

# stretta®

An effective and minimally invasive treatment for GERD, in select patients who do not respond to drug therapy.

marketing toolkit

# stretta<sup>®</sup> marketing toolkit

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

## **THIS MARKETING TOOLKIT CAN HELP YOU:**

- Maximize the market potential of Stretta 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 Stretta therapy
- Broaden treatment options for GERD patients who are unresponsive to drug therapy and wish to avoid surgery

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.



# stretta<sup>®</sup>

## marketing toolkit

### TOOLKIT CONTENTS ON DVD

#### **Press Release**

Inform your local media that you now offer Stretta therapy

#### **Referral Letters**

Educate patients and physicians about availability of Stretta 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

#### **Web Description**

Accurate terminology for listing Stretta therapy on your web site

## Press Release

Inform the local media that your facility and physicians now offer Stretta therapy as part of a comprehensive treatment program for GERD .

STRETТА® THERAPY – AN EFFECTIVE AND MINIMALLY INVASIVE OPTION FOR GASTRIC REFLUX DISEASE (GERD) IS NOW AVAILABLE AT [MEDICAL CENTER]

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

[City, STATE] - [Date] - [Hospital/Group or Physician], today announced that they are offering Stretta Therapy, an innovative treatment for GERD. Stretta is a highly effective and ultra minimally invasive procedure that offers an alternative to invasive surgery or implants. Stretta Therapy uses radiofrequency (RF) energy to strengthen and improve the function of the valve known as the lower esophageal sphincter (LES), that prevents regurgitation or reflux. Stretta clinical studies show improvement in every measureable outcome for GERD, including up to a 93% patient satisfaction score, while demonstrating symptom relief lasting a minimum of 4 years.

“GERD affects tens of millions of sufferers. Most begin treatment with lifestyle and dietary changes, or medication; but, up to 30% of the population does not respond to available medications for GERD, and many do not wish to be on these medications long-term due to known side effects. In properly selected patients, Stretta offers an effective, minimally invasive alternative to long term medication use or surgery. The Stretta option is a much needed bridge between medications and invasive surgery or foreign implants.” Said Dr. [Name]..

## Referral Letter

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

Dear Fellow Physician,

I am writing to tell you about a minimally invasive, outpatient treatment for gastroesophageal reflux disease (GERD) that is now available in my/our practice. The Stretta<sup>®</sup> procedure involves delivery of radiofrequency energy to the lower esophageal sphincter (LES) and gastric cardia, which results in a change in tissue compliance, reduces transient relaxations of the LES, and a corresponding reduction in reflux episodes. This endoscopic procedure takes approximately 60 minutes and is performed in an O.R. or endoscopy suite with the patient under conscious sedation. Patients go home approximately 1-2 hours after the procedure and typically resume normal activities the following day. Clinical studies have shown that up to 93% of patients experience significant improvement in GERD symptoms, esophageal acid exposure, and medication requirements.

The Stretta procedure may be an option for GERD patients who have inadequate symptom control on escalated drug therapy or are intolerant of anti-secretory medications and desire a less invasive option than anti-reflux surgery. The Stretta procedure has a significantly lower complication rate than any type of anti-reflux surgery. In addition, for those patients that fail this procedure, surgery remains an option...

## Branding and Artwork

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

Stretta branding guidelines also provided.



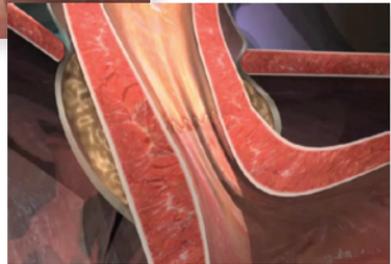
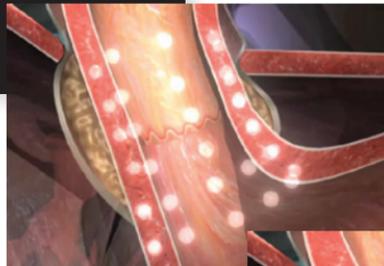
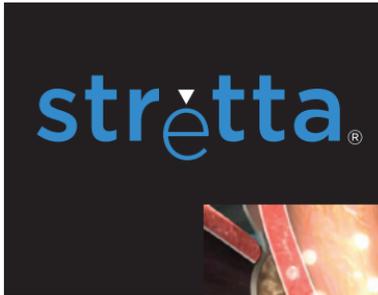
strætta<sup>®</sup>



branding and artwork

## Stretta Video

Animation of procedure for patients and physician education.





## Community Workshop Slides

Educational Powerpoint presentation on the impact of GERD on the health community and Stretta Therapy.

**GERD**  
is common

Studies show approximately  
**1 in 3**  
people suffer from it

For most patients medications control their symptoms...

...but as many as **1 in 3** people with GERD don't respond to PPIs...and many more are concerned about the risks of long term medication.

Resolve Reflux.  
Reduce or Eliminate Meds.  
Avoid Invasive Surgery.

