



stretta®

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

marketing toolkit

stretta[®] marketing toolkit

Restech | Mederi-RF 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

This toolkit provides details on how to use each item in the kit. If you have any questions, please contact our Marketing Department at 858.673.3700 or marketing@restech.com.





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marketing toolkit

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Press Release

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

STRETTA® 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,

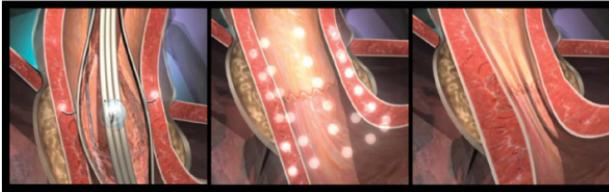
I am writing to tell you about a minimally invasive, outpatient treatment for gastroesophageal reflux disease (GERD) that is now available in my/our practice. The Stretta® procedure involves delivery of radiofrequency energy to the lower esophageal sphincter (LES) and gastric cardia, which results in 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.



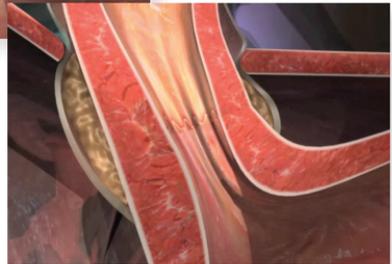
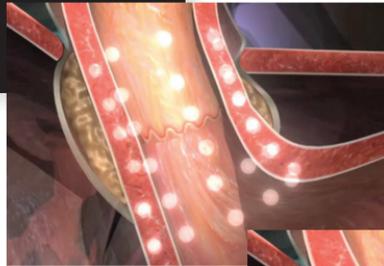
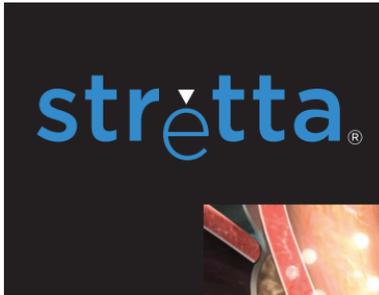
strætta®



branding and artwork

Stretta Video

Animation of procedure for patients and physician education.



stretta videos

Advertisements and Posters

Full color ads, posters and web banners to place in a local paper, facility newsletter, web or doctor's office.

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



When symptoms of GERD persist despite standard treatments, there is an option other than surgery. Str^ètt^a is a unique and minimally invasive treatment that fills the existing gap between medications and surgery. Studies show that Str^ètt^a has a patient satisfaction rating of 92%.*

If you are a patient with GERD that is disinclined 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 Str^ètt^a Therapy is right for you.

Go to str^ètt^a-therapy.com for more information.

str^ètt^a.

www.str^ètt^a-therapy.com | 800-946-8286

© 2011 Str^ètt^a Therapeutics, Inc. All rights reserved. *Data from a 2010 survey of 100 patients who underwent Str^ètt^a Therapy. Satisfaction was measured on a scale of 1-10, with 10 being the highest. 92% of patients reported a satisfaction rating of 9 or 10.

Relieve chronic heartburn.
Reduce or eliminate
medication.
Avoid invasive surgery.

str^ètt^a.

Chronic heartburn *and* pills don't work?
Ask your doctor about **str^ètt^a.**

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.

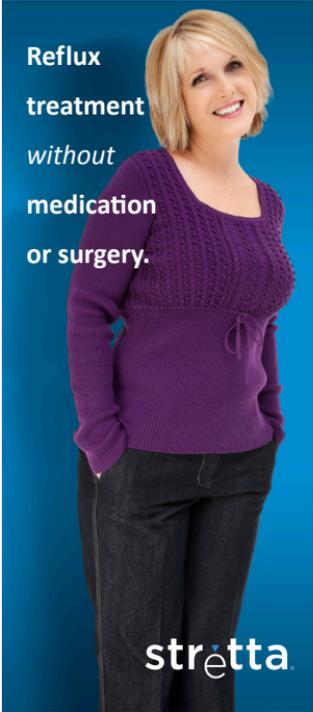
Resolve Reflux.
Reduce or Eliminate Meds.
Avoid Invasive Surgery.

stretta[®]

Ask your Doctor if Stretta Therapy is right for you.
www.stretta-therapy.com

Print Materials

Patient brochures with safety information.



**Reflux
treatment
without
medication
or surgery.**

strætta

WHAT CAN PATIENTS EXPECT?

Every patient is different in their response to Strætta.

- The effect of Strætta works over time; patients usually begin to see improvement after about two months
- Some patients improve more quickly than others
- Studies show that symptoms may continue to improve for 6 months or longer

Patients may experience pain immediately following Strætta Therapy.

- In most cases pain can be managed with over-the-counter analgesics (liquid acetaminophen), or prescription pain medication if needed.

FOLLOWING TREATMENT PATIENTS SHOULD:

- Continue previous GERD medication regimen for 2 months
- Follow a modified diet of full liquids for 24 hours and a soft diet for 2 weeks
- Crush (or use liquid) medications for at least one month
- Stop using NSAIDs for two weeks
- Avoid ANY instrumentation of the esophagus for at least one month

INDICATIONS, CONTRAINDICATIONS AND WARNINGS

INDICATIONS FOR USE: The Strætta System is intended for general use in the endoscopic ablation of tissue and intended for use specifically in the treatment of gastroesophageal reflux disease (GERD).

CONTRAINDICATIONS: The use of electroenergy is contraindicated when, in the judgment of the physician, electroenergy procedures would be contrary to the best interest of the patient. The following is a list of patient groups to which the use of the Strætta System for the treatment of GERD is contraindicated: patients under the age of 18; pregnant women; patients without a diagnosis of GERD; total larynx cancer; patients on intravenous ACE-inhibition in response to previous post-surgical candidates; AHA IV classification.

WARNINGS: The following is a list of patient groups who have not been specifically studied using the Strætta System for the treatment of GERD. The performance characteristics of the device for the following group of patients has not been established:

- Patients with an implant near the LES that could be conductor with RF energy
- Normal 24 hour pH study
- All GERD medications completely discontinued to properly assess established anti-secretory medication
- Gastric cancer
- Prior surgical candidates
- Presence of dysplasia, esophageal bleeding, or gas bleed
- Active esophageal diverticula or hiatal hernia
- Concomitant (or prior) upper airway disease (nasal valve dysfunction, collagen vascular disease, interstitial lung disease)
- Interstitial lung disease
- Previous blood coagulation or use of anticoagulant or platelet anti-aggregation therapies

WARNINGS: These complications are rarely seen but could potentially occur with the use of electroenergy for the treatment of GERD: transient bleeding, transient difficulty swallowing, transient difficulty breathing, transient dysphagia, transient esophageal discomfort, transient esophageal mucosal necrosis, transient fever. There is esophageal necrosis, perforation, pharyngitis, esophageal transect and potential for bleeding or Esophageal injury. If any warning occurs, contact your treating physician immediately. Esophageal warning may result in perforation and may require surgery resulting in death. The following complications are not seen often, but could possibly occur infrequently: adenitis, transient chest pain, transient coughing, chest injury, diarrhea, infection, larynx injury, variceal and GERD (Bose). Contact instructions for use for full contraindications, warnings and precautions.



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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 Restech | Mederi -RF 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.

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