



HCP Digital Patient Education Kit

This Digital Patient Education Kit provides actionable tips, proven methods, and ready-to-use templates designed to **help physicians educate individuals** seeking to learn more about endoscopic weight loss procedures through meaningful, easy-to-understand digital content.

endura
Weight Loss Solutions

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A man with a beard and short brown hair is sitting on a bed in a bedroom. He is wearing a green long-sleeved shirt and blue jeans. He is holding a black smartphone to his ear and appears to be in a conversation. The room has white walls, a window with white curtains, and a lamp on a bedside table. The scene is brightly lit, suggesting daytime.

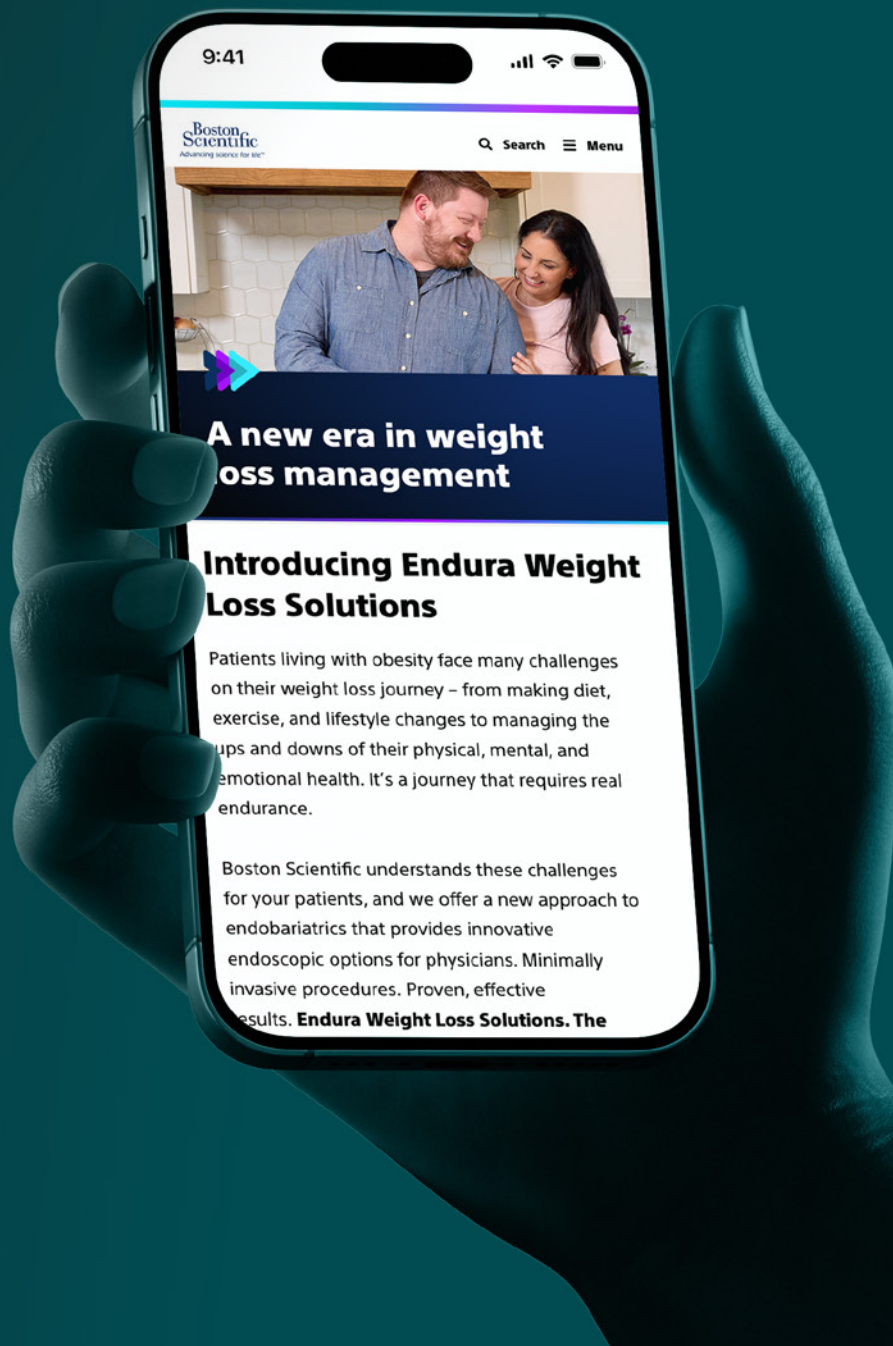
Why invest in patient education?



Today's patients are more informed and proactive than ever, turning to a wide range of resources to educate themselves and guide their health care decisions. They seek clear, accessible, and relevant content that helps them feel confident, informed, and in control. For physicians, leveraging digital platforms to share information helps you educate your audience about conditions and available treatments.

Web Presence

Websites are a powerful tool and serve as a crucial resource for patients seeking initial information before seeing a doctor in person. A comprehensive, easy-to-navigate website can inform and guide prospective patients about the treatments you offer.



(UX) User Experience

The most important question you should continually ask when creating a website is how the intended user – a prospective patient – will consume the information. The user experience, or UX, of a website encompasses all aspects of a user's interaction from first visit to completing the action they intended, such as scheduling a visit. The overall UX should be intuitive, functional, and positive for the user.



Accessibility

Is your website usable for people with disabilities, such as visual impairments? Make sure fonts are large enough to view on both desktop and mobile devices.



Navigation

How easy is it to move around your website to find the information the user needs? Make sure your pages are easy to locate in the drop-down menu across both desktop and mobile devices, and prioritize featured pages that patients access the most.



Engagement

How well does your website capture and hold the user's attention? Utilizing color palettes that are visually appealing, avoiding too many moving components, and having an easy-to-navigate website will increase engagement.