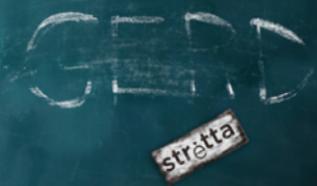
**stretta®**

Ask your Doctor if Stretta Therapy is right for you.  
[www.stretta-therapy.com](http://www.stretta-therapy.com)

## Print Materials

Patient brochures with safety information.

Resolve Reflux.  
Reduce or Eliminate Meds.  
Avoid Invasive Surgery.



When symptoms of GERD persist despite standard treatments, there is an option other than surgery. Stretta is a unique and minimally invasive treatment that fills the existing gap between medications and surgery. Studies show that Stretta has a patient satisfaction rating of 93%\*.

If you are a patient with GERD that is discontinued to continue your medications, have failed to show a positive response to treatment, and don't wish to proceed with more invasive surgical treatments, ask your doctor if Stretta Therapy is right for you.

Go to [stretta-therapy.com](http://stretta-therapy.com) for more information.

**strætta**  
TREATS THE DISEASE.  
NOT JUST THE SYMPTOMS

### HOW STRETTA WORKS



CONCENTRATED ENERGY DELIVERED TO TISSUE    MULTI-LEVEL THERMAL TREATMENT REMODELS TISSUE    FUNCTION AND GERD SYMPTOMS SIGNIFICANTLY IMPROVED

#### What can patients expect in terms of improvements in GERD symptoms?

Every patient is different in their response to Stretta Therapy. Some patients see improvement more quickly than others, and studies show the symptoms may continually improve for six months or longer. Patients are advised to continue their previous anti-secretory regimen for two-months after Stretta, and follow a modified diet of full liquids for 24 hours and soft diet for two weeks.

#### Do patients experience pain after Stretta Therapy?

Patients may experience pain immediately after Stretta Therapy, which in most cases can be managed with OTC analgesia (liquid acetaminophen), or, in severe cases, narcotic pain medication. Patient should crush all medications or use liquid medications for at least one month after treatment. Patient should refrain from using NSAIDs for two weeks after the Stretta procedure, and avoid any instrumentation of the esophagus for at least one month.

#### INDICATIONS, CONTRAINDICATIONS AND WARNINGS

**INDICATIONS FOR USE:** The Stretta System is intended for general use in the electrocautery coagulation and remodeling for use specifically in the treatment of gastroesophageal reflux disease (GERD).

**CONTRAINDICATIONS:** The use of electrocautery is contraindicated when, in the judgment of the physician, electrocautery procedures would be contrary to the best interest of the patient. The following is a list of patient groups in which the use of the Stretta System for the treatment of GERD is contraindicated: subjects under the age of 18, pregnant women, patients without a diagnosis of GERD, total heart AICD, aortic or mitral valve LES replacement in response to aortic or mitral regurgitation, ASA IV classification.

**WARNINGS:** These contraindications are rarely seen but could potentially occur with the use of electrocautery for the treatment of GERD: transient bleeding, bleeding, transient chest pain, transient difficulty swallowing, transient dysphagia, transient esophageal discomfort, transient esophageal mucosal necrosis, transient fever, injury to esophageal mucosa, perforation, pharyngitis, vomiting, treatment with potential for bleeding or Esophageal injury if any vomiting occurs, contact with heating physical irritants, excessive swelling (due to heat), perforation and fire associated with heating death. The following complications have not been seen, but could possibly occur infrequently: Atrial fibrillation, delayed gastric emptying, dental injury, dyspepsia, infection, larynx injury, unresolved GERD. (Note: Consult instructions for use for full contraindications, warnings and precautions).

\*Clinical studies on file



MEDERI THERAPEUTICS INC

[www.stretta-therapy.com](http://www.stretta-therapy.com)  
8 Sound Shore Drive, Suite 304  
Greenwich, CT 06830  
203 930 9900  
[www.mederitherapeutics.com](http://www.mederitherapeutics.com)

173-50300C

## Website Listing and General Stretta Information

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

### LANGUAGE

**Stretta System** - use when referring to the mechanics and product only

**Stretta Therapy** - use when referring to the procedure using the product

**GERD** - Gastroesophageal Reflux Disease

### DEFINITION

Stretta Therapy is a minimally invasive and effective bridge between drug therapy and reflux surgery for Gastroesophageal Reflux Disease (GERD). This innovative procedure uses radiofrequency energy to treat the muscle of the esophagus, remodeling the tissue and resulting in improved symptoms and a reduction or elimination of medication.

Stretta does not utilize, incisions or stitches and is performed in an outpatient setting. Stretta is for select patients who have failed to respond to lifestyle changes and drug therapy, or are concerned about the risks of long term medication, and who are not surgical candidates, or do not want to undergo invasive surgery.

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

**Sheila Doyle**

Director of Marketing and Communications  
sdoyle@mederi-inc.com  
203-930-9980



stretta-therapy.com  
800 Connecticut Ave. 1E01  
203-930-9900  
mederitherapeutics.com

**MEDERI** THERAPEUTICS INC