Vantive

SELLING THE VALUE OF HDx THERAPY **TO YOUR CUSTOMERS**

How to use the **Theranova** Concept Brochure

HDx Therapy

Enabled by the **Theranova** Dialyser

THE ANNOTATED **THERANOVA** CONCEPT BROCHURE (HDx THERAPY)

HOW TO USE THIS GUIDE

IN THIS GUIDE YOU WILL FIND:

> Elevator pitch – a quick introduction to the HDx therapy value proposition
> Conversation starters on each spread – simple questions to help your customers recognize the value and potential of the HDx therapy
> Answers to conversations in the form of key benefits and supporting proof-points

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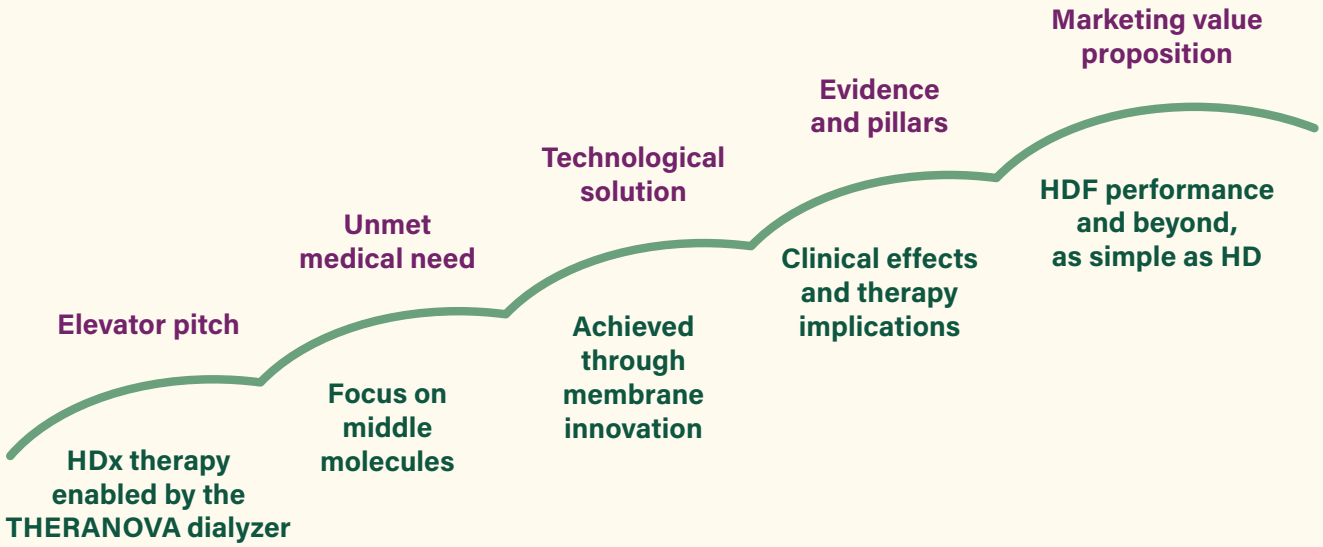


ELEVATOR PITCH

HDx THERAPY ENABLED BY THE **THERANOVA** DIALYZER

WHAT THE ELEVATOR PITCH GIVES YOU?

Is your opportunity to briefly tell the core story in the time it would take to ride an elevator.

It is the main value that new HDx therapy, enabled by the **Theranova** dialyzer, can bring to the customer by providing an alternative high-performance therapy to all chronic HD patients, focusing on the removal of large middle molecules.

HDF PERFORMANCE AND BEYOND AS SIMPLE AS HD:

The **Theranova** dialyzer, featuring an innovative membrane, effectively targets large middle molecules not efficiently removed by currently available dialysis treatments.

It provides the opportunity for an expanded hemodialysis therapy, HDx, providing HDF performance and beyond in the removal of middle and larger middle molecules, using regular HD infrastructure.

The premium performance and simplicity of the HDx therapy, enabled by the **Theranova** dialyzer, opens up another option for patients with chronic renal failure requiring hemodialysis.

