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Medtronic launches new campaign 'But First, My Health' to educate Indian women about abnormal uterine bleeding

Mumbai, 20th May 2025: India Medtronic, today announced the launch of its new campaign, ***'But First, My Health'*** aimed at educating women in India about Abnormal Uterine Bleeding (AUB).

To help women navigate abnormal uterine bleeding with confidence, this campaign offers clear and accessible information on endometrial polyps and uterine fibroids within the cavity, sourced from scientific studies and public resources. Our goal is to empower patients to have informed conversations with their doctors. The goal is to empower individuals to recognize potential symptoms, understand the impact on their lives – including fertility – and become aware of the range of available treatment approaches under the guidance of their physician, from medication to innovative, minimally invasive techniques like the mHTR system.

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Studies have indicated that AUB affects up to 17.09%[1] of women, which means more than one in five women in India may experience symptoms of abnormal bleeding during their lifetime. A condition that often goes unrecognized, AUB's symptoms have the potential to negatively affect women's physical, mental, emotional well-being hence creating a profound impact on productivity at work and the overall quality of life.

The two major factors that cause AUB are uterine polyps and uterine submucosal fibroids[4]. Research shows that over 45%[2] of women with AUB may have uterine polyps, while 38%[3] may have fibroids—non-cancerous growths that can lead to heavy bleeding, disrupt normal menstrual cycle, and affect women's fertility, sometimes making it difficult to conceive. With early diagnosis and timely medical interventions, patients can manage their symptoms with medication or minimally invasive procedures, preventing the need for more invasive treatments like hysterectomy (the removal of uterus).

In India, due to lack of awareness coupled with the fear of invasive procedures, AUB often goes untreated ultimately resulting in long term negative impacts on the overall well-being of the patient. One of the tools available for diagnosing and treating intrauterine causes of AUB is hysteroscopy. Hysteroscopy enables targeted diagnosis and treatment of abnormalities such as polyps and submucosal fibroids[4]. Hysteroscopy can also be

performed without the need for general anesthesia, basis the scope of the procedure. It shortens recovery time, minimizes discomfort, and allows women to return to their normal routine much faster than with traditional surgery[5].

Abhishek Bhargava, Senior Director, Medical Surgical, Medtronic India said, "Medtronic has launched 'But First, My Health' a nationwide campaign that urges women to prioritize their well-being, understand that menstrual irregularities are not something to be ignored and encourages them to seek appropriate medical consultation. The campaign is aimed at bringing conversations around AUB in the mainstream and contribute towards Medtronic's mission to alleviate pain, restore health, and extend life.''

Abnormal Uterine Bleeding is very common, women often neglect owning to their daily busy lifestyles. To know more about this campaign and to understand your symptoms, visit www.medtronic.com/in-en/c/but-first-my-health.html

For further information, please contact:
Medtronic
Masooma Pathre
masooma.pathre@medtronic.com

About Medtronic

Bold thinking. Bolder actions. We are Medtronic. Medtronic plc, headquartered in Galway, Ireland, is the leading global healthcare technology company that boldly attacks the most challenging health problems facing humanity by searching out and finding solutions. Our Mission — to alleviate pain, restore health, and extend life — unites a global team of 95,000+ passionate people across more than 150 countries. Our technologies and therapies treat 70 health conditions and include cardiac devices, surgical robotics, insulin pumps, surgical tools, patient monitoring systems, and more. Powered by our diverse knowledge, insatiable curiosity, and desire to help all those who need it, we deliver innovative technologies that transform the lives of two people every second, every hour, every day. Expect more from us as we empower insight-driven care, experiences that put people first, and better outcomes for our world. In everything we do, we are engineering the extraordinary. For more information on Medtronic, visit www.Medtronic.com and follow Medtronic on LinkedIn.

Any forward-looking statements are subject to risks and uncertainties such as those described in Medtronic's periodic reports on file with the Securities and Exchange Commission. Actual results may differ materially from anticipated results. All details contained in this release are for general awareness purposes only and do not constitute medical advice.

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