BAKKEN CUSTOMER ENGAGEMENT PROGRAM
CARDIAC & VASCULAR

Creating Meaningful Change Together
Further, Together

At Medtronic, we partner across the healthcare industry to produce meaningful innovations that change people's lives. Our mission to alleviate pain, restore health, and extend life through medical technology cannot be achieved alone. We invite you to visit our facilities and discover how, together, we can deliver the best possible care to people around the world.

Your visit — arranged through your Medtronic representative and the Bakken Customer Engagement Center — may include experiences such as a simulated lead implant, discussions with marketing managers and scientists, meetings with key executives and leaders, and manufacturing facility tours. Discover Medtronic’s capabilities firsthand and open the door to collaborative innovation.
The Medtronic Mission dictates that our first priority is to contribute to human welfare. More than half a century after our founder, Earl Bakken, penned its words, the Mission inspires our daily work and provides an ethical backdrop.

Your visit with Medtronic scientists, manufacturing facilities, and product developers will highlight our mission to:

- Direct growth in the areas of biomedical engineering where we display maximum strength and ability
- Strive without reserve for the greatest possible reliability and quality in our products
- Alleviate pain, restore health, and extend life

**Program Offerings**

Our aim is to provide you with innovative, interactive visits and training experiences that expand your understanding of our medical technologies and open the door to collaboration and partnership.

**Programs include:**

- Customized visits to our Cardiac Rhythm Heart Failure and Cardiac and Vascular Group campuses
- Manufacturing facility tours
- Procedural training programs
- Online training

To learn more, click an option in the left-side navigation, or browse the brochure using the arrows below.
Expand your knowledge, sharpen your skills, and gain deeper insights with a customized visit to the Bakken Customer Engagement Center. Choose from a robust and broad set of curricula to meet your specific needs. During your visit, you’ll have the chance to meet one-on-one with our research scientists, trainers, inventors, marketing managers, executives, and subject matter experts. Discussions and trainings focus on topics such as product features, lead implantation, and healthcare economics.

The CRHF Bakken Customer Engagement Program provides ample opportunity for collaboration and partnership. Two-way communication allows us to learn from each other. We welcome your ideas, feedback, and suggestions.

**Who Would Benefit?**
- Electrophysiologists
- Implanting and referring cardiologists
- Surgeons
- Allied healthcare professionals
- Fellows
- Hospital administrators
- Heart failure cardiologists

**Program Offerings and Objectives**

**Expand Your Knowledge**
- Products, features, functions, and systems
  - Brady
  - CRT/Heart failure
  - Tachy
  - Ablation
  - Diagnostics and Monitoring
  - Infection control
  - Healthcare Economics
  - Ventricular assist devices
- Therapy, diagnostic, and monitoring capabilities
- Battery technology and manufacturing
- Innovative services and solutions

**Sharpen Your Skills**
- Lead implantation and handling in the Physiological Research Laboratories and Virtual Cath Labs (VCLs)
- Diagnostic and data interpretation with implantable and non-invasive technologies
- Device troubleshooting and programming procedures

**Deepen Your Insights**
- Quality processes, controls, and issues
- Design, development, and manufacturing topics
- Healthcare economics, including reimbursement, cost-effectiveness, and comparative analysis
- Clinical trials to support positive patient outcomes
As society moves toward value-based healthcare, our Cardiac and Vascular Group (CVG) is committed to partnering with healthcare leaders to forge new paths to reform. Through the CVG Bakken Customer Engagement Program, customers form a partnership with us to explore innovative business models that improve outcomes, expand access to care, and optimize efficiency.

Designed for physician leadership, hospital administrators (including C-suite executives), procedural-area managers, and service-line leadership, the program facilitates dialogue and collaborative opportunities across the breadth of our CVG business. At the conclusion of the meeting, you will have the foundational insight to align your institution’s needs with our capabilities to cocreate an impactful and beneficial partnership.

Who Would Benefit?
- Hospital administrators and executives
- Practice administrators
- Cardiovascular line program managers
- Supply chain and economic buyers
- Clinicians across the cardiac service line

Program Offerings and Objectives
The CVG program focuses on strategic organizational direction and ideas for collaboration to achieve improved patient care and cost-effectiveness. Topics of discussion include:
- Medtronic’s Cardiac and Vascular Group strategy
- Your system’s specific vision, opportunities, and challenges
- Healthcare reform and changing business models
- Product and therapy pipelines within the cardiac and vascular business units
- Solutions beyond products and therapies that improve clinical outcomes, expand access to care, and optimize operational efficiency

Form a partnership with us to explore innovative business models that improve outcomes, expand access to care, and optimize efficiency.
Our Physiological Research Laboratories (PRL) is a world-class research and training facility staffed with a team of dedicated scientists, surgeons, pathologists, regulatory experts, and training specialists committed to advancing leading-edge technology. A customized visit offers options for safe, repeatable implant training in our Virtual Cath Lab and one-on-one guidance from a veterinary surgeon with in-vivo lead and device implantation training sessions.