Functionality

How well does your website perform its intended tasks? Does your appointment scheduler work as planned? Is your phone number linked correctly for users to click to call?



Usability

How easy is it for your users to find what they need and complete the task they came there for? Ensure that information like your practice location, phone number, and web forms to schedule appointments are prominent on the page and simple to find.

Website Content

The content on your website refers to all text, images, videos, and any other media that make up the information you want to showcase to a user. Your website is typically the first place a prospective patient will visit before contacting your office. What questions can you answer for them and what do you want them to know before reaching out? Start by putting yourself in the shoes of a patient. This mindset will help you create content that resonates with their needs and concerns:



What are things you would like to know about a new doctor or practice prior to visiting?

What questions do you typically receive at the front desk that you can include on your website?

How can you make this information visually appealing to a user?

What action do you want them to take?

Copy

Copy on the website should be concise and easy to follow. It should emphasize important details in a way that is easy to understand, giving the users the information they need to make decisions or guide them to take next steps.

Navigation

Navigation refers to how users find their way to the various pages and information on your website. The navigation bar should include all of your feature pages with short, easy-to-read titles that indicate what content is included on that page. The navigation bar should be easily found at the top of your page and function on both desktop and mobile devices.

Imagery

Imagery on your website is a crucial element to enhance your website's appearance and convey information for prospective patients. This can include your practice logo, pictures of your staff, and any graphs or illustrations to bring your content to life.

Featured Pages

"Feature pages" on your website are dedicated pages that highlight specific information that is important for the user. Try to pack in all the information you want to provide a potential patient, and break that information into different feature pages to make it easier to consume. For instance, having a dedicated staff page will help users get to know who they can expect to see when they walk into your office. Separating this from a page dedicated to treatment options will help different users find the specific information they are looking for and make your website easier to navigate.

Links

Links can help you consolidate the information on each feature page and allow users to jump from one page to the next. If a specific topic can be expanded, you can include a link to that feature page so the user can navigate the website more easily and engage with additional content as needed. For example, if you are on the dedicated page talking about weight loss and mention endoscopic sleeve gastroplasty (ESG) as a treatment option, you can link ESG to the "treatment options" page and dive deeper into the subject. This can help keep your website concise, while also making it easily navigable for the user. Links can also be utilized to drive additional resources outside of your practice website or to individual documents to download, like a patient questionnaire.

Schedule a call



Calls to action, or CTAs, are the next step you want a prospective patient to take after they are well informed. Your CTAs may include prompts such as scheduling a consultation, downloading a form, or signing up for email updates. CTAs should be visible in the form of a button or link of a different color to differentiate from the page content and often appear multiple times throughout the website.

Website Execution

Creation

There are plenty of free resources, including templates and tools, that can assist you in creating a strong and effective website. Check out the following resources to get you started:



Web Hosting

After you have designed your website, you will need to make it accessible to the public by hosting it online. This involves selecting a web hosting provider, registering a domain name (the URL), and uploading the files you created to the platform. An alternative route is selecting from a provider that offers both web hosting services as well as website design templates and tools for ease of process. Analytics are often included to help guide you in optimizing your website based on user engagement.



Your website should continually evolve, so plan to audit and refresh it regularly. Keeping the latest information available is essential for your users and will also improve your search engine ranking. Aim to review and optimize your website at least quarterly to maintain relevancy and high engagement, always providing the best UX for your potential patients.

SEO

Search engine optimization, or SEO, helps search engines like Google, Bing, and YouTube understand your website's content and connect it with users who are looking for relevant information through search queries.



Best Practises

SEO is a digital marketing practice that can increase visitor traffic to your website by achieving high rankings on the search engine results page – often referred to as the “SERP.” Typically, the higher you rank on the results page for a query, the better chance you have of a user visiting your website to consume additional information.



Think like a patient.

Include terms and descriptions (keywords) patients typically search online. Work with staff to compile a list of terms and phrases patients most commonly use to describe symptoms, conditions, and procedure options in everyday terminology. Focus on language a prospective patient would use when seeking information online versus clinical language.

Include the most-searched language on the website.

Use search engines such as Google to help ensure the website includes the most commonly searched terms and symptoms. Start a search with a term or symptom, and the search engine will present frequently searched terms, questions, and descriptions.

Create a website that is usable and appealing on a laptop, tablet, and phone.

Patients use a variety of devices to search for information. If you have flexibility to customize content for phone viewing, make it simple and clear. Use headers and bulleted lists to break up the content into relevant sections.

Include descriptions of processes and available treatment options.

Prospective patients want to learn how they'll be treated, and by whom. Promote advanced technology as well as proven practices - using searchable terms as often as possible.

Make it easy for patients to contact you directly from the website or their mobile device.

Include links to an email-style message form and an appointment-scheduling page. Include phone numbers) and physical address(es). Contacting the office via mobile device should be easy and immediate for patients.

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Help patients get to know the team.

Staff biographies should be concise and reassuring. Emphasize the physicians’ qualifications and experience, as well as their personal, caring nature. Example: Dr. L considers it a calling to become a physician. She joined the hospital after completing her residency. “I believe the needs of the patient must always come first, which is something I continue to implement wherever I practice.”



Utilize questions as key phrases.

How to implement best practices on a website: Put yourself in the mind frame of a patient searching for additional information about procedures or solutions. Search queries are often posed as questions, including phrases like “what is” and “what are.” Including an FAQ page that uses similar language will help bolster your SEO and increase visibility to your page for prospective patients who are asking these questions. Example: “What are the benefits of non-surgical weight loss procedures?”

Use headlines and section headers.

Use highly searched terms and descriptions. Content on web pages should answer patients’ questions in clear, simple language.

Be consistent.

Across the website, online directories, and Google profile, the office name, address, and phone number should be the same. Help both users and search engines understand where you are located, and bolster an internet presence.



