

# Male Stress Urinary Incontinence (SUI) Digital Engagement Kit

Boston  
Scientific



INTRODUCTION

WEBSITE

PAID MEDIA

SOCIAL MEDIA

EMAIL

DIGITAL RESOURCES

ADDITIONAL RESOURCES

## Why Digital Engagement

Today more than ever, patients rely heavily on digital means to research and make decisions about their health. Patients are looking for easily accessible, relevant information to help them feel empowered in their healthcare journey. Utilizing a suite of digital tools to deliver content across multiple platforms, can increase connection with current and prospective patients. It provides an opportunity to educate patients on their condition and treatment options.



This Digital Engagement Kit includes tips, best practices and templates that can help practices connect with patients and drive awareness of Stress Urinary Incontinence (SUI) treatments through impactful digital touchpoints.

# Web Presence



## Website

Websites are powerful tool to drive awareness of Male Stress Urinary Incontinence (SUI).

A dedicated condition page can include information like:

- What is SUI
- SUI symptoms and potential causes
- Patient education events
- Treatment options
- Educational events
- Contact information

Images are a critical element of any website! Using potential lifestyle photography, like the examples at right and below, that focuses on the benefits that prospective patients could gain from finding a treatment for their SUI, empowering men to take control of their condition, rather than be defined by it.

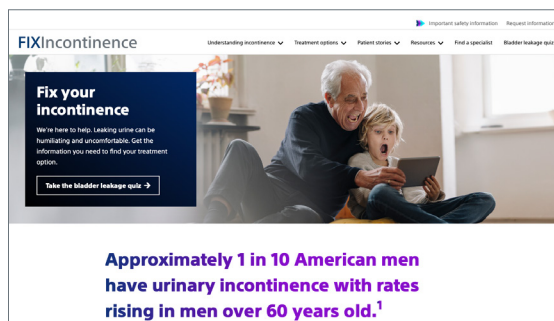
### IMPORTANT!

Ensure the images you choose are both diverse and inclusive to reflect the broad patient audience that can be impacted by SUI.



## FixIncontinence.com\*

FixIncontinence.com offers patient education and therapy awareness resources. Consider linking to [FixIncontinence.com](https://www.fixincontinence.com) on website and digital patient outreach.



## INTRODUCTION

## WEBSITE



### Your Website

Web-Ready Assets

SEO Best Practices

## PAID MEDIA

## SOCIAL MEDIA

## EMAIL

## DIGITAL RESOURCES

## ADDITIONAL RESOURCES



Throughout the Digital Patient Engagement Kit, this icon will be utilized to indicate that Boston Scientific has provided a downloadable tool or template to help with patient education needs.

\*FixIncontinence.com is a website owned by Boston Scientific.



# Web Presence



## Web-Ready Assets

To support patient education efforts, Boston Scientific has created a suite of web-ready content that can easily be embedded on a website, including:

### CONDITION PAGE CONTENT

[SUI Webpage Content](#)

[SUI and Prostate Cancer Webpage Content](#)

[SUI and Surgery/Pelvic Trauma Content](#)

### PATIENT FAQ

[SUI Patient FAQ](#)

### TEMPLATE BLOG/NEWSLETTER POST

[SUI Blog/Newsletter Copy](#)

### PATIENT EDUCATION BROCHURES

[Life after Prostate Cancer Brochure](#)

[Fix Your Incontinence Brochure](#)

### ANIMATIONS

[AMS 800™ Artificial Urinary Sphincter Animation](#)

### DRY: DOCUSERIES

[DRY docuseries on FixInc](#)

### PATIENT WEBSITE CONTENT

[AMS 800™ Artificial Urinary Sphincter](#)

[AdVance™ XP Male Sling System](#)

## INTRODUCTION

## WEBSITE

Your Website



## Web-Ready Assets

SEO Best Practices

## PAID MEDIA

## SOCIAL MEDIA

## EMAIL

## DIGITAL RESOURCES

## ADDITIONAL RESOURCES



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## Search Engine Optimization (SEO)

SEO helps healthcare providers position their online content so patients find it on search engines like Google and Bing. These strategies can increase visitor traffic to a website by achieving high rankings in search results pages. Be sure to target terms throughout the website that search engine algorithms see as relevant, informative and trustworthy. Provide your patients a good user experience.

