

seCca®

An effective and minimally invasive bridge
between conservative therapy and invasive
surgery for BCD (bowel control disorder).

marketing toolkit

secca[®]

marketing toolkit

Mederi Therapeutics has developed this kit to help you raise awareness of the availability of the Secca procedure in your facility or practice.

THIS MARKETING TOOLKIT CAN HELP YOU:

- Maximize the market potential of Secca therapy in your practice/facility
- Increase referrals from other physicians and patients in the community
- Build awareness that your facility/practice offers the latest technology
- Provide patients with educational information about Secca therapy
- Broaden treatment options for patients with bowel incontinence

In this toolkit, we will provide details on how to use each item in the kit. If you have any questions, please contact Mederi's Marketing Department at 203.930.9980.



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marketing toolkit

TOOLKIT CONTENTS ON DVD

Press Release

Inform your local media that you now offer Secca therapy

Referral Letters

Educate patients and physicians about availability of Secca therapy

Branding and Artwork

Photos and logos to assist in developing your own materials

Videos

Animation of procedure for patients and physician education

Ads, Web Banners and Posters

Full color ads, web banners and posters to place in local media outlets or facility newsletter, and physician offices

Community Workshop Slides

Educational Powerpoint presentation

Print Materials

Patient brochures, one-page info flyer and BCD article in PDF format

Web Description

Accurate terminology for listing Secca therapy on your web site

Press Release

Inform the local media that your facility and physicians now offer Secca therapy as part of a comprehensive treatment program for Bowel Control Disorder (BCD).

BOWEL CONTROL DISORDER AFFECTS UP TO ONE IN THREE WOMEN;
AN EFFECTIVE NEW TREATMENT IS AVAILABLE AT [MEDICAL CENTER]

Contact: XXXX (name)
XXXX (hospital, clinic)
(XXX) XXX-XXXX (phone)

[City, STATE] - [Date] - [Hospital/Group or Physician], today announced the availability of Secca[®] Therapy, a minimally invasive method to treat patients with bowel incontinence or BCD (bowel control disorder). This rarely discussed condition affects up to one in three women who have delivered children.

In women, BCD is most commonly caused by damage to the pelvic floor sustained during childbirth, but appears in either gender due to side effects of anorectal surgery such as hemorrhoid repair, neurologic disease, chronic constipation, or age-related illness. The Secca procedure involves precise delivery of radiofrequency energy to the anal canal to tighten and improve the barrier function. Secca is done in the outpatient setting with the patient under conscious sedation or general anesthesia. Patients typically go home approximately 1-2 hours after the procedure and resume normal activities within a few days...

Referral Letters

Help to drive referrals and patients to your facility or practice. Educate patients and physicians about the availability of Secca therapy at your facility.

Dear Fellow Physician,

I would like to announce that I am now offering the Secca[®] procedure at Xxxxx Hospital. Secca is a minimally invasive, outpatient treatment for bowel incontinence or BCD (bowel control disorder).

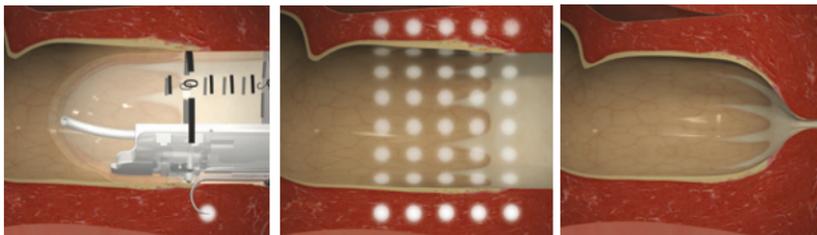
Studies have shown that up to 1 in 3 women who have given birth have BCD but only 20% of those seek treatment. With regular screening for this condition and increased awareness of treatment options, together we can help the millions of women whose quality of life is compromised by this debilitating condition.

Secca therapy involves delivery of radiofrequency energy to the muscles of the internal anal sphincter. Secca creates effective changes in anorectal tissue compliance which results in a significant reduction of incontinence symptoms. Secca takes approximately 45 minutes and is performed in an endoscopy suite or ambulatory surgery unit with the patient under conscious sedation or general anesthesia. Patients typically go home 1-2 hours after the procedure and resume normal activities within several days...

Branding and Artwork

Photos, logos and charts to assist in developing your own materials.

Secca branding guidelines also provided.

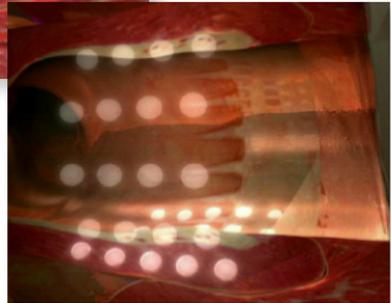
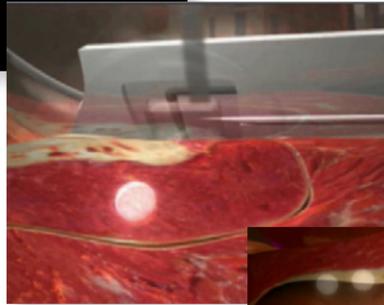


secca[®]

branding and artwork

Secca Video

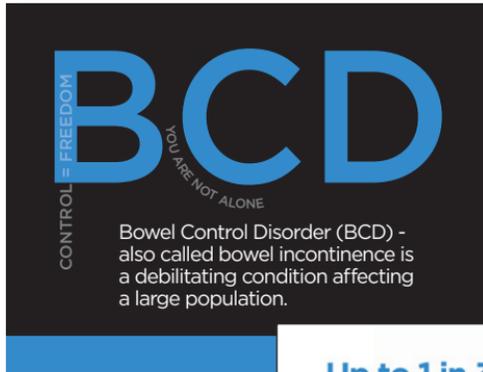
Animation of procedure for patients and physician education.



secca videos

Community Workshop Slides

Educational Powerpoint presentation on the impact of BCD on the health community and Secca Therapy.



