<td>Product Name Stacked</td>
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CAUTION: The law restricts these devices to sale by or on the order of a physician. Indications, contraindications, warnings and instructions for use can be found in the product labeling supplied with each device. Information for the use only in countries with applicable health authority product registrations.