



Phoenix Atherectomy System- Customizable Press Release

Contact:

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[HOSPITAL NAME AND LOCATION] Adds Phoenix Atherectomy System to Improve the Lives of Patients with PAD

[CITY, STATE], [DATE], 20XX – The [HOSPITAL OR PRACTICE NAME] in [CITY] is now offering the Phoenix Atherectomy System to treat patients suffering from peripheral artery disease (PAD); a disease where plaque builds up in the arteries in your lower extremities. The Phoenix Atherectomy System has been designed as a safe, effective and easy choice for physicians and patients. It cuts, captures and clears diseased tissue with a single insertion to help restore normal blood flow and relieve painful symptoms.

Impacting one in 20 Americans over the age of 50, the incidence of PAD in the lower extremities is expected to grow commensurate with increases in diabetes, tobacco use, sedentary lifestyles and an aging population. People with PAD can experience decreased quality of life because of chronic leg pain and if left untreated it can progress to more serious complications such as limb amputations and in some cases, death.

[SUGGESTED QUOTE]

“Peripheral artery disease can significantly impact a patient’s day to day activities and potentially lead to serious complications,” said [PHYSICIAN NAME], M.D., a board-certified [physician] with the [HOSPITAL NAME]. “With Phoenix, we have a next generation device for helping patients to regain their quality of life.”

The Phoenix Atherectomy System combines the benefits of existing atherectomy systems to deliver a unique, hybrid atherectomy option that helps physicians tailor their treatment approach for patients.

With three catheter diameters, Phoenix can effectively treat most peripheral vasculature. The 1.8mm and 2.2mm tracking catheters are suited for treating small vessels or highly stenosed lesions. The 2.4mm deflecting catheter is suited for larger vessels or eccentric lesions. In a recent study, the EASE trial, the unique design of the Phoenix resulted in a less than one percent distal embolism rate.

PHILIPS

[ADD DESCRIPTION OF THE INSTITUTION OR PRACTICE, SUCH AS:]

[INSTITUTION OR PRACTICE NAME] is dedicated to issues important to society and advances that will provide both quality and dignity to the lives of patients. The physicians of the [INSTITUTION OR PRACTICE NAME] have performed many advanced procedures and have been instrumental in making numerous health advances through the years.

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The offices of the [INSTITUTION OR PRACTICE NAME] are located at [ADDRESS], [TELEPHONE NUMBER].