Who Would Benefit?
- Newer implanters desiring experience in the safe and effective use of market-released products
- Experienced implanters seeking practice with new technologies
- Allied healthcare professionals desiring further understanding of cardiac anatomy and implant procedures

Program Offerings and Objectives
Your visit to PRL includes customized training objectives. Select one or more of the following training modalities:

- **Virtual Cath Lab**
  Experience safe, repeatable, simulated lead implants in our Virtual Cath Lab with varying levels of difficulty.

- **In-vivo Lead Implantation**
  Work one-on-one with a veterinary surgeon on an animal model to practice or refine lead implant techniques.

- **Tabletop Discussions**
  Receive training on new market-released products to benefit patients as quickly as possible.

- **Overview and Facility Tour**
  Understand the capabilities, usage, and safety of Medtronic products.
Our manufacturing center in Tempe, Arizona, provides a unique opportunity to learn about quality, reliability, and manufacturing excellence in a true clean-room environment. Visit a hybrid manufacturing area and a product analysis lab. Discover the world-class process used to manufacture microelectronics components for Medtronic devices. View quality assurance equipment in use, detecting potential causes of failure or damage to devices.

A Tempe visit showcases our commitment to manufacturing excellence, a critical component in achieving our high standards of product quality and reliability.

Who Would Benefit?
- Electrophysiologists
- Implanting and referring cardiologists
- Surgeons
- Allied healthcare professionals
- Fellows
- Hospital administrators

Program Offerings and Objectives
A Tempe campus tour highlights the tenet of our mission to “strive without reserve for the greatest possible reliability and quality.” Tours feature:
- Hybrid manufacturing process of microelectronics, including capacitors and circuit boards
- The complex, embedded systems and controls that manage quality, including equipment to detect potential causes of failure or damage to devices
- An opportunity to ask experts questions related to manufacturing and product quality
Our manufacturing facilities in Puerto Rico provide a unique and firsthand look into device, lead, and catheter manufacturing. This two-day program incorporates educational curriculum with plant tours. The visit showcases the complex quality processes and controls in place to achieve our high standards of reliability and excellence in implantable technology.

Who Would Benefit?
- Electrophysiologists
- Implanting and referring cardiologists
- Allied healthcare professionals
- Surgeons
- Hospital administrators

Program Offerings and Objectives
A Puerto Rico campus tour highlights the tenet of our mission to “strive without reserve for the greatest possible reliability and quality.” Tours feature:
- The complex processes and controls that manage quality in the manufacture of devices and leads, including design and materials discussions
- Lean Sigma manufacturing techniques, focusing on flow improvement and alignment of production with customer demand and consumption
- Product manufacturing quality in clean-room and production-line environments
- The role of leading-edge automation in improving device manufacturing
Interactive education at your fingertips

Medtronic Academy offers fast, easy access to continuing education on cardiac rhythm and cardiovascular disease states, therapies, and products. This expert education is supported by proven clinical evidence and offered via a wide range of educational approaches to help you meet important training goals. Learning activities include eLearns, procedural videos, case studies, peer-to-peer PowerPoints, and recorded webcasts with prominent physicians. Some courses are eligible for continuing education certification.

Josephson and Wellens: How to Approach Complex Arrhythmias Digital Experience
Enjoy lectures with Professors Mark Josephson, M.D., and Hein Wellens, M.D., and practice in-depth interpretation of complex ECG tracings while watching fellows being coached in the live course. Challenge yourself to expand your understanding of advanced electrophysiology concepts in a digital learning environment. MedtronicAcademy.com/JW.

Medtronic Academy Learning Plans
A learning plan is a curriculum pathway that guides your training on a variety of topics for the novice to advanced learner. Plans combine courses, videos, downloadable resources, and assessments to help you achieve your training goals. Earn a learning plan certificate upon completing each plan. Visit MedtronicAcademy.com/LearningPlans for more information. Some courses are eligible for continuing education certification. MedtronicAcademy.com/ce.

Global Grand Rounds
Global Grand Rounds is a webcast series in which industry-leading experts from around the world present case studies and clinical evidence on a wide range of relevant topics related to the safe and effective use of Medtronic medical devices and therapies. Registration for upcoming events and a library of recorded past events are available at MedtronicAcademy.com/grandrounds.

MedtronicFeatures.com
The Medtronic Device Features site provides in-depth feature information — before login — to help optimize cardiac device patient management. The site includes more than 100 feature descriptions in English and Spanish. Find quick access to device programming information, feature operation, performance data, and examples.

FellowsSpace.com
FellowsSpace is an educational and collaborative hub for fellows and fellowship program directors. Find upcoming Medtronic medical education courses, resources, and case-based learning opportunities that are tailored to fellows in training.