

<INSERT FACILITY NAME> AMONG FIRST HOSPITALS IN <INSERT STATE, REGION OR CITY> TO IMPLANT FIRST-IN-CLASS EMBLEM™ SUBCUTANEOUS IMPLANTABLE DEFIBRILLATOR SYSTEM (S-ICD) FOR PATIENTS AT RISK OF SUDDEN CARDIAC ARREST

<Insert City>, <Insert State> (Month XX, 2015) -- <Insert facility name> is among the first hospitals in <insert state, region or city name> to implant the Boston Scientific EMBLEM™ Subcutaneous Implantable Defibrillator (S-ICD) System for the treatment of patients at risk for sudden cardiac arrest (SCA).

The EMBLEM S-ICD System is the only fully subcutaneous (under the skin) implantable defibrillator (S-ICD) that provides protection without touching the heart. The first patient implant at <insert facility name> was performed by <insert surgeon name and title>.

<Insert a quote attributed to your implanting physician>

SCA is a serious, life-threatening condition that happens abruptly and without warning. During SCA, the heart's electrical system malfunctions, and it is no longer able to pump blood to the rest of the body. The lack of blood to the brain causes the person to lose consciousness quickly. If the person does not receive immediate treatment with defibrillation, brain damage and death can occur.ⁱ

For those at risk of SCA, one treatment option is an implantable cardioverter defibrillator (ICD), which may prevent sudden cardiac death. ICDs are implanted devices that can sense arrhythmias (irregular heart beats) and deliver strong electrical shocks to the heart to restore a normal heartbeat.ⁱⁱ ICD therapy has been shown to effectively stop 95 percent or more of dangerously fast heart rhythms. With an ICD device, 19 out of 20 people will survive SCA.ⁱⁱⁱ

The EMBLEM S-ICD System is designed to provide the same protection from SCA as traditional transvenous implantable cardioverter defibrillators (ICDs). However, the entirety of the EMBLEM S-ICD System sits just below the skin without the need for thin, insulated wires – known as leads – to be placed into the heart itself. This leaves the heart and blood vessels untouched, which may result in a less invasive treatment that avoids potentially serious complications associated with leads in the heart. As a second generation S-ICD, the EMBLEM S-ICD System provides patients with a smaller and thinner device that is projected to last 40 percent longer than the previous version, and is enabled for remote patient management.^{iv,v,vi}

The U.S. Food and Drug Administration (FDA) granted regulatory approval for the EMBLEM S-ICD system in March 2015.

<Insert Hospital Boilerplate>

<Insert Hospital Media Contacts>

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i National Heart, Lung, and Blood Institute. What is Sudden Cardiac Arrest? <http://www.nhlbi.nih.gov/health/health-topics/topics/scda>. Accessed May 18, 2015.

ii Huikuri H, et al. Sudden death due to cardiac arrhythmias. *NEJM*. 2001;345:1473.

iii Himmrich E, et al. Is ICD programming for double intraoperative defibrillation threshold energy safe and effective during long-time follow-up? Results of a prospective randomized multicenter study (Low-Energy ENDOTAK Trial - LEFT). *Z Kardiol*. 1999;88:103-12 [German language edition].

iv SQ-RX PULSE GENERATOR USER'S MANUAL, PN 102098-211 Rev A 2012/12.

v EMBLEM™ S-ICD PULSE GENERATOR USER'S MANUAL, 359278-002 EN US 2015-02.

vi Latitude NXT for Emblem is an investigational device and not available for sale in the US.