

# VASCADE MVP® Template Social Posts

## Social Media Suggestions

Ideas for Tweets and Facebook posts that you can use to announce your use of VASCADE MVP® at your facility.

- For added engagement, consider including a photo and a website link. Examples include a photo of the physician who first used the product or a photo of the patient, infographics, videos, etc. [Make sure to obtain appropriate permissions to publish the images.]
- If you issued a press release announcing your first use of VASCADE MVP, consider including a link within all your social posts on the topic. You can also link to third-party websites or [www.cardivamedical.com](http://www.cardivamedical.com) to direct people to learn more.
- Feel free to tag Cardiva Medical in your social posts to maximize engagement
  - Twitter: @CardivaMedical
  - LinkedIn: Cardiva-Medical

## Sample Tweets

Proud to offer the #VASCADE MVP following AF Ablations – the only FDA-approved multi-access site venous vascular closure system. In a recent clinical study, MVP reduced bedrest by 64%, reduced the use of opioids by 58% and improved patient satisfaction by 63%. <link to facility press release if issued or facility web page> [www.cardivamedical.com](http://www.cardivamedical.com) #AFIB #VascadeMVP

Proud to offer the #VASCADE MVP for access closure following EP procedures – the only FDA-approved multi-access site venous vascular closure system. In a recent clinical study, MVP reduced bedrest by 64%, reduced the use of opioids by 58% and improved patient satisfaction by 63%. <link to facility press release if issued or facility web page> [www.cardivamedical.com](http://www.cardivamedical.com) #AFIB #VascadeMVP #ProvenbyEP

<insert doctor name> used our first #VASCADE MVP Venous Vascular Closure System following an AF Ablation. <Hospital Name> is focused on enabling patients to get on their feet faster and increasing patient satisfaction. <link to facility press release if issued or facility web page> [www.cardivamedical.com](http://www.cardivamedical.com) #AFIB #VascadeMVP

#DYK: According to the CDC, 2.7-6.1 million Americans have AFib (irregular heartbeat); Patients with AFib are 4-5x more likely to have a stroke; AFib-related strokes are more frequently fatal and disabling. Learn more about the <insert your hospital name> Electrophysiology program. <link to facility press release if issued or facility web page> #AFIB #VascadeMVP

*IF YOU ARE FIRST IN REGION TO IMPLANT:*

We're first in [city/region/state] to use the newly FDA-approved #VASCADE MVP Venous Vascular Closure System. In a recent clinical study, VASCADE MVP reduced bedrest by 64%, reduced the use of

opioids by 58% and improved patient satisfaction by 63%. <link to facility press release if issued or facility web page> [www.cardivamedical.com](http://www.cardivamedical.com) #VascadeMVP #AFIB

## **Sample FaceBook Posts**

<Insert your hospital name> is one of the first hospitals in [city/region/state] to use the VASCADE MVP® Venous Vascular Closure System following AF ablations. In a recent clinical study, MVP reduced bedrest by 64%, reduced the use of opioids by 58% and improved patient satisfaction by 63%. <link to facility press release if issued or facility web page> [www.cardivamedical.com](http://www.cardivamedical.com)

<Insert doctor name> used our first VASCADE MVP® Venous Vascular Closure System following an AF ablation. <Insert hospital Name> is focused on enabling patients to get on their feet faster and increasing patient satisfaction. <link to facility press release if issued or facility web page> [www.cardivamedical.com](http://www.cardivamedical.com)

Proud to offer the #VASCADE MVP for access closure following EP procedures – the only FDA-approved multi-access site venous vascular closure system. In a recent clinical study, MVP reduced bedrest by 64%, reduced the use of opioids by 58% and improved patient satisfaction by 63%. <link to facility press release if issued or facility web page> [www.cardivamedical.com](http://www.cardivamedical.com)

According to the CDC, 2.7-6.1 million Americans are affected by Atrial Fibrillation (AFib) - an irregular heartbeat that feels like a quivering heart; Patients with AFib are 4-5 times more likely to have a stroke from the improperly beating atrium and the resulting blood clot formation. <link to facility press release if issued or facility web page> [www.cardivamedical.com](http://www.cardivamedical.com)