### SEO Best Practices

### How to Implement Best Practices

<b>Think like a patient.</b>	Include terms and descriptions (keywords) patients search for online. What terms would you, as a patient, use in a search? Work with your staff to compile a list of terms patients most commonly use to describe symptoms and conditions, and include those on the website.
<b>Create a website that is usable and appealing on a laptop, tablet &amp; phone.</b>	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.
<b>Include the most-searched language.</b>	Use search engines such as Google to help ensure your 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.
<b>Include descriptions of processes and available treatment options.</b>	Prospective patients want to learn how they'll be treated, and by whom. Promote technology as well as proven practices — using searchable terms as often as possible.
<b>Use headlines &amp; section headers.</b>	Use highly searched terms and descriptions. Content on web pages should answer patients' questions in clear, simple language.
<b>Help patients get to know the team.</b>	Staff biographies should be concise and reassuring. Emphasize your physicians' qualifications and experience, as well as their personal, caring nature: "She and her husband have two sons and cherish family time in the great outdoors."
<b>Make it easy for patients to contact directly from website or their mobile device.</b>	Include links to an email-style message form and an appointment-scheduling page. Include phone number(s) and physical address(es). Contacting the office via mobile device should be easy and immediate for patients.
<b>Be consistent.</b>	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 office location, and bolster internet presence.

### INTRODUCTION

### WEBSITE

Your Website

Web-Ready Assets

SEO Best Practices

### PAID MEDIA

### SOCIAL MEDIA

### EMAIL

### DIGITAL RESOURCES

### ADDITIONAL RESOURCES



## Understanding Search Engine Marketing (SEM)

SEM is a paid digital marketing strategy designed to increase the visibility of a website through ads on search engine results pages, such as Google. This in combination with a strong SEO strategy may increase website traffic from both organic and paid search.

## How to Execute Search Engine Marketing

The following is a step-by-step to implement SEM:

### 1 Keyword Choices

When selecting keywords, utilize Google to identify the most-searched terms regarding symptoms and treatments.

### 2 Ad Copy

When creating SEM ad copy, choose wording related to the audience's pain points, and to the value the practice provides in understanding and treating SUI.

### 3 Call to Action

Include a short call to action within each ad. This should tell the audience what action to take (e.g., call the office, schedule an appointment).

### 4 Ensure Relevancy

It is critical to ensure that the landing page is relevant to the keyword searched and the ad copy clicked on. This is extremely important as paid search is priced on a cost-per-click model. The stronger the relevancy score, the less you pay per click.

### 5 Geo-Targeting

Geo-targeting refers to the practice of delivering different content or advertisements to consumers based on their geographic locations. Be sure that paid search ads are geo-targeted to reach local audience! It won't be helpful to target patients who are geographically unable to come to the office.

INTRODUCTION

WEBSITE

PAID MEDIA



Search Engine Marketing

SOCIAL MEDIA

EMAIL

DIGITAL RESOURCES

ADDITIONAL RESOURCES



## Why Social Media

Social media can be a great platform to raise awareness, educate and connect with patients who may benefit from learning about SUI, treatment options and SUI comorbidities such as Diabetes and ED, Heart Disease, and Prostate Cancer. Plus, social media is budget friendly! Other than setting up social profiles, organic (unpaid) posts do not require any additional budget.

## How to Get Started

### Identify your Audience's Platforms

Approximately 1 in 10 American men have urinary incontinence with rates rising as men age. Given that target audience, Facebook is a great option.



#### DID YOU KNOW?

Be sure your social media strategy includes a strong presence on Facebook.

MORE THAN  
**90%**

OF INDIVIDUALS WHO RELY ON SOCIAL  
MEDIA FOR HEALTH INFORMATION  
CONDUCT SEARCHES ON FACEBOOK.<sup>1</sup>

### Build a Page on Social Media

Use photography and videos already developed whenever possible, and that represent the diversity of patient demographic.

### Publish and Monitor Content Consistently

Commit to regular updates so that patients develop trust in a consistent source of information. Consider making an editorial calendar for each month to have a steady stream of content. Be sure to monitor comments on posts and engage with audience as appropriate.



INTRODUCTION

WEBSITE

PAID MEDIA

SOCIAL MEDIA



Why Social Media

Best Practices

Social Media Resources

Paid Social

EMAIL

DIGITAL RESOURCES

ADDITIONAL RESOURCES



## Best Practices

Keep the following tips in mind when planning social media posts and advertising:

### Think like a patient — who is using a phone!

Most searches are done on smartphones, so ensure your posts are easily readable on the small screen.

