



Taking Careful Aim

Saint Luke's Health System builds NeuroBlate[®] System outreach around a physician champion, patients' personal stories, and special awareness months.



When building awareness of the NeuroBlate System, Michelle Manuel aims carefully. Time and resources are limited, and precise targeting drives results. "Our goals are to reach people diagnosed with brain tumors or lesions and offer them the latest in therapy options, and to educate

the general population so that if they need the procedure in the future, they will come to us for it," says Manuel, director of media relations with Saint Luke's Health System in Kansas City, Mo.

Two Key Components

She knows from experience the essentials to gaining local media attention. "I won't consider doing a media outreach unless I have two things in place: a physician champion to act as spokesperson for the technology, and a strong patient story." When possible, she ties media contacts to observances like Brain Tumor Awareness Month (May).

She tailors stories to media outlets' interests. For example, when addressing health reporters, she stresses that Saint Luke's offers a cutting-edge

medical option close to home. For business reporters, she highlights Saint Luke's as first in region to use the technology and cites growth at the health system's Marion Bloch Neuroscience Institute. She also offers patients' stories to their home community media, emphasizing how their experience differed from traditional surgery. Her successes include many newspaper stories and segments on TV news programs.

Making the Point

When reaching out broadly, Manuel distributes press releases through PR Web and posts on social media, notably Twitter. Social media posts often bring inquiries from media outlets looking to develop stories. Her messaging is consistent:

- Saint Luke's is first in region to offer the NeuroBlate System, a new tool in the fight against brain tumors.
- The NeuroBlate System can help destroy tumors in many locations in the brain, while protecting healthy surrounding tissue as much as possible.
- The NeuroBlate is a minimally invasive procedure, with distinct advantages over traditional open procedures.

Careful targeting helps Manuel use her time effectively, distribute a compelling message to patients throughout Greater Kansas City, and raise the profile and prestige of Saint Luke's Health System.



NeuroBlate[®] System: Indications for Use

The NeuroBlate System (formerly known as the AutoLITT[®] System) from Monteris Medical has received U.S. Food and Drug Administration (FDA) 510(k) clearance for the following Indications for Use:

- The Monteris Medical NeuroBlate System is indicated for use to ablate, necrotize or coagulate soft tissue through interstitial irradiation or thermal therapy in medicine and surgery in the discipline of neurosurgery with 1064 nm lasers.
- The Monteris Medical NeuroBlate System is intended for planning and monitoring thermal therapies under MRI visualization. It provides MRI-based trajectory planning assistance for the stereotaxic placement of an MRI-compatible (conditional) NeuroBlate Laser Delivery Probe. It also provides real-time thermographic analysis of selected MRI images
- When interpreted by a trained physician, this System provides information that may be useful in the determination or assessment of thermal therapy. Patient management decisions should not be made solely on the basis of the NeuroBlate analysis.

The NeuroBlate System is a tool (as opposed to a "treatment") that can be used by physicians to address tumors and lesions. The NeuroBlate System is not intended to treat, cure, prevent, mitigate or diagnose any specific disease, including Glioblastomas. Physicians should use their clinical judgment and experience when deciding to use the NeuroBlate System. Full prescribing information is available at www.monteris.com.