DO NOT USE THERANOVA DIALYZERS FOR HDF OR HF DUE TO HIGHER PERMEABILITY OF LARGER MOLECULAR WEIGHT PROTEINS SUCH AS ALBUMIN

MEDICAL UNMET NEED
HDx THERAPY: FOCUS ON LARGE MIDDLE MOLECULES

KEY MESSAGES TO CONVEY FROM THIS SPREAD

1. Removal of larger middle molecules is a new paradigm in dialysis.
2. Clearance is limited with high-flux filters used in HD or HDF and there is a need for more permeable and selective membranes.

1. LARGE MIDDLE MOLECULES: A NEW PARADIGM IN DIALYSIS

> Classification of uremic solutes: there is a world beyond β_2-icroglobulin

> Removal with current high-flux dialysis therapies (HD or HDF) remains limited by membrane permeability

2. THE NEED FOR MORE PERMEABLE MEMBRANES

There is a growing evidence about the the relevance and toxicity of large middle molecules. Removal of these molecules requires membrane with higher permeability than standard current high flux dialyzers.

CONVERSATION STARTER:

Introduce your customers to the classification of uremic solutes and to the limited reach in larger middle molecules with current high-flux therapies (HD, HDF).

Typical questions:

> How important is the removal of larger middle molecules, beyond β_2-microglobin?

> Did you know that the removal of the larger middle molecules may remain very limited with high-flux membranes, even when convection (HDF) is applied?

TECHNOLOGICAL SOLUTION

HDx THERAPY: ACHIEVED THROUGH MEMBRANE INNOVATION

KEY MESSAGES TO CONVEY FROM THIS SPREAD

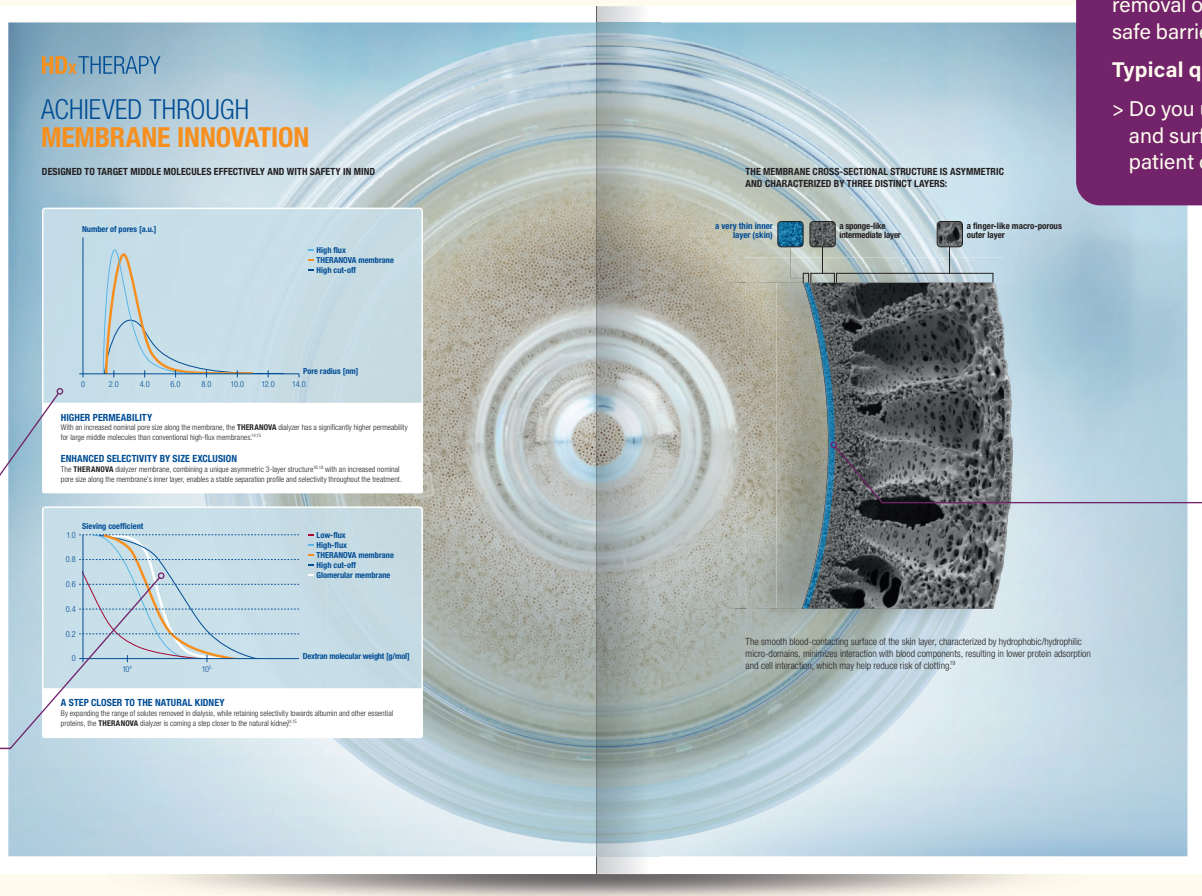
1. **Theranova** is the next logical membrane innovation, combining higher permeability with enhanced selectivity.
2. Stable selectivity throughout the treatment is ensured by pore size control and the proprietary membrane 3-layer-structure.
3. The **Theranova** artificial kidney membrane is a step closer to the glomerular (natural) kidney.

