The Toolkit has been developed by Medtronic Neuromodulation to support health system communications efforts regarding first programmings of Medtronic BrainSense™ Adaptive deep brain stimulation.

This toolkit includes:

- A sample press release template to support the health system's external announcement; to be tailored by each institution at its discretion.
- Sample copy for a social media post.

Please contact Naomi Rodiles, Sr. Director of Communications, Medtronic Neuromodulation (naomi.p.rodiles@medtronic.com) with any questions.

[Name of Healthcare System, Institution] Among First in U.S. to Offer Groundbreaking Treatment for Parkinson's Disease

First-ever closed-loop system by Medtronic self-adjusts deep brain stimulation therapy to individual brain activity in real time

[DATELINE] – [Name of Healthcare System, Institution] is proud to announce it is one of the first in the U.S. to offer BrainSense™ Adaptive deep brain stimulation (aDBS) and BrainSense™ Electrode Identifier (EI). This cutting-edge technology represents a significant advancement in the treatment of Parkinson's disease.

There is no cure for debilitating neurological conditions like Parkinson's disease; however, deep brain stimulation (DBS) has been transforming
the lives of people with PD and other neurological disorders for more than 30 years. DBS, similar to a cardiac pacemaker but for the brain, uses a surgically implanted neurostimulator to transmit electrical signals to specific parts of the brain affected by debilitating neurological disorders.

Now [Name of Healthcare system] is one of the first health systems in the U.S. to offer people with Parkinson's the newly FDA approved BrainSense™ Adaptive DBS, developed by Medtronic. This technology personalizes therapy responding to a patient's brain activity in real time – both in clinical settings and in daily life. It provides enhanced personalization automatically adjusting DBS therapy, minimizing the need for patients to adjust stimulation.[1]

[PATIENT QUOTE, IF AVAILABLE]

"Medtronic's BrainSense technology† provides unique and clinically important insights that no other DBS system can, using a person's own brain signals to provide a window into their condition, in real time, over time," said Paolo Di Vincenzo, President of Neuromodulation at Medtronic. "Our focus has always been on creating solutions that work for real lives, not just standalone symptoms. Medtronic BrainSense aDBS reflects that commitment, bringing a new expectation in Parkinson's treatment."

Medtronic BrainSense™ aDBS will become available at select healthcare centers across the U.S. throughout 2025 and is available on the Percept™ platform without a need for device exchange. Patients considering DBS therapy should discuss treatment options with their provider.

About [Healthcare System]
[HEALTHCARE SYSTEM BOILERPLATE]

About Medtronic
Bold thinking. Bolder actions. We are Medtronic. Medtronic plc, headquartered in Galway, Ireland, is the leading global healthcare technology company that boldly attacks the most challenging health problems facing humanity by searching out and finding solutions. Our Mission — to alleviate pain, restore health, and extend life — unites a global team of 95,000+ passionate people across more than 150 countries. Our technologies and therapies treat 70 health conditions and include cardiac devices, surgical robotics, insulin pumps, surgical tools, patient monitoring systems, and more. Powered by our diverse knowledge, insatiable curiosity, and desire to help all those who need it, we deliver innovative technologies that transform the lives of two people every second, every hour, every day. Expect more from us as we empower insight-driven care, experiences that put people first, and better outcomes for our world. In everything we do, we are engineering the extraordinary. For more information on Medtronic, visit www.Medtronic.com and follow Medtronic on LinkedIn.

† The sensing feature of the Percept™ PC and Percept™ RC system is intended for use in patients receiving DBS where chronically recorded bioelectric data may provide useful, objective information regarding patient clinical status.

References

1. Stanslaski S, Summers RLS, Tonder L, et al. Sensing data and methodology from the Adaptive DBS Algorithm for Personalized Therapy in Parkinson's Disease (ADAPT-PD) clinical trial. NPJ Parkinsons Dis. 2024;10(1):174.

Sample social media post copy:

We are proud to announce @[Medical Center or Healthcare System Name] is among the first in the United States to bring the groundbreaking U.S. FDA-approved @Medtronic BrainSense™ Adaptive deep brain stimulation (aDBS) system to patients with Parkinson's disease. We successfully completed our first patient programming [ADD ADDITIONAL DETAILS].

BrainSense™ aDBS is the first and only closed-loop DBS system, offering real-time, personalized therapy that automatically adjusts to a patient's unique brain activity.

At [Medical Center Name], we are committed to advancing care and are proud to support patient's with transformative innovation like aDBS. [Add context on impact to individual patient and/or physician, as available.]

See risk information: [https://www.medtronic.com/en-us/healthcare-professionals/specialties/neurology/therapies-procedures/deep-brain-stimulation.html?sheet=open]

[Insert link to relevant press release or other helpful website/content]