**[HOSPITAL NAME] Becomes First in [REGION]**

**to Offer Patients a Next Generation Percutaneous Heart Pump**

LOCATION — [MONTH XX,] 201X — [HOSPITAL NAME] is the first facility in [REGION] to perform a High-Risk PCI with the PulseCath iVAC 2L percutaneous Left Ventricular Assist Device.

The iVAC 2L System is a percutaneous Mechanical Circulatory Support (MCS) device. It can be used to facilitate high-risk Percutaneous Coronary Interventions (PCIs).

[“Quote about this innovative technology and its ability to treat and improve outcomes for high-risk PCI patients,”] said Dr. [PHYSICIAN FULL NAME], a [TITLE] who performed the procedure. [“Continued quote on why the physician thinks iVAC 2L is important and the broader benefits to patients and the health care community e.g The main advantage of this new system, called iVAC 2L, is that it pumps blood from the left ventricle to the aorta, synchronizing with the natural rhythm of the patient's cardiac cycle, which makes it "as efficient and less aggressive". It enables us to perform the intervention with a circulatory back-up that keeps the patient hemodynamically stable.]

The device is inserted through the femoral artery. The tip of the catheter containing the inlet is positioned in the left ventricle and the outlet valve is placed at the height of the ascending aorta, just at the level of the coronary ostia. The external pump is then activated, which synchronizes with the patient's electrocardiogram or aortic pressure signal, and pumps the blood for the duration of the entire treatment, aspirating the blood during systole and ejecting it to the ascending aorta during diastole. Once the high-risk treatment is over, the ventricular support is removed.

This technology does not require long learning curve from specialists, since its assembly and preparation are not complex compared to other similar devices. In addition, the implantation technique and catheter repositioning, if necessary, are fast, simple and safe.

**What is the potential impact of the iVAC 2l System?**

Recent technological developments in Interventional Cardiology have enabled PCI in patients with complex coronary artery disease. In-hospital mortality rate of high-risk PCI patients is higher than usual, and may reach 28% after 30 days1 2. The iVAC 2L System aims to reduce the risk of hemodynamical deterioration during manipulation of the coronary vessels2.

“[HOSPITAL NAME] quote about the hospital’s commitment to improving patient care and investing in innovative medical technology such as the PulseCath iVAC 2L,” said [HOSPITAL ADMINISTRATOR NAME], [TITLE]. “Suggested quote about the hospital being economically responsible and finding solutions for successful patient outcomes in the treatment of high risk percutaneous coronary interventions (PCI). A growing population of complex and high-risk patients who could benefit from hemodynamic support with iVAC 2L ”

The PulseCath iVAC 2L, manufacturer PulseCath, has obtained CE Certification according to the Medical Device Directive 93-42 in the European Union and available in more than 30 countries worldwide. For more information, visit <https://www.pulsecath.com/>

**About [HOSPITAL]**

[INSERT HOSPITAL BOILERPLATE]

**References**

1. Almudarra, Sami S et al. “Comparative outcomes after unprotected left main stem percutaneous coronary intervention: a national linked cohort study of 5,065 acute and elective cases from the BCIS Registry (British Cardiovascular Intervention Society).” JACC. Cardiovascular interventions vol. 7,7 (2014): 717-30.
2. Bastos, Marcelo B et al. “PulseCath iVAC2L: next-generation pulsatile mechanical circulatory support.” Future cardiology vol. 16,2 (2020): 103-112.