

POWER OVER YOUR PAIN

SPINAL CORD STIMULATION THERAPY can transform the **QUALITY OF LIFE** for people who are otherwise unable to find **RELIEF** from their chronic pain. Learn more about your options at PowerOverYourPain.com.

CHRONIC PAIN BY THE NUMBERS

When chronic pain lasts longer than 3-6 months it's considered chronic pain.¹

Chronic pain affects **100 MILLION AMERICANS** — more than heart disease, cancer and diabetes combined.²

Chronic pain costs the U.S. health system up to **\$300 BILLION ANNUALLY**.³



Costs include **515 MILLION WORKDAYS LOST** and **40 MILLION DOCTOR VISITS** annually.⁴



Chronic pain affects **1 IN 5 PEOPLE GLOBALLY**.⁵

BurstDR™ stimulation* is a new form of spinal cord stimulation therapy created by doctors to mimic natural occurring patterns found in the brain.⁶ This advanced technology is believed to address both physical pain and its effect on you emotionally.⁶

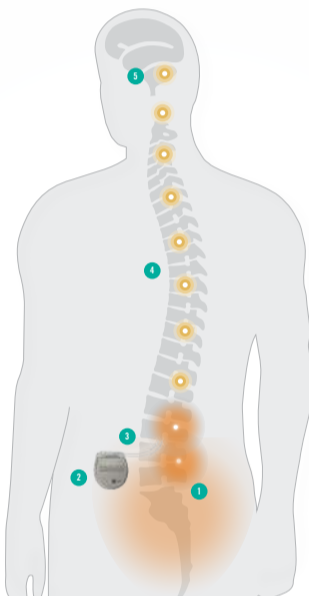


†Pain and suffering as measured by VAS.

HOW BURSTDR™ STIMULATION WORKS

When you feel chronic pain, it is because your nerves are sending pain signals to your brain. BurstDR™ stimulation works to reduce pain by altering the pain signals as they travel to the brain.⁶

- 1 Pain signals travel up to the spinal cord to the brain.
- 2 A generator, similar to a cardiac pacemaker, sends BurstDR pulses to a thin wire called a lead.
- 3 The lead delivers these pulses to nerves along the spinal cord.



- 4 The pulses modify the pain signals as they travel to different parts of the brain.
- 5 The pulses change the way your body perceives pain—providing potential relief from physical pain as well as the suffering† associated with the pain.^{7,8}

†Pain and suffering as measured by VAS.

BURSTDR™ STIMULATION has been **CLINICALLY PROVEN** in numerous studies from around the world to provide **SUPERIOR PAIN RELIEF** compared traditional tonic stimulation.^{7,8}

The majority of patients say they prefer



BURSTDR™ STIMULATION^{7,8}

The pain relief provided by BurstDR™ stimulation was also proven to improve patients' lives by:

- Improving patients' ability to perform everyday activities.^{7,8}
- Reducing patients' emotional suffering associated with pain.^{7,8}

†Pain and suffering as measured by VAS.

INNOVATION FROM ST. JUDE MEDICAL

St. Jude Medical™ spinal cord stimulation technologies are unique because they are developed with the patient in mind. The Proclaim™ Elite Recharge-free SCS system—featuring BurstDR™ stimulation—offers patients Invisible Therapy™ allowing patients to focus on their lives instead of the pain through:

- A recharge free device
- Familiar wire-less technology
- Reduced or no paresthesia^{7,8}
- Full-body MR Conditional labeling



To learn more about solutions for chronic pain management, visit PowerOverYourPain.com.

Risks associated with the procedure and/or use of a neurostimulation system include infection, swelling, bruising, undesirable changes in stimulation, and the loss of strength or use in an affected limb or muscle group (i.e. paralysis). Talk to your doctor about the possible complications associated with neurostimulation.

*BurstDR™ stimulation, patented technology exclusively from St. Jude Medical, is also referred to as Burst stimulation in clinical literature.
†Pain and suffering as measured by VAS.
‡Based on PGIC scores of moderately better improvement or higher.

1. APCA Consumer Guide to Pain Medication and Treatment. http://www.theacpa.org/uploads/ACPA_Resource_Guide_2012_Update%20031912.pdf. Accessed 3/11/2014.
2. Institute of Medicine. Relieving Pain in America report 2011. <http://www.iom.edu/Reports/2011/Relieving-Pain-in-America-A-Blueprint-for-Transforming-Prevention-Care-Education-Research.aspx>. Accessed March 1, 2013.
3. Arns C, Licking E, Barrett A. Conquering pain: New discoveries and treatments offer hope. *Bus Week*. 1999;3618:102-6.
4. Guo HR, Tanaka S, Halperin WE, et al. Back pain prevalence in U.S. industry and estimates of lost workdays. *Am J Public Health*. 1999;89:1029-35.
5. Breivik H, et al. Prevalence and impact of chronic pain: A systematic review of epidemiological studies on chronic pain. Presented at the 2005 IASP 11th World Congress on Pain, Sydney, Australia.
6. De Ridder, D., Vanneste, S., Plazier, M., & Vancamp, T., (2015). Mimicking the Brain: Evaluation of St. Jude Medical's Prodigy Chronic Pain System with Burst Technology. *Expert Review of Medical Devices*, 12(2), 143-150.
7. St. Jude Medical™ Proclaim™ Neurostimulation System Clinician's Manual. Plano, TX. 2016.
8. St. Jude Medical™ Prodigy™ Neurostimulation System Programming and Reference Manual. Plano, TX. 2016.

Rx Only
Brief Summary: Prior to using these devices, please review the Instructions for Use for a complete listing of indications, contraindications, warnings, precautions, potential adverse events and directions for use.

Indications for Use: Spinal cord stimulation as an aid in the management of chronic, intractable pain of the trunk and/or limbs, including unilateral or bilateral pain associated with the following: failed back surgery syndrome and intractable low back and leg pain.
Contraindications: Patients who are unable to operate the system or who have failed to receive effective pain relief during trial stimulation. **Warnings/Precautions:** Diathermy therapy, implanted cardiac systems, magnetic resonance imaging (MRI), explosive or flammable gases, theft detectors and metal screening devices, lead movement, operation of machinery and equipment, postural changes, pediatric use, pregnancy, and case damage. Patients who are poor surgical risks, with multiple illnesses, or with active general infections should not be implanted. **Adverse Effects:** Painful stimulation, loss of pain relief, surgical risks (e.g., paralysis). User's Guide must be reviewed for detailed disclosure.

Unless otherwise noted, ™ indicates that the name is a trademark of, or licensed to, St. Jude Medical or one of its subsidiaries. ST. JUDE MEDICAL and the nine-squares symbol are trademarks and service marks of St. Jude Medical, Inc. and its related companies.
© 2016 St. Jude Medical, Inc. All Rights Reserved.

SJM-BDR-1016-0033 Item approved for U.S. use only.