Think of your own user behavior when you enter a question into a search engine like Google: Which links do you tend to click most often when the results are shown? Including key terms that patients are searching for throughout your website is a great way to stay relevant and ensure you continue to rank high on the SERP. Your website is only useful to prospective patients if they can find it!

SEO Execution

Try using the following free tools to help improve your SEO:

AnswerThePublic, Ahrefs, Semrush, Moz

& Google Search Console



When you ask a question in Google, utilize the “other people searched for” section at the bottom of the SERP to see related search queries other users have entered. This can help you use relevant organic language or associated topics on your website to boost your SEO.

Ahrefs

A full-scale SEO suite that empowers you to analyse domains, track rankings, explore backlinks and monitor keyword performance. It gives you high-level metrics for any URL plus deep insight into site health, link-profile strength and competitor dynamics.

Moz

A comprehensive SEO toolkit that helps marketers aim for higher search rankings, attract qualified traffic and run impactful campaigns. It offers keyword research, site auditing, link analysis and an approachable interface to simplify the complexity of SEO.

AnswerThePublic

A search-listening tool built to capture what real people are asking online. It collates question-based phrases, prepositions and comparisons around your topic to spark ideas in content, SEO and customer insight. Useful for uncovering the language and concerns of your audience, helping you craft more targeted messaging.

Semrush

An AI-powered, all-in-one digital marketing platform aimed at boosting visibility across SEO, content, social and paid channels. It combines keyword research, competitor intelligence, site audits and ad-analysis in a single interface to help brands expand their online footprint.

Google Search Console

A free service from Google that lets website owners measure, monitor and troubleshoot how their site appears in Google Search. It delivers direct insight into indexing status, search queries, crawl-errors and traffic performance so you can optimise visibility.

Youtube SEO

YouTube is another key platform that is widely used to consume information in a visual format. If you have video content available to post on YouTube, there are a few key updates you can make to optimize for SEO as well:



Keywords

Use keywords and phrases in the video title and description section to ensure prospective patients can easily find your content, preferably at the beginning so it is more prominent for search engines to prioritize. Try to mention keywords in the first 25 words of the description and reiterate them two to four times throughout.



Channel tags

Channel tags and hashtags help categorize your video, so users can find your content more easily. Channel tags can be added when you upload the video on YouTube and can be found in the settings section, while hashtags can be added directly to the description section of the video.

For example, to promote a video about baking homemade cookies, you can use hashtags like #chocolatechip, #madefromscratch, #baking, and channel tags like "best chocolate chip cookie recipe," "soft and chewy cookies," "baking from scratch"



Categories

Select the relevant category for your video to show up in so the content is easily discoverable by your target audience and can appear in the "recommended results" on search engines. There are 15 categories available on YouTube to choose from, and they are broader in nature than your channel tags. Your video can only fall under one category.

Located in the same section as channel tags, the category can be added when you upload the video under settings.



**Pro
tip**

When posting video content on YouTube, remember to include your practice name and location as part of your keyword strategy. Adding a link to your practice website can help make your website easier to find for users in your area.

Youtube SEO

YouTube is another key platform that is widely used to consume information in a visual format. If you have video content available to post on YouTube, there are a few key updates you can make to optimize for SEO as well:



File Name

Save the video file using keywords within the file name itself. This helps search engines find your video content more easily and promotes you higher in the results options.

For example: "How to make the best soft and chewy chocolate chip cookies from scratch Chef Rae's Kitchen California"



Closed Captioning

Make sure to use keywords verbally throughout the video and add closed captions, so search engines pick up those same keywords and phrases. Closed captions are also beneficial for users who may be viewing content without sound.



Thumbnail Images

Use an enticing thumbnail image to help draw prospective patients to view your video. The thumbnail is the first preview a user will see of what the content may include when a video link is clicked. It should be simple and eye-catching and should include a short text description.



When posting video content on YouTube, remember to include your practice name and location as part of your keyword strategy. Adding a link to your practice website can help make your website easier to find for users in your area.

Paid Media & Search engine marketing (SEM)

Paid Media

Paid media, or paid digital advertising, relates to all forms of marketing in which an advertiser pays to place relevant content in front of an intended target audience. Paid media is an important component of digital marketing as it helps educate prospective patients who may be looking for information about what your practice provides and helps them find your website.

Search engine marketing (SEM)

Search engine marketing (SEM), display advertising, paid social media, and paid influencer marketing are all examples of platforms in which you can market to your intended audience through paid digital advertising. Paid media increases the reach of your marketing by drawing in your audience from various digital channels, so they become aware of your website and the capabilities and offerings available at your practice. Think of paid media like renting billboard space – you pay for prominent placement to ensure your message reaches a specific audience.



Paid Media Execution

Various forms of paid media will vary in cost. To execute a well-thought-out strategy, first determine where your intended audience consumes the most digital media content. This may include social media sites such as Meta or LinkedIn, or banner ads programmatically chosen by the audience and their online behavior.



Programmatic banner ads tend to have the most reach and are lower in cost, while ads on Meta can be targeted to specific demographics like age and gender. Be prepared with ads that include a clear call to action and are visually appealing to prospective patients in order to catch their attention.

Search

Ad [Redacted]
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Ad [Redacted]
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Paid results

Organic results

Banner Ads

Local cable TV/local radio/digital news sites

While programmatic banner ads are served on various websites dictated by the intended audience's online behavior, local websites are a great way to reach prospective patients who are already in your area. Work with local radio, cable TV, or news sites who have a digital presence to place banner ads directly on their landing pages.

Geo-targeting

Similar to SEM, your banner ads should be geo-targeted to prospective patients who are able to physically come to your office.



