

Rezūm™ Water Vapor Therapy Media Kit

We have created this media kit as a resource to help your practice promote Rezūm™ Water Vapor Therapy and conduct ongoing local media outreach. The kit is intended to help you promote the availability of Rezūm Therapy at your practice and highlight your services and commitment to providing patients with the most advanced technology. It includes the following documents:

Media Outreach Guide to help you engage with reporters.

Media Interview Guide with tips to prepare for a media interview.

Key Messages and Frequently Asked Questions to support your communication efforts surrounding Rezūm Therapy.

Template Pitch Letter to customize and send to your local news publications or health reporters.
Please replace the highlighted sections with your practice's information.

Template Press Releases to customize for your practice. *Please replace the highlighted sections with your practice's information.*

- Now offering Rezūm™ Water Vapor Therapy
- First patient treated with Rezūm™ Water Vapor Therapy
- Procedure Milestone regarding Rezūm™ Water Vapor Therapy

Fact Sheets with information and statistics about:

- Benign Prostatic Hyperplasia
- Rezūm™ Water Vapor Therapy

We hope you find this information useful. Please reach out to your Boston Scientific Representative if you have any questions.