

TRANSCAROTID ARTERY REVASCULARIZATION (TCAR)

Interview Guide

Silk Road Medical, Inc. is pleased to share with you this interview guide, which provides some tip sheets to help you, your physicians and your patients prepare for a media interview regarding TransCarotid Artery Revascularization (TCAR). Please note that the use of these materials is strictly voluntary, and you are not obligated to purchase Silk Medical, Inc.'s products. The following tip sheets are included:

- [Physician Interview Guide](#)

This tip sheet is to help physicians prepare for media interviews about TransCarotid Artery Revascularizations (TCAR). The suggested key messages are meant to provide an overview of the TCAR procedure. For more information about the procedure and essential prescribing information, please reference <http://silkroadmed.com/ifus/>, including indications, contraindications, warnings, and precautions as described in the FDA approved labeling.

- [Patient Interview Guide](#)

This tip sheet is to help patients prepare for media interviews about their experience with TransCarotid Artery Revascularization (TCAR).

FDA regulated products require a fair and balanced presentation of benefit/risk information. Please refer to our product labeling or the essential prescribing information on our website at <https://silkroadmed.com/disease-and-treatment-options/>.

If you have any questions or suggestions for other materials that you may need as part of a media interview or other marketing campaign, we are here to support you. Please contact us to discuss your needs further.

If you have any questions, please contact your Therapy Awareness Manager.

PHYSICIAN INTERVIEW GUIDE

Preventing Stroke During the COVID-19 Pandemic with TCAR

To help you prepare for media interviews regarding the COVID-19 pandemic and TransCarotid Artery Revascularization (TCAR) procedure, this tip sheet has been developed to provide background on the technology, carotid artery disease and treatment options.

Key Messages

Following are questions you may be asked, along with sample language you can use to create key messages in your own words.

Question	Suggested Key Messages
<p>What is carotid artery disease?</p>	<p>Carotid artery disease is a form of atherosclerosis, or a build-up of plaque in the two main arteries of the neck. The carotid arteries are vital as they feed oxygen-rich blood to the brain. When plaque builds up in the carotid arteries, they begin to narrow and slow down blood flow, potentially causing a stroke if blood flow stops or plaque fragments travel to the brain.</p> <p>Additional details:</p> <ul style="list-style-type: none"> ● Carotid artery disease is estimated to be the source of stroke in up to a third of cases.¹ ● Every year, 15 million people worldwide suffer a stroke, also known as a brain attack. Nearly 6 million die and another 5 million are left permanently disabled.²
<p>What are ways you can prevent stroke?</p>	<p>Stroke prevention begins with maintaining a healthy lifestyle and receiving routine health checks. Smoking, diabetes, blood pressure, and cholesterol can increase your chance of having a stroke. It is important to talk to your primary care physician about your risk of having a stroke and if you should be screened, especially if you have a family history of vascular disease. Early diagnosis and treatment of a narrowed carotid artery can decrease stroke risk. Your doctor can listen to the arteries in your neck with a stethoscope or refer you for a carotid ultrasound.</p>
<p>During the COVID pandemic, is it safe to go to the hospital?</p> <p>What precautions are you taking to keep patients safe from COVID-19?</p>	<p>It is important not to delay routine checkups, especially if you may be at risk for life-threatening conditions or have a family history of it.</p> <p>[Hospital] has taken extra precautions to ensure our patients' safety in both surgical and exam rooms, including:</p> <ul style="list-style-type: none"> ● [list COVID protocols]

<p>What is the TransCarotid Artery Revascularization (TCAR) procedure?</p>	<p>At [Hospital], we are offering a technology called TransCarotid Artery Revascularization®, or TCAR®, to treat patients with carotid artery disease who are at risk for traditional open surgery. We are proud to offer this procedure to all eligible patients, as a clinically proven, less invasive alternative to help prevent future strokes with a faster recovery time.</p>
<p>How does the procedure work?</p>	<ul style="list-style-type: none"> ● A sheath is inserted directly into the carotid artery through a small incision at the neckline. ● The TCAR® system creates a reversal of blood flow. Any debris or clots that dislodge from the artery during the procedure flow away from the brain into a filter system outside of the body. ● We can now safely cross the blockage and insert the stent to open blood flow and stabilize the plaque and intended to help prevent future strokes. ● We then filter the blood and return it back into the body through a vein in the groin, remove the sheath and close the hole in the artery and neck.
<p>Is the TCAR procedure “safe”?</p>	<p>Yes. TCAR has been studied extensively and is an FDA-cleared procedure. More than 40,000 procedures have been done worldwide, and the clinical data are excellent. Results from clinical trials show that TCAR has the lowest reported risk of stroke to date for any prospective, multi-center trial of carotid stenting.</p>
<p>What are the benefits of TCAR over other treatments?</p>	<p>Traditional treatment options such as carotid endarterectomy, or open surgery, and carotid artery stenting have been shown to effectively treat the blockage.</p> <ul style="list-style-type: none"> ● The entire TCAR procedure is performed in less than half the time of a carotid endarterectomy – limiting the stress on the heart and significantly cutting the risk of the patient having a stroke or heart attack during the procedure. ● By reversing the blood flow during the procedure, we’re preventing any plaque that might dislodge inside the artery during the procedure from traveling up to the brain, causing a stroke. ● Patients who undergo the TCAR procedure recover quickly and almost always go home the next day to return to full and productive lives with less pain, smaller scars and a reduced risk of future strokes.

