

Boston Scientific Welcomes Positive Private Insurance Coverage Decisions for Bronchial Thermoplasty

Priority Health and HealthPartners issue new medical policies to cover catheter-based procedure shown to provide long-lasting control of severe asthma

NATICK, Mass., March 19, 2012 [/PRNewswire/](#) -- Boston Scientific Corporation (NYSE: BSX) welcomes a milestone in private insurance reimbursement coverage for bronchial thermoplasty (BT) performed using the Alair® Bronchial Thermoplasty System. Minnesota-based HealthPartners and Michigan-based Priority Health recently issued the first public postings of positive insurance coverage policies providing their respective memberships with reimbursement for this novel procedure to treat severe asthma. These decisions follow the Centers for Medicare and Medicaid Services' decision to make the Alair Catheter eligible for Medicare reimbursement through a separate "pass-through" payment when the procedure is performed in an outpatient hospital setting.

"The recent private payer coverage decisions for bronchial thermoplasty represent positive developments for severe asthmatics and the pulmonary physician community, and should lead to more widespread coverage for this innovative procedure," said David Pierce, President of the Endoscopy Division at Boston Scientific. "These coverage policies support the CMS payment decisions announced earlier this year and further confirm bronchial thermoplasty as a promising new advancement in the treatment of severe asthma."

Bronchial thermoplasty delivered by the Alair System uses thermal energy to reduce the airway smooth muscle associated with airway constriction in asthma patients. The results of the AIR2 Trial, published in the January 15, 2010 issue of the *American Journal of Respiratory and Critical Care Medicine (AJRCCM)* found that in the year following BT, severe asthma patients treated with the Alair System experienced the following benefits:

- 32 percent reduction in severe asthma attacks
- 84 percent reduction in emergency room visits for respiratory symptoms
- 66 percent reduction in days lost from work/school or other activities due to asthma
- Significant improvement in asthma-related quality of life

Data supporting the persistence of the beneficial effects of BT out to at least two years following treatment were published in the July 2011 issue of the *Annals of Allergy, Asthma and Immunology*. Additional data supporting the safety of the procedure out to at least five years post-treatment were published in 2011 in the journal *BMC Pulmonary Medicine*. The combined published safety and efficacy data for BT supported both payers' decision to cover the procedure for patients with severe persistent asthma who are not well controlled with standard medications.

The Alair System is a catheter-based device used in BT procedures to treat severe persistent asthma in patients 18 years and older whose asthma is not well controlled with medications. The product is approved by the U.S. Food and Drug Administration (FDA) and has been available in the U.S. since mid-2010. While many private insurers have approved BT on a case-by-case basis, the coverage policies from Priority Health and HealthPartners are the first to include their full memberships, totaling about 2 million people.

About Asthma

Asthma is one of the most common and costly diseases in the world. The prevalence of asthma has grown in recent decades, and there is no cure. According to the National Center for Health Statistics, more than 24 million Americans have asthma. Managing asthma consumes more than \$18 billion of healthcare resources each year in the U.S. Uncontrolled asthma results in approximately 14 million unscheduled physician office visits, 1.75 million emergency room visits, 456,000 hospitalizations, and 3,400 deaths annually in the United States. Approximately five percent of Americans suffering from asthma are diagnosed with severe persistent asthma.

About Boston Scientific

Boston Scientific is a worldwide developer, manufacturer and marketer of medical devices that are used in a broad range of interventional medical specialties. For more information, please visit: www.bostonscientific.com.

Cautionary Statement Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements may be identified by words like "anticipate," "expect," "project," "believe," "plan," "estimate," "intend" and similar words. These forward-looking statements are based on our beliefs, assumptions and estimates using information available to us at the time and are not intended to be guarantees of future events or performance. These forward-looking statements include, among other things, statements regarding Medicare and private insurance reimbursement and their effects, new CPT codes and their effects, clinical trials and literature, product performance and competitive offerings. If our underlying assumptions turn out to be incorrect, or if certain risks or uncertainties materialize, actual results could vary materially from the expectations and projections expressed or implied by our forward-looking statements. These factors, in some cases, have affected and in the future (together with other factors) could affect our ability to implement our business strategy and may cause actual results to differ materially from those contemplated by the statements expressed in this press release. As a result, readers are cautioned not to place undue reliance on any of our forward-looking statements.

Factors that may cause such differences include, among other things: future economic, competitive, reimbursement and regulatory conditions; new product introductions; demographic trends; intellectual property; litigation; financial market conditions; and future business decisions made by us and our competitors. All of these factors are difficult or impossible to predict accurately and many of them are beyond our control. For a further list and description of these and other important risks and uncertainties that may affect our future operations, see Part I, Item 1A – *Risk Factors* in our most recent Annual Report on Form 10-K filed with the Securities and Exchange Commission, which we may update in Part II, Item 1A – *Risk Factors* in Quarterly Reports on Form 10-Q we have filed or will file hereafter. We disclaim any intention or obligation to publicly update or revise any forward-looking statements to reflect any change in our expectations or in events, conditions or circumstances on which those expectations may be based, or that may affect the likelihood that actual results will differ from those contained in the forward-looking statements. This cautionary statement is applicable to all forward-looking statements contained in this document.

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