

Template Cholangioscopy Social Media Posts: Twitter, Facebook and LinkedIn

The following posts are available for hospital or practice social media accounts. These posts are positioned to help hospitals educate the public and generate awareness about cholangioscopy and the SpyGlass™ DS System technology.

Content (copy and paste to your social media page):

- 1) Cholangioscopy enables direct visualization of the biliary tree during ERCP procedures.
- 2) More than 500,000 Americans undergo ERCP procedures each year to help get a definitive diagnosis or for stone treatment.
- 3) Direct visualization of the bile and pancreatic ducts during ERCP can help lead to the diagnosis of abnormalities and guide stone therapy.
- 4) Cholangioscopy can help physicians evaluate and diagnose conditions like gallstones, suspected malignancies, bile duct strictures, and cystic lesions.
- 5) Endoscopic Retrograde Cholangiopancreatography (ERCP) is a procedure used to evaluate and diagnose conditions in the bile duct, pancreas, and liver.
- 6) Have you undergone multiple ERCPs but still no definitive diagnosis? [Hospital name here] now has the SpyGlass™ DS System that may be able to help.

REMINDER: All claims, posts, and statements need to be accurate, truthful, not misleading and appropriately substantiated. Any benefits need to be balanced with risk information. All adverse events or complaints need to be reported.

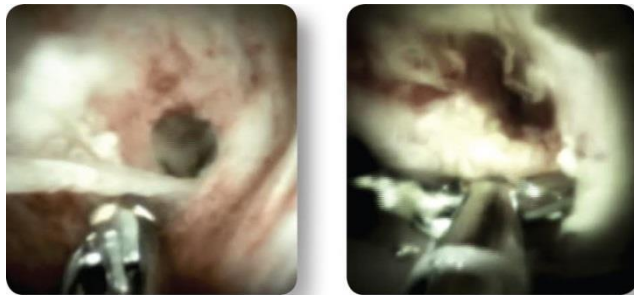
To complement social media posts, it is recommended that you include imagery and links. In addition to linking to your own website and featuring your own imagery, the following images and links are available for your use in social media posts:

Web Links:

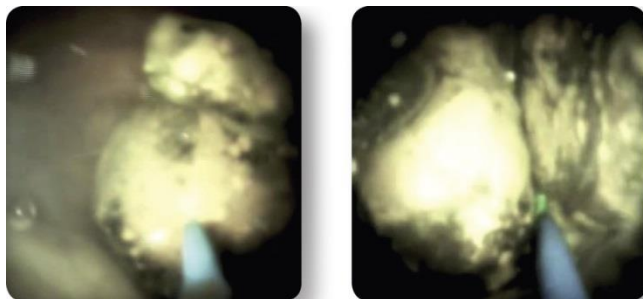
- SpyGlass DS System Product Information: <http://www.bostonscientific.com/en-US/products/direct-visualization-systems/spyglass-ds-direct-visualization-system.html>)
- SpyGlass DS System Procedural Animation: <http://www.endosuite.com/videos/spyglass-ds-direct-visualization-system-animation>
- Article from ACCESS Magazine about the new technology: <http://www.endosuite.com/document/spyglass-ds-system-bringing-a-sharper-focus-to-cholangioscopy>
- Educational presentations and case studies on cholangioscopy: <http://www.endosuite.com/channels/cholangioscopy>

- Boston Scientific YouTube Channel – Cholangioscopy playlist:
<https://www.youtube.com/playlist?list=PL7917D0DFC0B6AC88>

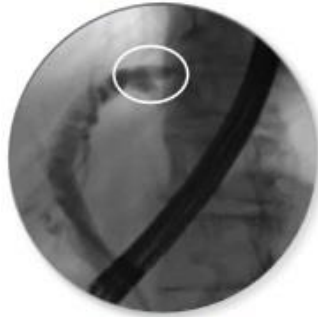
Images (right click to save/download):



Taking biopsies using miniature SpyBite™ Biopsy Forceps



Fragmenting a large biliary stone using a holmium laser probe



Fluoroscopy image of
Left Hepatic Duct (LHD) villous lesion



SpyGlass™ DS System image showing
LHD villous lesion in **same patient**



Results from case studies are not predictive of results in other cases. Results in other cases may vary.

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Indications, Contraindications, Warnings and Instructions for Use can be found in the product labeling supplied with each device.

CAUTION: Federal (USA) law restricts this device to sale by or on the order of a physician.

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 labelling supplied with each device. Information for use only in countries with applicable health authority registrations. Material not intended for use in France.

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