<p>How important is this TCAR procedure for treating patients?</p>	<p>The TCAR procedure is a great tool in our fight against stroke. It's a less invasive treatment and can really help people reduce their risk for stroke. Ultimately, I see this becoming the preferred and routine way we treat carotid artery disease. Especially during this pandemic, because patients experience a faster recovery compared to open surgery.</p>
<p>Who created the TCAR® system?</p>	<p>A company based in California, called Silk Road Medical, has worked over the past 10+ years with the vascular surgery community in refining the procedure, conducting clinical trials, and are now commercializing TCAR® in the U.S.</p>
<p>How do you know if someone has carotid artery disease?</p>	<p>Unfortunately, a lot of carotid artery disease is silent and does not present with symptoms. Physicians can screen patients based on risk factors like high blood pressure, diabetes, obesity and smoking. Certainly, if you are having stroke-like symptoms (weakness/numbness on one side, loss of eyesight/speech, dizziness or fainting), you should seek immediate medical attention and be evaluated for carotid artery disease.</p>

Tips for Controlling the Media Interview

There are techniques you can use to control the flow of an interview with a reporter. These include:

- 1. Repeat the Reporter’s Question in Your Answer** – By repeating the question in your answer, it provides a complete “soundbite” that can be used by the media.
 - Question: What is TransCarotid Artery Revascularization?
 - Answer: TransCarotid Artery Revascularization is...
- 2. Repeat Your Key Messages** – Use one of the statements below to transition to your key message.
 - The most important point is...
 - Again, as you recall, what is really important is...
 - As a matter of fact...
 - The fact is...
 - Actually....
- 3. Manage Pregnant Pauses** – When a reporter is silent, don’t feel like you have to keep talking. Instead, you can ask simple questions like the following, which put the ball back in the reporter’s court.
 - Did I answer your question?
 - Is that clear?
- 4. Block and Bridge** – If a reporter asks a question you can’t or don’t want to answer, you can use the “block and bridge” technique to return to your key messages. Following are samples of blocking and bridging statements.

Block:	Bridge:
I can’t speak to...	What I can speak to is...
I can’t speculate on...	What I do know is...
That’s not my area of expertise...	What I can tell you is...

- 5. Wrap up the Interview** – At the interview close, if the reporter asks if there’s anything else you want to say, repeat your key messages. Do not say “No, I think we’ve covered it,” or anything to decline the opportunity to repeat your key messages. If the reporter wraps up the interview, feel free to add “The last thought I want to leave everyone with is...” and repeat your key messages.

References:

- [1 https://vascular.org/patient-resources/vascular-conditions/carotid-artery-disease](https://vascular.org/patient-resources/vascular-conditions/carotid-artery-disease)
- [2 http://www.emro.who.int/health-topics/stroke-cerebrovascular-accident/index.html](http://www.emro.who.int/health-topics/stroke-cerebrovascular-accident/index.html)

PATIENT INTERVIEW GUIDE

TransCarotid Artery Revascularization (TCAR) Background & Media Interview Tips

This tip sheet has been developed to help you prepare for media interviews regarding your experience as a recipient of the TransCarotid Artery Revascularization (TCAR) procedure.

Pronunciation Guide

- Carotid Artery: [kuh-rot-id | ahr-tuh-ree]
- TransCarotid Artery Revascularization: [trans-kuh-rot-id | ahr-tuh-ree | ree-vas-kyuh-ler-uh-zey-shuh n]
- TCAR: [tee-kahr]

Anticipated Questions

Following are questions you may be asked, along with sample language you can use to create key messages in your own words. Be sure to repeat the reporter's question in your answer; by repeating the question in your answer, it provides a complete "soundbite" that can be used by the media.

Question	Suggested Response
How did you find out you had carotid artery disease?	<i>Describe your experience.</i> <ul style="list-style-type: none">• For example: "I first found out I had carotid artery disease when..."
What was the TCAR procedure like?	<i>Discuss the details of your surgery, such as anesthesia, how long you stayed in the hospital, etc.</i> <ul style="list-style-type: none">• For example: "I had the surgery on a Tuesday and was able to go home the next day."
Why did you decide to get the TCAR procedure done during the COVID-19 pandemic?	<i>Discuss your thoughts on why you didn't want to wait to receive treatment.</i> <ul style="list-style-type: none">• For example: "Knowing I was at higher risk of having a stroke, I did not want to take any chances by waiting."
Did you feel comfortable receiving the TCAR procedure at [hospital] during this pandemic?	<i>Discuss how comfortable you were with the hospital and staff during your procedure and when in recovery.</i> <ul style="list-style-type: none">• For example: "The hospital and staff were very professional and took many precautions to ensure my safety from COVID-19. They made me feel very comfortable with receiving the TCAR procedure"
How has your recovery been?	<i>Describe what your recovery has been like.</i> <ul style="list-style-type: none">• For example: "After the surgery, I was able to go back to doing the things I love, such as..."

How satisfied are you with your experience with TCAR?	<p><i>Describe what your experience has been since the procedure.</i></p> <ul style="list-style-type: none"> ● For example: “After recovering from the surgery, I have a small scar on my neck and peace of mind that my previously clogged artery won’t cause a stroke in the future.”
Have you gotten back to normal activities?	<p><i>Describe what you’re able to do since the surgery that you couldn’t do before.</i></p> <ul style="list-style-type: none"> ● For example: “I had my surgery X weeks/months ago. I’m now back to taking care of my family and playing with my grandkids.
What is the TCAR procedure?	<p><i>Defer questions about the implant to your surgeon.</i></p> <ul style="list-style-type: none"> ● For example: “It’s a procedure to clear a blockage in my carotid artery. I’m not a doctor, so for details you should talk to Dr. XYZ.”

Patient Interview Guide