Best Practise

Include multiple sizes of banner ads to increase your opportunity of serving digital media across websites where your intended audience will consume information. Typical ad sizes include: 728x90, 300x250, 300x600, 160x600, and 320x50 (mobile ad size). Banner ads should be visually appealing with a clear call to action. Stick with strong creative elements to catch the user's eye, and avoid too many words that may pull from the call to action. Remember, the goal of a banner ad is to draw the user's attention immediately and drive them to your website to learn more.

728 x 90

300 x 600

160 x 600

320 x 50

300 x 250

Call to action

Search Engine Marketing

SEM is a paid digital marketing strategy that increases your website visibility to users through ads on search engines such as Google and Bing. Search engine optimization (SEO) and SEM work in combination from both organic and paid advertising perspectives to help users become aware of your website and increase traffic to your landing page.

There are a few key elements to keep in mind when developing and executing an SEM strategy:



Keyword choices

Focus on high-quality keywords that are relevant to your target audience and what information they may be seeking. You can use Google to identify the most-searched terms related to symptoms and treatment options.



Call to action

Include a short call to action within each search ad. This should tell the audience what next action they should take – such as “Call the office” or “Schedule an appointment.” Align what action is taken in the ad to the description. Example: If the button says, “Call the office,” ensure the phone number is connected to the link itself.



Relevancy

Ensure the landing page you are sending prospective patients to is relevant to the ad copy that they searched for in the first place. A landing page that is relevant to the search ad will not only reach the correct intended audience but also boost your ad rank and quality score, which directly impacts how you show up on the search engine results page.



Ad copy

Most forms of SEM will contain headlines and descriptions. Create ad copy that speaks directly to prospective patients. Start with a headline that highlights the intent behind the keyword, and include the unique benefits or audience pain points they hope to resolve within the description of the search ad. Headlines and descriptions should give the user a snapshot of what information they can expect on your website when they click on your search ad.



Geo-targeting

Ensure the landing page you are sending prospective patients to is relevant to the ad copy that they searched for in the first place. A landing page that is relevant to the search ad will not only reach the correct intended audience but also boost your ad rank and quality score, which directly impacts how you show up on the search engine results page.

Social Media

Social media is one of the most powerful tools you can use to educate current and prospective patients, increase awareness of your practice, and connect your community with options that can change lives. Whether you're spotlighting reflux care, colorectal screenings, or endoscopic weight loss solutions, platforms like Facebook, Instagram, X (formerly Twitter), and TikTok can help you meet patients where they already are – online.



How to Get Started

Pick your platform(s)

Choose one to two platforms based on where your patients are most active.



Facebook for local adults and caregivers

Instagram for younger adults and more visual storytelling

TikTok for short-form educational video content

LinkedIn and X (formerly Twitter) for news-style updates and thought leadership



Set goals

Are you raising awareness of your practice? Educating your audience about certain procedures? Or looking to grow your referral base?



Build a content calendar

Plan two to three posts per week using a mix of formats: images, carousels, reels, or stories. Leverage social media management platforms to help build efficiencies and scale your social media activity without draining too much of your time. There are many options to pick from, whether you're looking for a free or paid option.



Use consistent branding

Use your logo, color palette, and tone of voice across all platforms for credibility and consistency. It's also the best way to effectively build a trusted following of like-minded people who will engage and repost your content.

Best Practises

Facebook

Post 2–4x/week

Use a mix of photos, blog links, and short videos

Engage in community groups and respond to comments

Great for: Clinic updates, patient testimonials, procedure spotlights

X (formerly Twitter)

Post 3–5x/week

Use threads to explain symptoms or procedures

Follow and engage with other health care professionals

Great for: Quick tips, thought leadership, awareness days

Instagram

Post 3x/week + regular stories

Use reels for short videos and carousels for tips

Hashtags and geo-tagging help new users find you

Great for: patient-focused content, behind-the-scenes, lifestyle content

TikTok

Post 2–3x/week

Use trending sounds and visual storytelling to educate

Keep it short, friendly, and informative

Great for: Patient education in plain language



Social Media Resources

Copy guidance

Crafting messages that educate and resonate

When writing copy for social media, the goal is to sound approachable yet knowledgeable. Think of your caption as a conversation starter with someone who may be nervous, curious, or uninformed about their health.

- Keep it conversational: Write like you speak – clear, kind, and informative.
- Use plain language: Avoid medical jargon when possible. Swap “gastroesophageal reflux” for “chronic heartburn.”
- Lead with a hook: Start with a question or relatable problem to grab attention but try not to sound too gimmicky (e.g., “Tired of feeling bloated every day?”).
- Add a call to action (CTA): Prompt readers to do something – “Learn more,” “Talk to your doctor,” or “Watch our video.”
- Use hashtags strategically: Add 2–4 relevant hashtags (#GutHealth #GIdoctor #WeightLossJourney #ColonoscopyAwareness) to increase discoverability.

Image guidance

Choosing visuals that capture attention and build trust

Social media is visual first – your image or video is what stops the scroll – so investing in good imagery is important. However, it doesn’t have to be perfect. Your content should look authentic yet professional.

- Keep it conversational: Write like you speak – clear, kind, and informative.
- Use plain language: Avoid medical jargon when possible. Swap “gastroesophageal reflux” for “chronic heartburn.”
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Photos of YOU and your team perform better than stock photos. Patients want to see who they are trusting with their care.

Paid Social Media

Paid social media marketing refers to using budget to boost your posts or run targeted ads on platforms like Facebook, LinkedIn, Instagram, and TikTok. Unlike organic posts that reach only people who follow you, paid posts are shown to custom audiences based on demographics, interests, or location – so you can reach more potential patients, faster.



How to execute

Launching a paid campaign is easier than it sounds. You don't need a marketing agency or big budget to get started.



Choose your platform

Start with Facebook and Instagram (they use the same ad manager and have strong health care targeting options).



