



iVAC 2L System Toolkit

PulseCath BV is a Netherlands based medical device company that develops, manufactures and markets mechanical circulatory support systems. The company, formed in 2007, has developed unique and proprietary platform technology to provide a short-term circulatory support system for cardiologists and cardiac surgeons.

Should you decide to develop / distribute a communication to the hospital and local media, we have provided a tool kit that includes assets that your institution can use to help communicate your dedication to the treatment of protected high-risk PCI (Percutaneous Coronary Intervention). Our hope is that we can make this as easy as possible to help your hospital gain publicity for this important milestone. We can offer you additional agency support to you to identify media, distribute communications and follow up with individual reporters.

The following guide provides tools and templates for hospital and media outreach that can be customized with your specific information or serve as the base for your own original materials. Please contact:

Marleen van Mastwijk, Marketing Support Specialist, Tel: +31 6 15902670 or marleen@pulsecath.com

Tools for Hospital and Media Outreach

Enclosed are tools to assist you with outreach to your hospitals and local media regarding your first use of the iVAC 2L System. These tools include a customizable template press release, product fact sheet, product photos and animation, and an infographic.

Press Release

The press release template enclosed allows you to incorporate details specific to your location, including contact information and announcing your hospital as the first hospital in your area to use the latest technology in the treatment of patients with complex coronary artery disease.

Product Fact Sheet

The iVAC 2L technology fact sheet provides context and background for the media on the product, including functionality, placement in the heart, and information on the procedure.

Mechanical Circulatory Support (MCS) infographic

Percutaneous MCS infographic provides an overview of MCS and the impact on high risk PCI's in patients with complex coronary artery disease. This infographic shares the story for doctors why do we need hemodynamic support and what are the hemodynamic effects of MCS.

Video Procedure

Included in this toolkit is a video of physicians performing an iVAC 2L procedure.



Procedure Animation

The animation shows the iVAC 2L procedure and can be shared with reporters to provide a visual representation of how the iVAC 2L System creates an “extra beat of the heart”.

Product Photos

Product photos provide visuals for online, print and broadcast media.

Brochure, overview procedure, list of publications

Product brochures, overview procedure and list of publications provided.

Post Market Surveillance Form

For building the clinical evidence a PulseCath iVAC 2L Post Market Surveillance Form is provided for every case in the hospital.

Key Points for Hospital and Media Outreach

Some messages that may resonate with media include:

- Your hospital is the first hospital in the area to use this new device.
- The iVAC 2L System provides a short-term circulatory support during a high-risk PCI
- This new technology provides hemodynamic support during interventional procedures, including high-risk percutaneous coronary interventions.

Social Media

Examples:

- We're proud to use the first **#iVAC 2L** System in [REGION]. Learn more [Link to hospital news release/blog]
- Did you know: there is a growing population of complex and high-risk patients who could benefit from hemodynamic support during PCI (percutaneous coronary intervention) **#iVAC 2L**

LinkedIn examples that PulseCath could post if you'd like us to:

- Congratulations to [HOSPITAL] for success with your first patient with the **#iVAC2L** system. [link to hospital news release/blog]

For more information on iVAC 2L, please visit www.pulsecath.com/.