1. HIGHER PERMEABILITY

A higher nominal pore size and greater number of pores results in higher permeability.

3. A STEP CLOSER TO THE NATURAL KIDNEY

This is a result of membrane design and process engineering (spinning) innovation providing higher permeability and enhanced selectivity.



2. ENHANCED SELECTIVITY

Results from strict pore size control (narrow distribution) at the inner skin layer, and the proprietary 3-layer-structure of the membrane.

CONVERSATION STARTER:

Introduce **Theranova** as the logical next-step in dialysis innovation. This comes as a result of optimizing the balance between membrane permeability and selectivity. The higher permeability allows a delivery of HDF performance (and beyond for the large middle molecules) in HD mode, while the enhanced selectivity allows a controlled removal of essential solutes and acts as a safe barrier to endotoxins.

Typical question

> Do you use different membranes and surface areas to try optimizing patient care?

EVIDENCE AND PILLARS

HDx THERAPY: CLINICAL EFFECTS AND THERAPY IMPLICATIONS

KEY MESSAGES TO CONVEY FROM THIS SPREAD

The **Theranova** dialyzer effectively targets large middle molecules not efficiently removed by currently available dialysis treatments. It provides the opportunity for an expendanded hemodialysis therapy, HDx (1), providing HDF performance and beyond in the removal of middle and larger middle molecules (2), using regular HD infrastructure and protocol (3).

1. EXPANDING HD

Markedly greater clearances and intradialytic reduction ratios than regular HD – at ordinary blood flow rates (300 mL/min).