Define your audience

Target by:
 Location (ZIP codes near your practice)
 Age and gender (e.g., 30–65+, female for weight loss campaigns)
 Interests (e.g., weight loss, acid reflux, bariatric surgery, wellness)



Set your budget

Begin with \$200–\$500/month. Even \$10/day can yield strong local awareness.



Create your ad

Use:
 A compelling image or short video
 Clear, reassuring messaging (e.g., “Tired of reflux? There’s a minimally invasive solution.”)
 A strong call to action (e.g., “Learn more” or “Book a consultation”)



Launch and monitor

Use Meta Ads Manager (or boost directly in app) to set your schedule, audience, and creative – then go live.

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How to measure

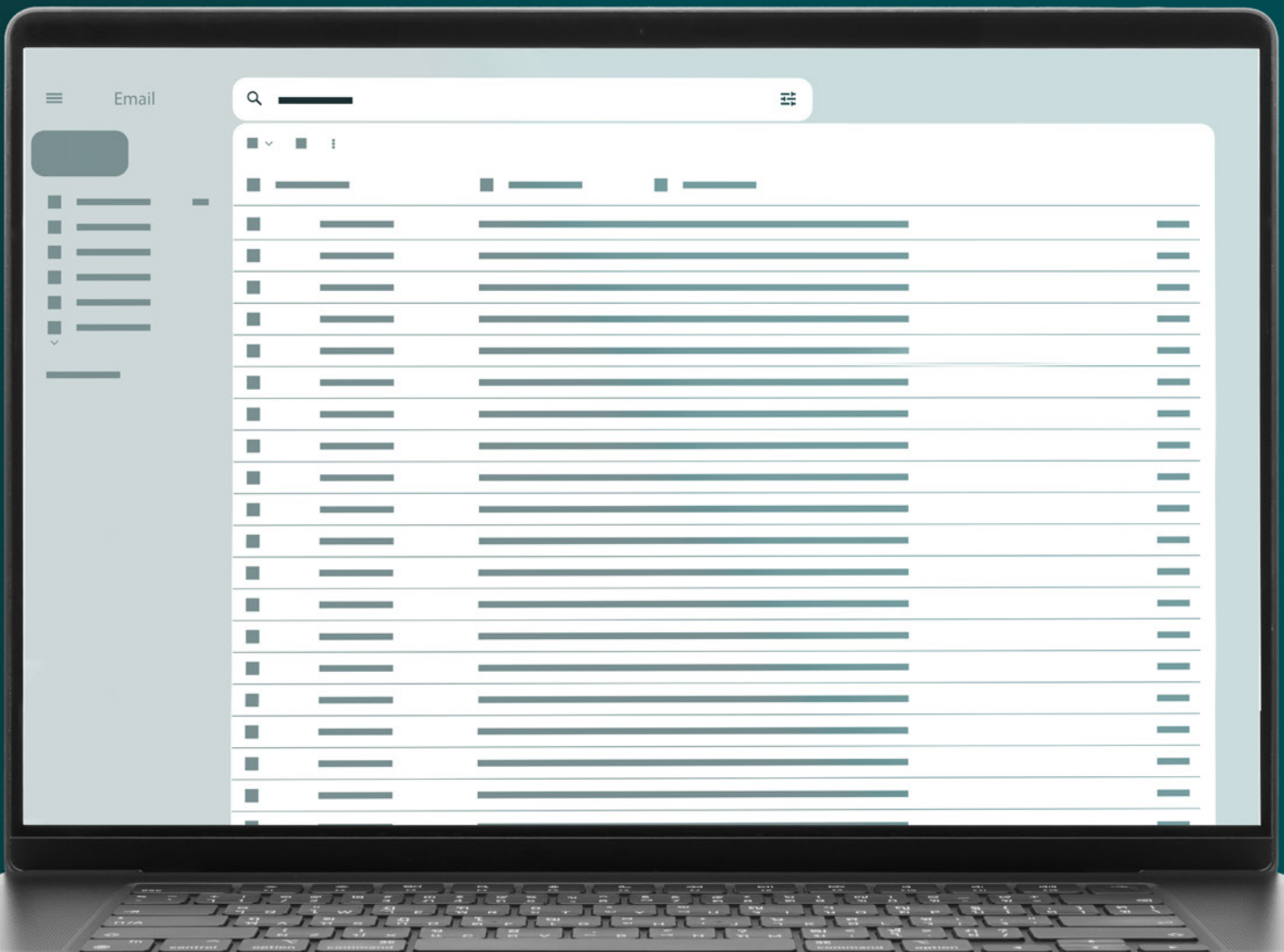
The value of paid social media comes from trackable results. Here's what to watch:

Metric	What it means	Why it matters
Impressions	How many times your ad was seen	Measures reach and brand visibility
Click-through rate (CTR)	% of viewers who clicked your link	Indicates ad effectiveness
Cost per click (CPC)	How much you're paying for each click	Helps optimize your budget
Conversions	Actions taken (e.g., form filled, call made)	Shows return on investment (ROI) and lead generation
Engagement	Likes, shares, comments	Signals resonance with your message

Email

Email is one of the most cost-effective and measurable tools for patient education, appointment generation, and ongoing engagement. A well-structured email program allows practices to stay in touch with their patients to provide information and education and to facilitate scheduling consultation or learning more about minimally invasive weight loss options.

