

# **Welcome !**

## **Medtronic and The Medtronic Foundation**

**Wendy Bennett  
Consultant  
Medtronic Foundation  
International  
Arrhythmia Alliance Conference 2007**



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# Medtronic Mission



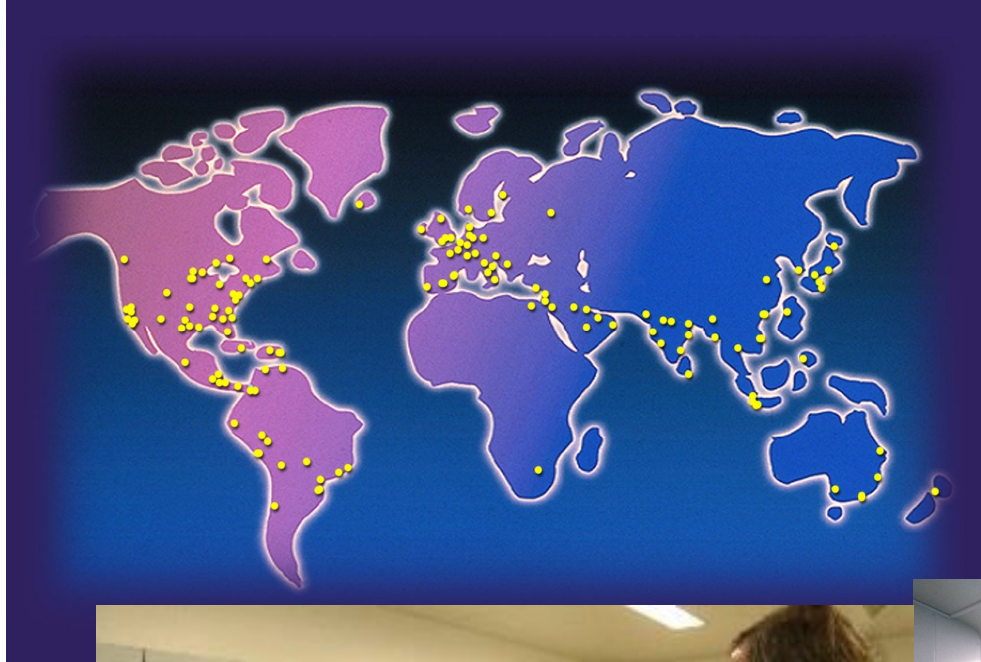
« To contribute to human welfare by application of biomedical engineering in the research, design, manufacture and sale of instruments or appliances that **alleviate pain, restore health and extend life.** »

(1962)



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# Medtronic Today



**34,000 Employees**

**Over 120 Countries**

**250+ Locations**

**[www.medtronic.com](http://www.medtronic.com)**



# Solutions for Restoring Health

**Cardiac  
Arrhythmias**

**Heart Failure**

**Sudden Cardiac Death**

**Coronary Artery  
Disease**

**G/I Reflux**

**Incontinence**

**Peripheral Vascular  
Disease**



**Neurological  
Conditions**

**Ear, Nose & Throat  
Disorders**

**Heart Valve  
Disease**

**Spinal  
Disorders**

**Spasticity**

**Chronic Pain**

**Diabetes  
Management**

# Medtronic and The Medtronic Foundation

- **Medtronic Mission:**
  - **Alleviate Pain, Restore Health and Extend Life**
  - **Be a Good Corporate Citizen**
- **Medtronic Foundation – « Philanthropic Arm »**
  - **Improve the health of people and communities by focusing our resources in areas where we can make unique and positive contributions**



# Medtronic Foundation - “Patient Link” Program

- Guided by belief that all patients have the right to:
  - Access information about prevention and treatment of their disease and about maintaining their health
  - Participate in their health care
  - Find support for managing their own and their family members' health care
  - Learn about prevention and treatment options that respect their diverse backgrounds and needs



# Medtronic Foundation – Patient Link

- Partner with patient organizations that educate, support and advocate on behalf of patients and their families to improve the lives of people with chronic diseases



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# Importance of Collaboration

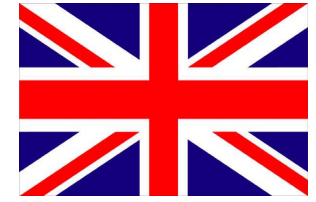
- Create partnerships, i.e. win-win situations
  - Organizations - capacity building
  - Programs – maximum impact
- Who are possible partners?
  - Companies / Foundations
  - Physicians
  - Government
  - Other patient associations



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The collage includes several newspaper articles and a graph. The top left article is titled 'Nouvelles armes contre l'insuffisance cardiaque' (New weapons against heart failure) and features an illustration of a heart. The top middle article is titled '«Ça va plus que bien»' (It's going even better) and shows a man sitting at a table. The top right article is titled 'Certains appareils ne sont pas remboursés' (Some devices are not reimbursed) and shows a doctor. The middle section has a large headline: 'Mit kardialer Resynchronisierung NYHA-Klasse verbessern' (Improve NYHA class with cardiac resynchronization). Below this is a sub-headline: 'Neue Therapie für Herzranke' (New therapy for heart failure). To the right of the headline is a graph titled 'Kostenerückgewinnung' (Cost recovery) showing a line graph with data points. Below the graph is another headline: 'Herzinsuffizienz verursacht hohe Kosten' (Heart failure causes high costs). The bottom left article is titled 'Des Zurichois en visite à Medtronic' (Zurichers on a visit to Medtronic). The bottom middle article is titled 'Neue Zürcher Zeitung' (New Zürcher Zeitung) and has a sub-headline: 'Damit das Herz wieder im Gleichtakt schlägt' (So that the heart beats in rhythm again). The bottom right article is titled 'Les derniers progrès' (The latest progress) and features an illustration of a heart.

# Arrhythmia-Alliance



*Promoting better understanding, diagnosis, treatment and quality of life for individuals with cardiac arrhythmias*



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