CONTROL = FREEDOM
BCD
YOU ARE NOT ALONE

Bowel Control Disorder (BCD) - also called bowel incontinence is a debilitating condition affecting a large population.



Up to 1 in 3
women who
have given
birth suffer
from BCD

**...less than
1 in 5 seek
treatment**



Print Materials

Patient brochures and information flyers

It's common.

▶ **Up to 8% of adults experience problems with bowel control. Unfortunately at least 80% suffer in silence.**

If you suffer from bowel incontinence or BCD (bowel control disorder) you are not alone.

Defined as the involuntary leakage of gas, liquid, or solid stool -- the leading cause of BCD include:

- Injury from childbirth
- Injury from a previous surgery
- Nerve-related diseases
- Age-related changes in muscle tone.

BOWEL CONTROL DISORDER HAS A DRAMATIC IMPACT ON QUALITY-OF-LIFE.

Many patients are forced to alter their schedules or avoid social and intimate interaction due to the fear and embarrassment of incontinence events. Patients typically remain untreated instead of suffering the embarrassment of discussing their condition, and most sufferers incorrectly assume that poor bowel control is a normal consequence of aging or childbirth.

HOW SECCA WORKS

Secca therapy is a minimally invasive outpatient procedure. Patients return home the same day and return to normal activities in 1-3 days.

This innovative treatment involves the delivery of radio-frequency (RF) energy to the muscle of the anal canal. Through the body's natural healing response to RF energy, the tissue remodels and function is improved.

Many Secca patients see results immediately. Studies have shown continued improvement in symptoms for up to 6 months post-treatment as tissue remodeling continues through this period.

IF YOU OR SOMEONE YOU KNOW IS ONE OF THE 8% OF PEOPLE WHO SUFFER FROM THIS PROBLEM, TALK YOUR HEALTH CARE PROFESSIONAL ABOUT AN INNOVATIVE AND EFFECTIVE OUTPATIENT TREATMENT: SECCA THERAPY.

IS THE SECCA PROCEDURE FOR YOU?

Colon and Rectal surgeons, Urogynecologists, and Gastroenterologists are the primary physicians that treat BCD. After diagnosis they may recommend conservative treatments such as fiber supplements, medication or biofeedback. When these conservative measures fail -- ask your doctor about Secca Therapy.

EFFECTIVE RESULTS

In clinical trials evaluating Secca therapy up to 84%* of patients experienced a positive response to treatment. Any side effects of Secca are less than those associated with surgery. Patients that fail to improve after this treatment may go on to have surgery at a later date.

Energy is delivered to tissue

Multi-level treatment remodels sphincter

Anal sphincter function improves

Secca therapy -- bridges the treatment gap when conservative therapies fail.

secca

WHERE CONTROL MEANS FREEDOM

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There's a simple solution to **Bowel Control Disorder.**

A B C D E

It's Secca Therapy.

If you have recurrent problems with bowel control, there is a new treatment option. Secca Therapy is an effective and minimally invasive treatment that bridges the gap between conservative therapies and invasive surgery or implants for BCD (bowel control disorder). Up to 84%* of Secca patients experience significant improvements in symptoms.

YOU ARE NOT ALONE

Bowel incontinence or BCD affects a large population. While it affects both genders, up to one-third of women who have had children may have some level of BCD. Sadly, a large majority (80%*) suffer in silence.

Living with BCD is difficult - the solution doesn't need to be complicated. If your quality of life is compromised by BCD, ask your doctor if Secca Therapy is right for you, or go to secca-therapy.com for more information.

secca
WHERE CONTROL MEANS FREEDOM

Website Listing and General Secca Information

It is important to accurately describe Secca Therapy on your web site. Please follow the guidelines and suggestions provided below.

LANGUAGE

Secca System - use when referring to the mechanics and product only

Secca Therapy - use when referring to the procedure using the product

BCD - Bowel Control Disorder (a “friendlier” term for bowel incontinence)

DEFINITION

Secca Therapy is an effective minimally invasive bridge between conservative therapies and surgery for Bowel Control Disorder (BCD). This innovative procedure uses radiofrequency energy to remodel the muscle of the internal anal sphincter. Studies show the remodeling effects of RF energy can restore normal bowel function and significantly improve a patient’s quality of life.

Secca is an outpatient procedure that does not involve incisions or stitches and leaves behind no foreign implants. Secca is for patients who have failed to respond to conservative therapies, who are not surgical candidates, or do not want to have invasive surgery.

The marketing department at Mederi Therapeutics is here to assist your facility in getting the word out on Secca Therapy. Please call us if you have any specific needs that are not covered in this kit. We look forward to working with you.

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