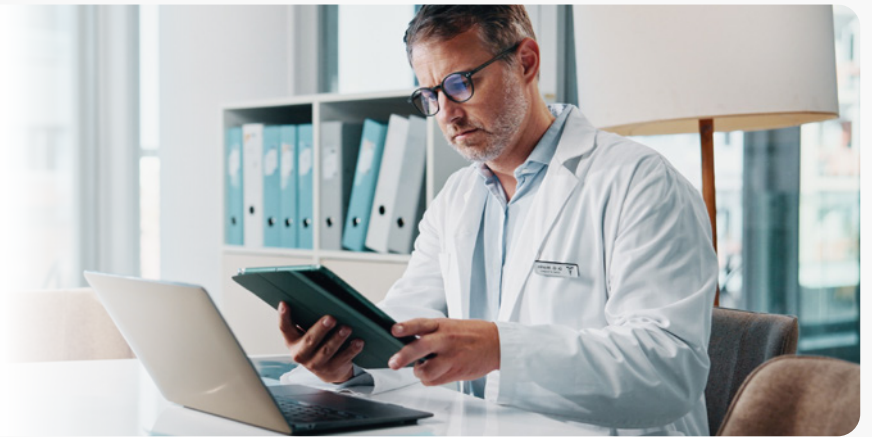
A well-planned email approach can help engage patients so that they become aware of options and stay informed in their decision-making process.



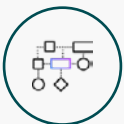
Email Strategy

A well-planned email approach can help engage patients so that they become aware of options and stay informed in their decision-making process.

A successful email strategy balances timely, relevant content with a consistent cadence and clear calls to action. Consider a mix of:



One-time email blasts to announce new offerings, share seasonal information, or highlight special events



Automated journeys that trigger based on patient actions (for example, downloaded a brochure or requested an appointment)



Recurring newsletters to maintain regular communication and make your practice a trusted resource

Email Cadence

Email marketing is a powerful way to keep patients informed. But success depends not just on what you say, but when and how often you say it. This section provides guidance on the ideal cadence and timing for sending patient emails – helping you stay top of mind without overwhelming inboxes.



From initial education to follow-up support, the right email rhythm can build trust, encourage action, and improve outcomes. Cadence should align to patient preferences and the type of content:

Email type	Recommended cadence
Newsletters	Monthly or bi-monthly
Educational series	Weekly or bi-weekly (for limited series)
Event announcements	As needed (1–2 reminders per event)
Nurture journeys	Triggered by actions, with 3–5 touchpoints



Over-mailing can lead to message fatigue and unsubscribes. Always provide an easy way for patients to update preferences while following applicable laws, governing privacy practices, and marketing and email practices.

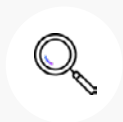
Email Audience

Understanding your audience is the foundation of any successful email marketing strategy. For physicians, this means tailoring messages to meet patients where they are – whether newly curious about weight loss procedures, actively researching options like ESG or bariatric surgery, or already under your care.



This section helps you identify and segment your audience based on their stage in the decision-making process, so you can deliver more personalized, relevant, and effective emails that educate and inform patients as they move closer to taking action.

Segment your audience to deliver more relevant content. For example:



Prospective patients

Downloaded content or visited landing pages



Existing patients

Post-procedure education and follow-up reminders



Lapsed patients

No engagement in 6–12 months

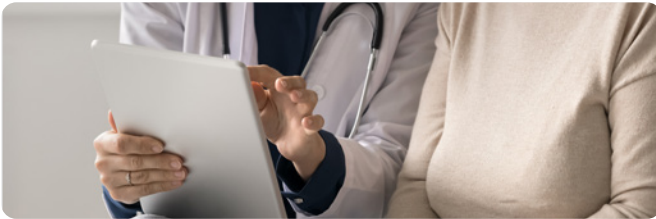
Customer Relationship Manager



Use your customer relationship management (CRM) or marketing platform to dynamically tailor messages by segment. This approach increases open and click-through rates and reduces unsubscribes.

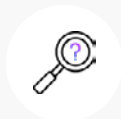
Email Topics

Choosing the right email topics is key to keeping patients engaged and informed throughout their journey. Whether you're introducing procedures, addressing common recovery concerns, or sharing lifestyle tips for long-term success, your content should reflect what patients care about most and how you want to position your practice.



This section offers guidance on selecting timely, relevant topics that not only educate but also build trust and facilitate next steps for patients who are ready to advance their care.

Focus your email content on topics that educate and empower patients:



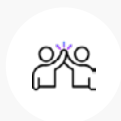
Overviews

"What is Endura Weight Loss Solutions?"



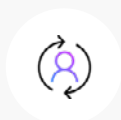
Procedure prep

"What to expect before and after ESG"



Success stories

Patient testimonials (with consent)



Lifestyle tips

Healthy eating, activity, and mindset



Myth-busting

Address common misconceptions

Copy Suggestions

A/B Testing



Clear, compassionate copy is what turns an email from just another message into a meaningful touchpoint. Whether you're educating patients about a procedure or informing them about the process, how you say it matters just as much as what you say. This section provides practical guidance on writing email copy that's easy to understand, patient friendly, and action oriented – so your messages feel personal, trustworthy, and aligned with your commitment to care.

Effective copy is simple, conversational, and patient focused:

- Use plain language and avoid jargon.
- Include relevant imagery in the header or to break up walls of text.
- Keep paragraphs short and scannable. Use bullet points to easily share quick hits.
- Include a clear call to action, for example "Schedule your consultation today."
- Reinforce trust by highlighting your credentials and patient benefits.
- Personalize when possible, such as "Hi [First Name], we noticed you downloaded our ESG Guide..."



A/B testing is a simple but powerful way to improve your email performance by learning what resonates best with your patients. It involves sending two versions of an email – each with a small variation, such as a different subject line, image, or call to action – to see which one drives more engagement. Over time, A/B testing helps you refine your messaging strategy based on real patient behavior, so you can send emails that are more relevant, more effective, and more likely to inspire action. This section explains how to set up A/B tests and what to measure for meaningful results.

To continually improve results, test and optimize:

Subject lines: Test length, personalization, or value statements

Send times: Morning versus afternoon, weekday versus weekend

CTAs: Button text and placement

Content: Images versus no images, long versus short format

Always test one element at a time to ensure clear results.

