

# Changing the Trajectory of Stroke

At CERENOVUS, we are proud to be on the front lines of stroke care – where every second counts – and strive to give patients a new lease on life after stroke. Our commitment to changing the trajectory of stroke is inspired by our long heritage of supporting neurovascular care and a renewed dedication to helping physicians protect people from a lifetime of hardship. We're proud to help over 150,000 patients around the world each year.



## Our Mission

Change the trajectory of stroke.

## Stroke by the Numbers



**#2**

cause of death globally<sup>1</sup> and #5 in the U.S.<sup>2</sup>



**15M**

people worldwide will have a stroke each year<sup>3</sup>



**5M**

people will die from stroke each year and another 5M are left permanently disabled<sup>3</sup>



**>143M**

disability-adjusted life years lost from stroke each year<sup>4</sup>



**~\$53B**

stroke-related costs in the U.S. between 2017-2018<sup>5</sup>

## Areas of Focus

CERENOVUS has quickly become an emerging market leader across ischemic and hemorrhagic stroke and a global leader in research for stroke science and clots. Our areas of focus include:



### Ischemic strokes

Caused by a local blood clot or an obstruction that travels to a vessel in the brain and blocks blood supply, ischemic strokes account for 87% of all strokes worldwide.<sup>6</sup> The CERENOVUS ischemic portfolio includes optimized thrombectomy devices designed to remove a broad range of clots from cerebral blood vessels.



### Hemorrhagic strokes

Caused by the rupture of weakened blood vessels, which are less common (13% of all strokes) but can be more severe and deadly (40% of all stroke deaths).<sup>7</sup> The CERENOVUS hemorrhagic portfolio is specifically designed to treat a wide range of aneurysms and arteriovenous malformation (AVMs).



### Access portfolio

The CERENOVUS access portfolio is designed in concert with our ischemic and hemorrhagic products to address challenging anatomy maximizing the support and navigability.

## Product Portfolio

### Access

CERENOVUS LARGE BORE CATHETER™  
PROWLER™ EX  
CEREBASE™ DA  
ENVOY™ DA

### Ischemic\*

EMBOTRAP™ III  
EMBOGUARD™  
PROWLER™ EX  
CERENOVUS LARGE BORE CATHETER™  
CEREBASE™ DA

### Hemorrhagic

CERENOVUS ENTERPRISE™ 2  
CEREPAK™ coils  
PULSERIDER™  
TRUFILL™ n-BCA

# Elevating the Standard of Stroke Care

**Providing a broad portfolio** of medical devices designed to help physicians make stroke treatment quicker, easier, and more effective

**Leading research** focused on ischemic and hemorrhagic stroke to inform new treatment options and with the ultimate goal of enabling better patient outcomes

**Connecting physicians and R&D** from around the world to advance the treatment of stroke, share knowledge, and improve patient care

## Heritage

**1996**

Johnson & Johnson acquires the Cordis company, including Cordis Neurovascular. Cordis is rebranded to Codman

**2009-2017**

Codman enters neurovascular space, rebranded to Codman Neuro, and acquires Micrus Endovascular, Pulsar Vascular and Neuravi

**2017**

All components came together to launch the new neurovascular business, CERENOVUS, Inc.

## Making a Difference

We see it as our responsibility to educate healthcare providers, policymakers, and patients about stroke and the barriers that exist to proper patient care. CERENOVUS works alongside physicians to identify and understand unmet clinical needs and collaborate on interdisciplinary research. We work to advance patient access to care through partnerships with advocacy organizations across the globe. Our work to address disparities in stroke care focuses on educating communities of color on the signs and symptoms of stroke and the physician community on the systematic barriers that prevent – and need to be improved for - equal access to stroke care.

## Leadership



### Worldwide President: Mark Dickinson

Mark Dickinson brings over two decades of medical device experience spanning sales, marketing and leadership positions across two continents. While in Europe, Mark held a variety of sales and marketing roles before ultimately leading Biosense Webster for the region. He subsequently relocated to the U.S. to lead Global Strategic Marketing for Biosense Webster before being named Worldwide President for CERENOVUS in 2019. Mark believes in the power of medical devices to change and improve patient outcomes. He has dedicated his career to bringing the latest innovations to physicians and patients around the world to treat stroke, atrial fibrillation and for use during interventional procedures.

Learn more about **CERENOVUS** at: [www.cerenovus.com](http://www.cerenovus.com)

### Sources:

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2. "About Stroke." American Stroke Association. <https://www.stroke.org/en/about-stroke>
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4. GBD 2019 Stroke Collaborators. Global, regional, and national burden of stroke and its risk factors, 1990-2019: a systematic analysis for the Global Burden of Disease Study 2019. *Lancet Neurol.* 2021 Oct;20(10):795-820. doi: 10.1016/S1474-4422(21)00252-0. Epub 2021 Sep 3. PMID: 34487721; PMCID: PMC8443449.
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7. Hemorrhagic strokes. Stroke Association. <https://www.stroke.org.uk/what-is-stroke/types-of-stroke/hemorrhagic-stroke>.