3. REGULAR HD INFRASTRUCTURE AND PROTOCOL

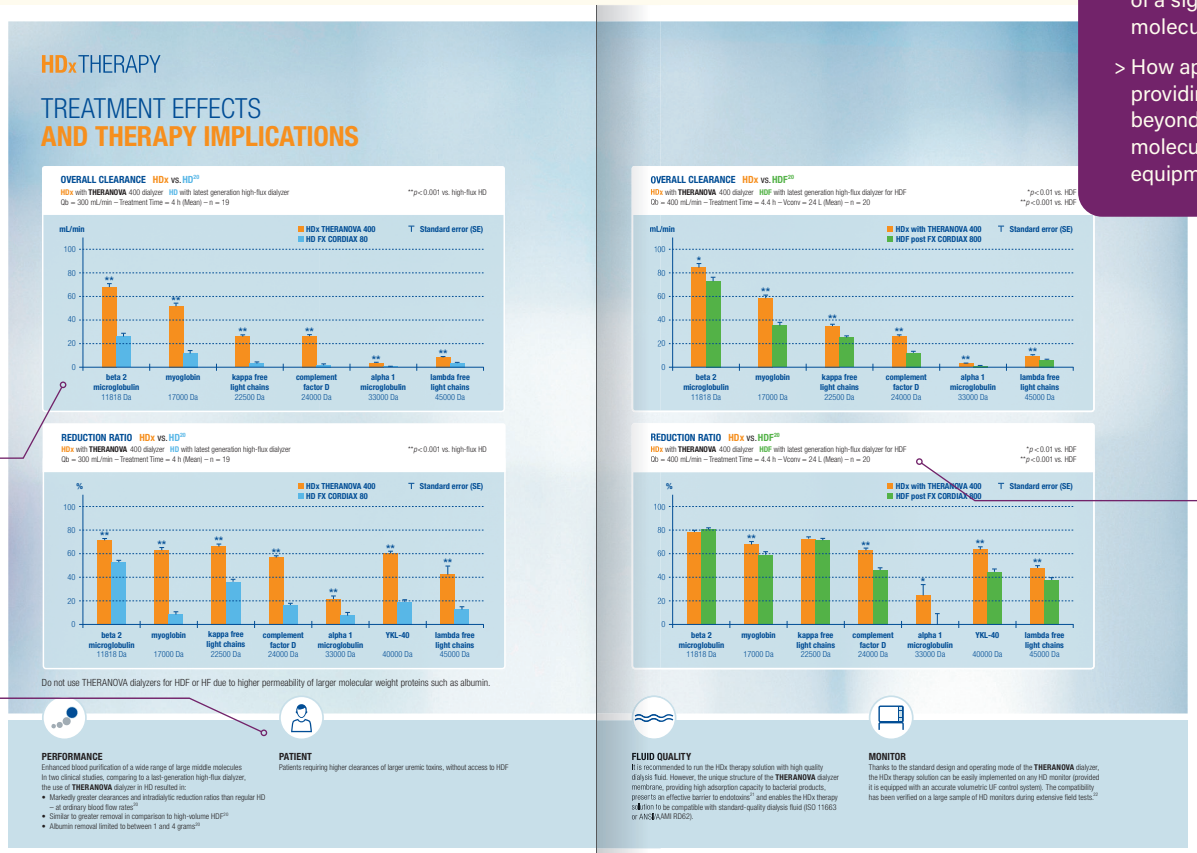
The four HDx therapy pillars:

> Outstanding performance

> For all patients, primarily for those requiring higher clearances of larger uremic toxins, without access to HDF

> With standard fluid quality

> On any HD monitor



CONVERSATION STARTER:

Help your customers grasp the outstanding performance of **Theranova** in HD mode, in terms of middle molecule removal, and understand the potential benefits of the HDx therapy using clinical data.

Typical questions:

> What are the expected clinical benefits of a significantly higher middle molecule removal?

> How appealing is the HDx therapy, providing HDF performance and beyond in the removal of large middle molecules, with regular hemodialysis equipment and protocol?

2. TO HDF PERFORMANCE (AND BEYOND FOR LARGE MIDDLE MOLECULES)

- Similar, to greater removal in comparison to high-volume HDF
- Albumin removal limited to between 1 and 4 grams

MARKETING VALUE PROPOSITION

HDx THERAPY: HDF PERFORMANCE AND BEYOND AS SIMPLE AS HD

KEY MESSAGES TO CONVEY FROM THIS SPREAD

The HDx therapy may allow clinics to save costs by providing HDF performance and beyond in the removal of large middle molecules without the infrastructure of HDF therapy.

1. HDF PERFORMANCE AND BEYOND

Equivalent performance to high-volume HDF, possibly greater for large middle molecules when it comes to clearance and intradialytic reduction ratio.

CONVERSATION STARTER:

Get your customers thinking about the value of the HDx therapy, providing HDF performance and beyond (for large middle molecules) in HD set-up, thus may help reduce the costs and complexity associated with high-volume HDF.

Typical questions:

> What is the share of patients on HDF in your clinic, and are you aiming at increasing this share?

> What are the greatest roadblocks to high-volume HDF standardization: infrastructural requirements, higher cost per treatment, patient tolerance and eligibility, complexity of the therapy delivery for the staff?

> How can HDx complement HD and HDF as a new dialysis modality?

2. AS SIMPLE AS HD

The **Theranova** dialyzer may allow clinics to save costs compared with the HDF treatment modality by:

> Not having to purchase special disposables required for the HDF treatment modality

> Not having to invest in additional special equipment required for the HDF treatment modality

> Not having to train staff on the HDF treatment modality

> Not having to perform the dedicated microbiology tests required for HDF treatment

> Not having to maintain/upgrade and monitor a dialysate purification system to deliver the HDF treatment modality

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Vantive dialyzers portf. supporting evidences

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