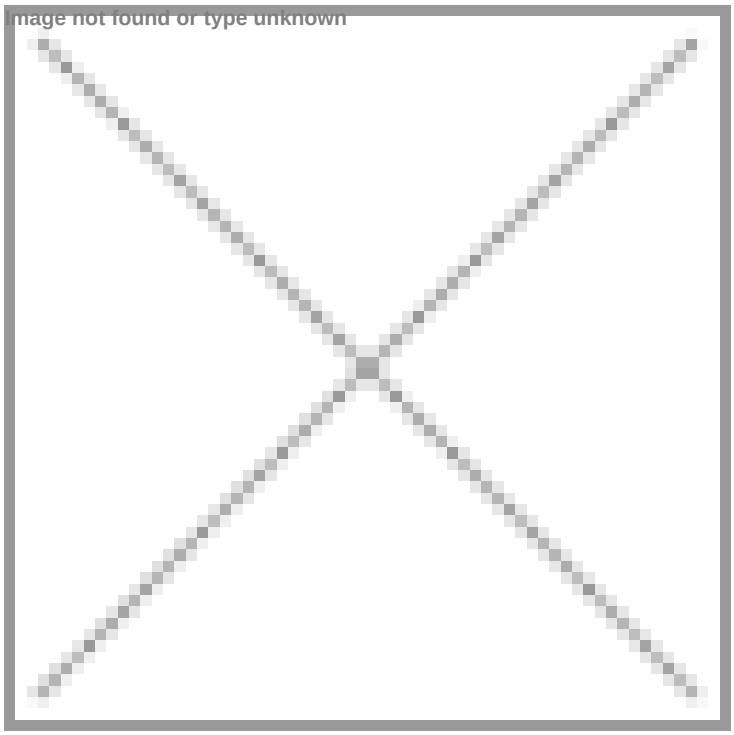
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Medtronic launches treatment for overactive bladder

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Medtronic has announced the launch of its NURO System that delivers percutaneous tibial neuromodulation (PTNM) for the treatment of overactive bladder (OAB) with symptoms of urinary urgency, urinary frequency, and urge incontinence. PTNM, a minimally invasive, periodic, office-based procedure, provides a measurable reduction in urinary frequency and/or urinary incontinence episodes following treatment without the side effects of medication.

The NURO System delivers a gentle electrical pulse to the tibial nerve via an acupuncture-like needle placed in the skin near the ankle that is attached to a neurostimulator. The therapy is administered in physician offices during weekly 30-minute sessions for 12 weeks and thereafter as prescribed by a physician. Patients are free to read or listen to music while therapy is administered. The most common side effects are temporary and include mild pain or skin inflammation at or near the stimulation site.

Evidence points to OAB being caused by a miscommunication between the bladder and brain. Medtronic Bladder Control Therapies use neuromodulation, or gentle nerve stimulation, to reset the brain-bladder communication pathway. PTNM is thought to improve bladder function by targeting the tibial nerve, indirectly activating the central nervous system to help alleviate symptoms.

In clinical trials PTNM significantly decreased the number of incontinence episodes and voids per day, reduced the number of urgency and urge incontinence episodes and increased voiding volume. With maintenance therapy, PTNM can offer long-

term relief.

"So many suffer from OAB and the majority are either not treated or not finding relief with other treatments, so Medtronic is pleased to offer another option along the care pathway," said Ms Linnea Burman, vice president and general manager, gastro/urology therapies at Medtronic. "Our hope is that our expanding neuromodulation portfolio can help a broader range of patients get their lives back."