OUR CURRENT SITUATION

HEALTHCARE IS CHANGING. TODAY, MORE IS DRIVEN BY:

- Personal data
- Remote monitoring
- Technology and devices

IT’S A CHANGE FOR THE BETTER, BUT...
OUR CURRENT SITUATION

Patients are skeptical. They still crave personal interactions with their healthcare providers.

“They gave me a pamphlet and they gave me the box. Then they told me to read this information and do what it says. I’m happy to do that, but I would also like to have \textbf{verbal interaction.}”

Qualitative Reveal LINQ Patient Interviews (Larsen/Market Works, research findings, May 2015).
OUR CURRENT SITUATION

Experience with the Reveal LINQ™ System has taught us 3 things:

1. Patients experience confusion about how it works
2. Confused patients worry and call
3. Providing the right information at the right time can solve 1 & 2
WHAT WE’RE HEARING — FROM PATIENT CALLS

Most frequently asked questions:

- Why am I being monitored?
- How does the system work?
- When will you receive my information and how often?
- How do I connect my monitor?
- How and when do I use my Patient Assistant?
- How is the Patient Assistant used differently than the MyCareLink™ Reader?

Anecdotal feedback from physicians and Medtronic AHP
WHAT WE’RE HEARING — IN RESEARCH

Patients report:

- Feeling overwhelmed by the amount of information received
- Wanting more interaction
- Lacking confidence about how and when to use the Patient Assistant
- Wondering what the MyCareLink Monitor does and when they should use it
- Worrying that the system is not working because they expected to hear from the doctor sooner

Qualitative Reveal LINQ Patient Interviews (Larsen/Market Works, research findings, May 2015).
WHAT WE’RE HEARING —
KEY TAKEAWAYS

Cadence of information is important
Educate patients on what they need to know, when they need to know it.

Clarity on system components is needed
Help patients understand data flow between main components (Reveal LINQ ICM and MyCareLink Monitor) and how to use the Patient Assistant—if one was provided.

Ongoing confirmation of monitoring is essential
Provide assurance that the system is working and data is being received by clinicians.
WORKING TOGETHER — WE CAN IMPROVE THE PATIENT EXPERIENCE

✓ Regular but controlled points of contact recommended—where you can provide assurance

✓ Medtronic is your partner in providing simple and carefully-timed product instruction and answers to common questions

✓ Just 30 minutes of patient education can save up to three years of follow-up calls from patients
A LITTLE BIT ABOUT OUR PATIENTS

It’s critical to understand our patient demographic.

Median Age: 67
Average Age: 64

Over Age 70: 40%

Medtronic Reveal LINQ insertion demographics FY2015
A LITTLE BIT ABOUT OUR PATIENTS

There is good news!

- Most of our patients have consistent access to the Internet
- They are familiar and comfortable with basic web navigation
- Our patients are open to watching videos and learning online

We revamped the materials we use to educate patients, in order to make the flow of information more helpful and clear. Here are just a few of the changes we made:

1. New materials consistently describe the “system” as the Reveal LINQ ICM and MyCareLink Monitor
2. We emphasize the automatic nature of data transmissions
3. We stage information so patients get the right information at the right time
4. We created additional tools to help support and guide patients
HOW TO IMPROVE EDUCATION — STARTING WITH YOUR REFERRERS

Even before a patient is ready for Reveal LINQ, your referring partners can introduce the importance of heart monitoring and different heart monitoring options.

Provide **Condition Brochures** to your referring colleagues

Just ask your Medtronic Representative for these brochures
Introducing Reveal LINQ during initial consult:

- Ensure patients understand the reason long-term monitoring is recommended and how it will help you make informed treatment decisions
- Set expectations about when they can expect to hear from you
- Instill confidence that the system will work automatically once set up

- Provide the Unlock the Answer Brochure

Order additional brochures for free by logging on to MyOrders.medtronic.com. From the Quick Links menu select “Order Patient Literature”
**Recommend Educational Emails from Medtronic**

We’ll help proactively answer common questions

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<tr>
<th>1 Week Before Insertion</th>
<th>2 Weeks After Insertion</th>
<th>6 Weeks After Insertion</th>
<th>3 Months After Insertion</th>
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<td>What to expect the day of insertion</td>
<td>Reminders and tips on setup and system use</td>
<td>Review the importance of heart monitoring based on indication</td>
<td>Answers to frequently asked questions</td>
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- **Two ways for patients to sign up:**
  - MonitorYourHeart.com/LINQsignup
  - Return tear-off form in the Unlock the Answer brochure
HOW TO IMPROVE EDUCATION — DURING CONSULT

Educational Emails from Medtronic

WHAT TO EXPECT AT YOUR NEXT APPOINTMENT

Your Rveal LINQ™ cardiac monitor insertion is coming up soon. Don’t worry, it’s a simple procedure and it won’t take long. Explore the following videos to learn more about what to expect.

