

## Sample Social Media Messages EMBLEM™ MRI S-ICD System First Implant

Below are ideas for Tweets and Facebook messages that you can use to announce the first implant at your facility. For added engagement with your followers, you could include a photo of the surgeon who performed the first implant with any of the messages.

### Sample Tweets

- We're the 1st hospital in [city/region/state] to implant the EMBLEM™ MRI S-ICD System in a patient at risk for SCA. [bit.ly link to facility press release if issued]
- We're proud to offer the EMBLEM™ MRI S-ICD System—which is backwards MRI compatible for existing EMBLEM patients. [bit.ly link to facility press release if issued]
- Dr. [name] implanted our 1st EMBLEM™ MRI S-ICD System in a patient at risk for sudden cardiac arrest. [bit.ly link to facility press release if issued]
- #DYK we offer the EMBLEM™ MRI S-ICD System (ICD that leaves the heart untouched), which includes an AF monitor? [bit.ly link to facility press release if issued]

### Sample Facebook Posts

- [Facility] is one of the first hospitals in [city/region/state] to implant the EMBLEM™ MRI S-ICD System in a patient at risk for sudden cardiac arrest. The device is backwards MRI-compatible for patients with an existing EMBLEM S-ICD System and includes an Atrial Fibrillation Monitor. Learn more: [link to facility press release if issued]
- Sudden cardiac arrest (SCA) is a serious, life-threatening medical emergency 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. [Facility] is the first hospital in [city/region/state] to offer the latest technology to treat SCA. Learn more: <http://www.sicdsystem.com/en-US/home.html>
- Dr. [name] was the first at [hospital/facility] to implant the EMBLEM™ MRI S-ICD System in a patient at risk for sudden cardiac arrest. Learn more: [link to facility press release if issued]
- Did you know an implantable cardioverter defibrillator (ICD) may prevent sudden cardiac death? We are proud to be one of the first in our [city/region/state] to offer our patients the latest ICD option—one that leaves that heart and vasculature untouched while including MRI compatibility. Learn more: <http://www.sicdsystem.com/en-US/home.html>

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