### Timely and impactful posts.

For major milestones (e.g., number of patients treated, an awareness day or month), increase engagement with your social media audiences by creating timely and impactful messages and updates.

### Each post should lead to a digital destination.

Whether it's an online appointments tool or a webpage with patient education and therapy awareness materials, a digital destination provides additional patient education on SUI. Direct patients to the patient website: [FixIncontinence.com](http://FixIncontinence.com).\*

### Tip = set expectations + drive action.

With each post, convey specifically what action for patients to take, and what the patient will receive or learn if they take that action. In the call to action, avoid using the verb "click." Instead invite them to "Access Treatment Details" or "Schedule a Diagnostic Appointment."

### Take note of what works.

Monitor the effectiveness and engagement generated by individual posts. Experiment using distinctly different terms and headings to see which are most effective, and then use the best content in future posts.

### Post a variety of content.

Offering a variety of content will increase patient engagement, but be sure it is relevant content! This might include:

- Posting education resources
- Asking thought-provoking questions
- Amplifying relevant content from other sources



### DON'T FORGET ABOUT VIDEO!

Video is a great tool for providing online patient education and especially helpful for low-literacy populations. This can be in the form of educational videos or even live streams.

INTRODUCTION

WEBSITE

PAID MEDIA

**SOCIAL MEDIA**

Why Social Media



**Best Practices**

Social Media Resources

Paid Social

EMAIL

DIGITAL RESOURCES

ADDITIONAL RESOURCES

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# Social Media

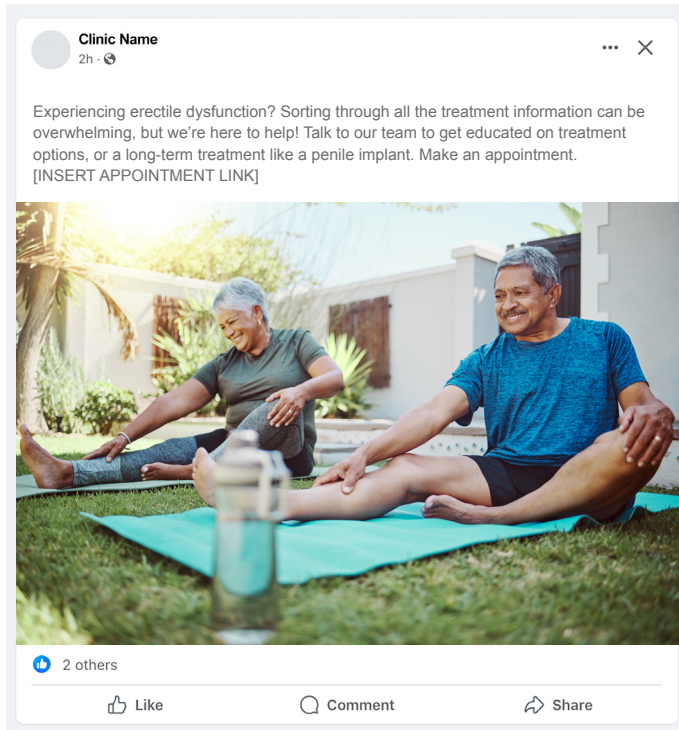


## Social Media Resources

To make it easier to post to social media channels, Boston Scientific has created SUI social posts templates.

[SUI Social Media Copy](#)

### Examples of Social Posts



INTRODUCTION

WEBSITE

PAID MEDIA

**SOCIAL MEDIA**

Why Social Media

Best Practices



**Social Media Resources**

Paid Social

EMAIL

DIGITAL RESOURCES

ADDITIONAL RESOURCES





## What is Paid Social and How to Target

Reach a much broader audience by using “paid social.” A paid social post is seen by specifically targeted audiences representing demographics.

## How to Execute Paid Social

Facebook reigns supreme when it comes to social media, so focus on how to execute paid social on the Facebook platform. LinkedIn and X also offer paid advertising opportunities, but Facebook is a primarily patient-friendly platform to use.



**A Facebook/X Boost:** A “boosted post” on Facebook or X has the power to reach thousands of people who might never otherwise hear of your brand — and for as little as a few dollars. Be sure posts chosen to boost incorporate images and videos to increase engagement. The boosted posts should contain quick, easy-to-understand messaging with an impactful call to action to motivate the audience to click through.

