ADVANCING ACCESS
CHANGING LIVES

Medtronic
“... Alleviate pain, restore health, and extend life.”

TAP is first and foremost about raising awareness of products and therapies to referring physicians and potential patients. TAP includes support materials, presentations, clinical data, and resources to collaborate with a clinical expert and/or medical center.

**The Role of an HCP Partner**

Healthcare providers are essential partners and serve as clinical experts by speaking on the purpose of therapy awareness and focusing on underutilization. These events can be within the department or medical system, to other referring medical professionals, or in the community with patients.

For more questions and inquiries, email: rs.medfieldconcierge@medtronic.com.

**Therapy Awareness Programs**

Therapy Awareness Programs are designed to provide greater patient access by partnering with experienced clinicians:
- Educating the larger healthcare provider community about what types of patients can benefit from new innovative products or therapies
- Educating patients and families or caregivers about new products or therapies

Medtronic is focused on improving patient awareness to lifesaving and life-enhancing therapies and technologies. As a result, the Medtronic Cardiac Rhythm and Heart Failure (CRHF) business provides a resource called the Therapy Awareness Program (TAP) to provide our HCP partners with on-label information on products and therapies with the latest clinical data improving patient outcomes.

TAP offers information, education, and support for our physicians, nurses, hospital customers, and patients.
Program Topics:

- Bradyarrhythmia Therapies
- Tachyarrhythmia Therapies
- Cardiac Diagnostics & Monitoring
- Cardiac Resynchronization Therapy
- Atrial Fibrillation Therapies
- Advanced Heart Failure Therapies