Use your email platform's reporting to track open, click, and conversion rates.

Email Blasts

Email blasts are one-time messages sent to a large group of patients at once – often used to share important announcements, promote upcoming events, or highlight new services. While not as targeted as automated or segmented campaigns, email blasts are a valuable tool for reaching a broad audience quickly and efficiently.

When crafted thoughtfully, they can drive awareness, spark interest, and re-engage patients who may be considering their next step in care. Use one-time email blasts to share timely updates to a large audience:

New treatment availability

Upcoming events or webinars

Seasonal health reminders



Limit to one or two per month to avoid fatigue

Stick to one topic per blast to avoid overwhelming the reader. Whether you're promoting an event, introducing ESG, or sharing a seasonal tip, keep it concise and action oriented.



Include a clear subject line and preview text to set expectations

Your subject line should spark curiosity or provide value. Avoid clickbait, and aim for clarity and empathy.



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Your subject line should spark curiosity or provide value. Avoid clickbait, and aim for clarity and empathy.



Personalize when possible

Use first names, and reference the condition or service when you can.



Make it mobile friendly

Most people read emails on their phone. Use short paragraphs, large fonts, and tappable buttons.



Know your audience

Send to an opted-in list only.



Time it strategically

Send during mid-morning or early evening, when open rates tend to be higher. Avoid weekends unless it's a special announcement.

Email Journeys

Email journeys are automated series of emails triggered by specific patient actions or milestones. They're a compelling way to guide patients through every stage of their care – from initial interest to post-procedure follow-up. Rather than sending one-off messages, email journeys use a series of thoughtfully timed emails to educate, build trust, and encourage action.

For physicians, this can mean helping patients understand their options, prepare for procedures, and stay on track during recovery.



Welcome series

Sent when a patient subscribes or downloads a guide



Consultation nurture

Follow-ups after requesting information but not scheduling



Post-procedure education

Tips and reminders after a procedure

Best practices

- Identify the key stages a patient goes through (Awareness - Interest - Consideration - Action - Post-procedure - Long-term support)
- Map the journey with three to five emails spaced over one to two weeks
- Start with a warm welcome
- Tailor content to where the patient is in their decision process – educate gradually
- Use personalization and dynamic content when possible
- Include a clear, consistent CTA and time it strategically
- Use automation tools

Email Newsletter

Newsletters are a great way to maintain consistent engagement through ongoing communication with patients while reinforcing your role as a trusted health care provider. For physicians, newsletters can be used to share timely tips, highlight new treatment, and keep patients informed about your practice.

Whether sent monthly or quarterly, newsletters help build long-term relationships, encourage repeat engagement, and position your team as a reliable source for health education. Focus your email content on topics that educate and empower patients:



Define the purpose of the newsletter

Is it to educate, update, promote, or all of the above?



Send monthly or bi-monthly

Choosing a consistent cadence builds consistency and trust without overwhelming your audience.



Keep it focused and scannable

Include two or three brief articles or tips, with links to your site. Clear headlines, bullet points, and quick takeaways help your readers skim while still gaining value.

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Use a consistent voice and visual style

Write in a warm, friendly tone and use patient-friendly language that's informative, conversational, and not too overly clinical.



Feature a clear primary call to action

For example "Book your consultation."



Highlight real people when possible

Spotlight practice employees or news, patient stories, or relevant health awareness topics to make your newsletter feel more personal and relatable.

Other

Here's what you can create to engage and educate patients.



Content Marketing

What is content marketing?

Content marketing is the practice of sharing educational, helpful, and engaging content to attract and help inform patients. It may also be referred to as a form of inbound marketing. It's not about selling – it's about building trust, informing and educating your audience, and staying top of mind when patients are ready to take action.



Why content marketing matters

Today's patients are more informed – and more overwhelmed – than ever. With endless health information online, they're looking for credible, easy-to-understand content from sources they trust. Strategic content marketing helps you cut through the noise, position yourself as a trusted resource, and guide patients toward informed decisions about their health and available treatment options.

Content Marketing

Key content types for physicians

Here's what you can create to engage and educate patients:

Content type	What it does	Example
Website pages	Provide educational hubs for conditions and procedures	"What is endoscopic sleeve gastroplasty?"
Blog posts	Break down clinical topics in plain language and boost SEO	"5 signs your reflux might be more than heartburn"
Short videos	Humanize your practice, feature patient stories, and simplify complex topics	"What to expect from an intragastric balloon"
Infographics	Visualize patient journeys or post-procedure tips	"Your path to weight loss with ESG"
Emails and newsletters	Nurture relationships and share updates	Monthly digest with FAQ, new treatments, etc.
Social media posts	Spark conversation and community engagement	Instagram: "Let's talk bloating. What's normal?"

Building a Content Strategy



Identify your focus areas

Pick two to three key topics aligned with questions you hear most from your patients or their top concerns (e.g., weight loss, reflux, colon cancer screening).

Focus on topics you feel your audience needs the most education on.



Know your audience

Think like a patient. What would they Google? What are they afraid to ask? Use their words and concerns in your content.



Create a content calendar

Plan out one to two posts or updates per week. Keep it consistent, even if it's simple (like a weekly "Tips" post).

Plan to publish content on the same day each week to create a consistent schedule and set expectations with your audience on when they can expect content from you.



Repurpose content across channels

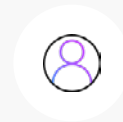
Turn a blog post into an email, break it into Instagram slides, or create a short video from a FAQ – it multiplies your impact and creates efficiency – allowing you to have a bigger impact with less effort.



Include clear calls to action (CTAs)

Every piece of content should guide the patient: "Learn more," "Watch our ESG overview," or "Book a consultation."