Prepare Questions for Your Doctor

Be prepared with a couple of questions for your doctor or nurse so you’ll know what to expect after you’re discharged.

- How quickly should I expect to hear from you?
- How long do you think I will need heart monitoring?

Remember to sleep within 6.5 feet of your MyCareLink™ Monitor—keep it on a bedside table or other surface and face the monitor toward the foot of your bed.

Keep the MyCareLink Monitor plugged in at all times to ensure your information is transmitting regularly and any software updates are received.

Don’t pick up the receiver or push buttons on the MyCareLink Monitor, unless instructed by your doctor to send a manual transmission.

If you were given a Patient Assistant, keep it handy so you can use it when you feel a symptom.

UNLOCK THE ANSWER

Reminders and Tips

By now, you hope you have settled in with your Rveal LINQ™ System and your heart monitoring is underway. The system is designed for easy, automatic use so you are free to live your life while your doctor learns about your heart.

Here are a few reminders and tips for making the process simple and worry-free.

ANSWERS TO COMMON QUESTIONS

- How can I be sure my system is working?
  - The data on the MyCareLink™ Monitor shows the last successful transmission. If the screen on your monitor is dark, you can look for the date by pushing the grey button just once. Even if a day or two is missed, the system will try to send that data again for 14 days. If several days have passed since the last transmission please review the recommendations for proper setup.

- Why haven’t I heard from my doctor?
  - Long-term heart monitoring is typically used in cases where symptoms are infrequent or a physician wants to monitor the long-term effects of treatment. Therefore, it may take a while for enough information to be available. Every situation is unique, but the Rveal LINQ System is designed to monitor your heart for up to 3 years.

- Should I keep monitoring?
  - Yes. Until you’ve discussed next steps with your doctor, you should continue to sleep within 6.5 feet of your MyCareLink Monitor and make sure it is powered on. This will ensure your doctor still has access to information about your heart—even if you don’t feel any symptoms.

LEARN MORE ABOUT HEALTH CONDITIONS THAT MAY REQUIRE LONG-TERM HEART MONITORING
HOW TO IMPROVE EDUCATION — FOLLOWING INSERTION

Following the insertion procedure, face-to-face instruction really matters. Patients are often confused or sleepy at this time, so please be sure to:

- Perform the initial manual transmission at the hospital
- Give clear instructions for setting up the monitor at home
- Reassure patients that the system will work automatically

Provide the Patient Instruction Kit

Order additional kits for free by logging on to MyOrders.medtronic.com. From the Quick Links menu select “Order Patient Literature”
THE BIGGEST INITIAL HURDLE FOR PATIENTS—
THEY WANT TO PICK UP THE MYCARELINK™ READER!

- Remind your patients that the manual transmission is only needed when directed by a clinician
- Encourage patients to place this sticker on the reader as an ongoing reminder
HOW TO IMPROVE EDUCATION —
ONGOING MONITORING

Ongoing monitoring requires ongoing care. A single follow-up after 2–4 weeks can eliminate worry and boost your patient’s confidence.

SET YOUR PATIENT’S MIND AT EASE BY:

Assuring them that the system is working automatically and their doctor is seeing data as often as necessary to help diagnose or monitor their condition.
MonitorYourHeart.com/LINQ

Designed to be an ongoing resource for your patients providing additional guidance on:

- Conditions that may benefit from long-term heart monitoring
- Setup and ongoing use of the Reveal LINQ™ System
- Answers to frequently asked questions
DON’T WORRY, YOU DON’T HAVE TO REMEMBER ALL THIS!

We offer a discussion guide for each engagement phase for clinicians who work with the Reveal LINQ™ System — just ask your Medtronic Representative.
Building these three easy steps into your patient education process may make all the difference for your patient’s experience with the Reveal LINQ System:

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<td><strong>1</strong></td>
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<td><strong>REASSURE YOUR PATIENT THAT THE REVEAL LINQ SYSTEM IS WORKING AND IT MAY TAKE TIME, BUT THEY WILL GET ANSWERS</strong></td>
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HEALTHCARE IS CHANGING.

YOU’RE ON THE FOREFRONT OF THAT CHANGE.
THANK YOU FOR YOUR PARTNERSHIP.