

FOR IMMEDIATE RELEASE:

Contact: [INSERT YOUR NAME AND ADDRESS]

[PRACTICE/DOCTOR NAME] ADDS INNOVATIVE iovera^o TREATMENT AS PART OF PAIN MANAGEMENT REGIMEN TO REDUCE RELIANCE ON OPIOIDS
Unique therapy freezes nerves to reduce pain

[CITY, ST] – [MONTH DATE, YEAR] – [PRACTICE/DOCTOR NAME] is excited to announce that [IT/HE/SHE] is now offering the iovera^o treatment, an innovative approach to blocking pain, as part of their standard of care. The iovera^o treatment is a clinically proven, non-opioid, long-lasting pain management solution that uses the body's natural response to cold to relieve pain.

[Insert physician quote; Suggestions: how recovery affects overall patient satisfaction, patient pain in recovery, physician care and proactive measures for the recovery process]

The iovera^o treatment is based upon the well-established principles of cryoneurolysis. The iovera^o system uses an innovative process to form a targeted cold zone surrounding peripheral nerve tissue to immediately block the nerve from sending pain signals. The system is specifically designed to create a temporary, reversible nerve block through a process called Wallerian degeneration that is followed by predictable regeneration of the nerves.

With over 15,000 patient treatments performed to date, iovera^o therapy represents a promising option for physicians to manage their patients' pain.

Clinical results comparing patients who were treated with iovera^o technology 5 days prior to TKA surgery to patients who did not receive this therapy, have shown that the iovera^o therapy group¹:

- requested fewer opioids than the control group, while reporting similar function and pain scores²
- experienced less stiffness at 6 and 12 weeks post surgery³
- experienced less knee pain at 6 and 12 weeks post surgery³

[Insert physician quote; Suggestions: concern with opioid abuse, concern with knee pain/ stiffness preventing patient's recovery, etc.]

OR

[Insert patient quote; Suggestions: a patient who had TKA with and without iovera^o and the difference in recovery; patient satisfaction in TKA and post-surgical pain, etc]

Common side effects include local pain, tenderness, swelling, bruising and tingling or numbness. The iovera^o system is intended to block pain at peripheral nerve sites.

At [PRACTICE NAME], Dr. [PHYSICIAN NAME] and [HIS/HER] team of skilled health professionals are dedicated to providing the best standard of care.

For more information or to schedule an appointment to find out if the iovera° treatment is right for you, visit [WEBSITE] or call us at [PHONE NUMBER].

¹ Dasa V, Lensing G, Parsons M, Harris J, Volaufova J, Bliss R, Percutaneous freezing of sensory nerves prior to total knee arthroplasty. *The Knee*, 2016. 23(3): p. 523-528.

² iovera° patients requested 1933.75mg average morphine equivalents (MME) compared to 3751.25mg for non-iovera° patients over the 12 week post-surgery period.

³ Compared to a control group, iovera° patients had higher KOOS Pain Scores (difference of 11.2 and 13.4) and KOOS Symptom Scores (difference of 12 and 13.4) at 6 and 12 weeks post-surgery, respectively.

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ABOUT [PHYSICIAN OR PRACTICE NAME]

[INSERT SHORT PHYSICIAN OR PRACTICE BIO]

ABOUT MYOSCIENCE

Fremont, California-based Myoscience is a privately-held medical device company committed to making its platform technology, the iovera° system, the standard of care for the treatment of peripheral nerves. The iovera° treatment is a patented miniaturization of traditional cryoneurolysis. The iovera° system is 510k cleared in the U.S. for the blocking of pain, the relief of pain and symptoms associated with osteoarthritis of the knee for up to 90 days and general surgical use. The iovera° system's "1x90" Smart Tip configuration (indicating one needle which is 90 mm long) can also facilitate target nerve location by conducting electrical nerve stimulation from a separate nerve stimulator. For more information, please visit www.iovera.com.

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