Best Practises



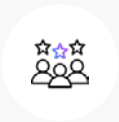
Be human, not technical

Avoid medical jargon. Use simple, relatable language so it's easier for your audience to grasp what you're trying to say (e.g., say "stomach tightening" instead of "gastric plication").



Keep it brief and visual

Attention spans are short – bullet points, headlines, and visuals help. Infographics are a great way to easily share data, facts, or complex information in a visual way.



Showcase your expertise

Highlight credentials and results without being promotional.



Make it local and personal

Use photos from your clinic and patient testimonials (with consent), and talk about your care philosophy. Always ensure compliance with privacy and marketing laws.

Podcast Marketing

Podcasting is a digital audio format that allows you to share expert insights, discuss health topics, and build trust with patients – anytime, anywhere. Whether you’re being featured or running ads on an existing show or launching your own, podcasts offer a highly accessible way to communicate your expertise and humanize your practice.



From discussing new procedures like ESG to addressing common symptoms like reflux or bloating, podcasts allow you to go deeper than a social post or blog – and your audience can listen while commuting, walking, or cooking.

Podcast marketing includes:

Participating as a guest on established health or local shows. Running pre-recording ad spots on established shows. Creating your own branded series to position your practice as a go-to resource.



Know your audience

Focus on patient-friendly language if speaking to the general public; avoid jargon.



Be consistent

If launching your own podcast, publish on a regular cadence (e.g., bi-weekly).



Keep it focused

Stick to one topic per episode – “Understanding ESG,” “Gut Health 101,” or “What to Know About Colonoscopy Prep.”



Keep it short

Aim for 15–30 minutes for patient-focused episodes.

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Repurpose the content

Turn quotes into social media posts, blogs, or email tips.



Promote every episode

Share across your website, email, and social media to increase visibility.



Use a strong CTA

Encourage listeners to schedule a consult, visit your site, or talk to their doctor.

Partnerships/ sponsorships

Not ready to create your own podcast?
You can still benefit from the format through:

Sponsorships

Support episodes of aligned podcasts by running a 15-30-second ad promoting your practice or services.

Guest appearances

Reach new audiences by being featured on health, wellness, or local lifestyle podcasts. Look for shows that already attract your ideal patient demographic.

Cross-promotion

Partner with a local dietitian, bariatric clinic, or wellness coach podcast and appear as an expert guest, with mutual content sharing across channels.

Benefits

- Builds local trust and helps educate prospective patients
- Positions you as a thought leader in care
- Spreads accurate knowledge from trusted sources



Proprietary Podcast Development

If you want to create your own practice-branded podcast, it can be a powerful tool to educate and engage. Here's how to get started:



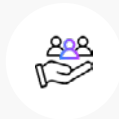
Define your purpose

Is the podcast for patient education, professional peers, or both?

Choose a theme like:

"Inside GI Health" (for patients)

"The GI Specialist Series" (for physician peers)

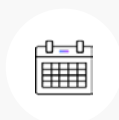


Choose a format

Solo episodes (you speaking directly)

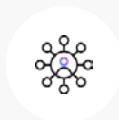
Guest interviews (e.g., nutritionists, other specialists, patient stories)

Q&A style (answering common questions submitted by patients)



Keep it simple

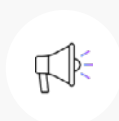
You don't need a studio – just a quiet room, a USB microphone, and basic editing software. Start with a short series of four to six episodes and grow from there.



Distribute widely

Host on platforms like Spotify, Apple Podcasts, and your website.

Promote episodes via social media and email newsletters.



Make it visual

Record a video version (if possible) and post clips to social media or YouTube to expand reach.

Podcasting adds a personal, educational touch to your digital marketing strategy. It helps patients hear your passion, understand their options, and feel more confident turning to you for care.

Text Messaging

Text messaging is a highly effective, low-friction way to educate, remind, and connect with patients in real time. With higher open rates, SMS can help practices reach patients quickly with relevant, actionable information – right on the device they check all day. Always follow applicable laws on privacy and texting practices.



Whether it's sharing prep instructions, promoting an upcoming webinar, or delivering post-procedure care tips, texting may enhance the patient experience while reinforcing your role as a trusted partner in their GI health journey.

Best practices

To make the most of your texting strategy:



Keep it short and scannable

160 characters or less when possible



Include links

Link to videos, forms, or resources when more context is needed



Personalize when possible

Use the patient's name or appointment type



Use a friendly, reassuring tone

Think: "from a care team," not "from a call center"

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Whether it's sharing prep instructions, promoting an upcoming webinar, or delivering post-procedure care tips, texting may enhance the patient experience while reinforcing your role as a trusted partner in their GI health journey.

Best practices

To make the most of your texting strategy:



Get consent

Get consent for promotional or educational messages (opt-in required)



Stay HIPAA compliant

Avoid including sensitive health information and always consult with your lawyer to ensure compliance with privacy, marketing, and texting laws



Track responses

If using two-way texting – some platforms allow for back-and-forth with your front desk or nurse navigator

Texting Cadence

Striking the right balance is key to keeping your messages helpful, not intrusive. Here's a suggested cadence:

Message type	Frequency
Appointment reminders	1-2 per appointment (24 hrs before + 1 hr before)
Procedure education (pre/post)	1-2 pre-procedure, 1-3 post-procedure
General health education	2-4 times per month
Promotions/events	1 per event (with 1 reminder if applicable)



Send a text

Allow patients to opt in and opt out easily, and always respect communication preferences.

Texting isn't just a reminder tool – it's a modern way to educate, engage, and support them at every step of their GI care journey.



CAUTION: The law restricts these devices to sale by or on the order of a physician. Indications, contraindications, warnings and instructions for use can be found at www.IFU-BSCI.com. Products shown for INFORMATION purposes only and may not be approved or for sale in certain countries. This material is not intended for use in France. 2025 Copyright © Boston Scientific Corporation or its affiliates. All rights reserved.
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