A boosted post is a regular social media post where you pay to reach a wider audience of your choice. A boosted post often appears higher in users’ News Feeds, giving it a greater chance of being noticed. Boosted posts tend to improve social media engagement and overall social presence.

 [Click here for a “How to Boost Your Facebook Guide”](#)

## How to Measure

Measure the effectiveness of paid social by tracking the response to individual posts. Which posts deliver the most page views, the highest click-through rates, and the best follow through to the website? Use elements of the most effective posts — language, calls to action, graphics — frequently to continue strong engagement with patients.

Facebook’s user-friendly analytics dashboard provides key insights into audience behaviors so ads can be quickly and easily optimized based on results. Budget for social media advertising is scalable, making it easy to pilot new campaigns.

INTRODUCTION

WEBSITE

PAID MEDIA

**SOCIAL MEDIA**

Why Social Media

Best Practices

Social Media Resources



**Paid Social**

EMAIL

DIGITAL RESOURCES

ADDITIONAL RESOURCES

# Email



## Importance of Email Engagement

Healthcare email is about driving patient engagement. Besides a healthcare website, email is one of the few digital patient engagement assets that one can own completely. In addition, email is still one of the most effective communication channels out there.

Your patients and clients depend on information. Communicate relevant and important information to them. Communicating information through email can be an effective way to stay connected and educate your current patients outside of in-person appointments.

### Who is the target audience?

Men suffering from SUI. Patients who have been diagnosed with SUI and may have tried/are trying treatment options and are dissatisfied with their current form of treatment.



## Available Assets

Boston Scientific has created an email template to drive awareness of SUI.

SUI Email Template  
[Eblast Template](#)  
[Email Attachment Template](#)

### SUI Eblast Template



### SUI Email Attachment Template



INTRODUCTION

WEBSITE

PAID MEDIA

SOCIAL MEDIA

EMAIL

DIGITAL RESOURCES

ADDITIONAL RESOURCES



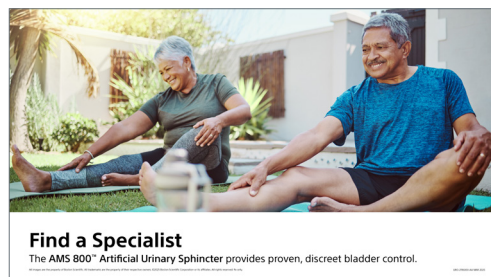
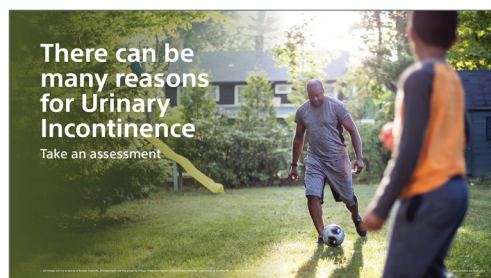
## In-Office Digital Opportunities

We know that there are digital opportunities within the office to drive awareness of SUI with patients. A digital sign like this may be used in a waiting room TV monitor or as a screen saver on computer monitors in exam rooms.

### Available Assets

Boston Scientific has created templates, in-office digital signs (shown below) to drive awareness of SUI.

[SUI Digital Signs/Web Banners](#)



INTRODUCTION

WEBSITE

PAID MEDIA

SOCIAL MEDIA

EMAIL

DIGITAL RESOURCES

ADDITIONAL RESOURCES

# Additional Resources



## FixIncontinence.com\*

FixIncontinence.com offers resources for patients about SUI treatment options. Consider linking to [FixIncontinence.com](https://www.fixincontinence.com) on websites and in digital patient outreach.

**Fix your incontinence**

We're here to help. Leaking urine can be humiliating and uncomfortable. Get the information you need to find your treatment option.

[Take the bladder leakage quiz →](#)

**Approximately 1 in 10 American men have urinary incontinence with rates rising in men over 60 years old.<sup>1</sup>**

[Find an incontinence specialist near you →](#)

## Available Assets

### Logos / Graphics / Product Images:

[AMS 800™ Artificial Urinary Sphincter](#)  
[AdVance™ XP Male Sling System](#)

### Press Release:

[AMS 800™ Artificial Urinary Sphincter Template](#)

INTRODUCTION

WEBSITE

PAID MEDIA

SOCIAL MEDIA

EMAIL

DIGITAL RESOURCES

**ADDITIONAL RESOURCES**





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