

Medtronic Pelvic Health

Digital marketing kit

Web presence

Social media

Medtronic resources



Guidance and resources to help your practice
implement a seamless digital experience

Web presence

Search engine optimization

Consider the following tips to help increase the quantity and quality of your website traffic. These search engine optimization (SEO) tactics can help you influence organic search results:

Incorporate keywords. When patients are ready to find a physician, they search their symptoms and conditions.¹ Ensure your website includes the terms patients typically search.

Be informative. Focus on data. Consider including conditions, treatments, technologies, and physician biographies.

Clearly label content. Use headings that are simple, clear, and accurately descriptive of webpage content. Make it easy for patients to understand what your content addresses.

Use our resources. Quickly and seamlessly leverage ready-made, patient-friendly [Medtronic Website Content](#). These include visuals and addresses common patient questions – already written with SEO in mind.



Top keywords to implement:

Bladder keywords:

urinating often
why do i have to pee so much
why am i peeing so much
urinary urgency in men
urinating frequently
peeing a lot
have to pee a lot
bladder control medicine
bladder treatment
male overactive bladder

Bowel keywords:

leaking poop
bowel incontinence
fecal incontinence
stool incontinence
can't control my poop
overactive bowel medication
bowel control medication
leaky bowel syndrome
why is my poop leaking
accidentally pooping

1. Pew Research Center. Health Online 2013. <https://www.pewinternet.org/2013/01/15/health-online-2013>.

Web presence

Search engine optimization

Online reviews

Google My Business profile

Social media

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Search engine optimization

59%

say they turned to the internet regarding a health problem during the past year.²

.....>
with

77%

starting with a search engine such as Google.²

Include a call to action. Make it easy for patients to take some action once they get to your website. For example, direct them to book an appointment, call your office, or visit your clinic.

Ensure responsiveness. Make sure your website is responsive, meaning it's easily used across devices.

Use patient testimonials. Include testimonials on your site to encourage prospective patients to seek help. Patient testimonials can be in the form of written verbiage or video.

Research. Do some independent research on SEO basics. There are excellent, beginner resources online that can give you quick, usable tips. Consider learning about:

- Keyword research/optimization
- On-page SEO
- Local SEO



Reach out to your Medtronic field marketer for more information.

2. Health Online 2013, Pew Research Center. <https://www.pewinternet.org/2013/01/15/health-online-2013/>. Accessed April 26, 2022.

Web presence

Online reviews



of people consider ratings to be somewhat to extremely important when evaluating and choosing a doctor.³

Reviews matter. Encourage patients to write reviews in the following ways:

1. Automated emails and text messages

Include a link in the email or text that directs to your own review page or a third-party site. Include clear instructions so it's easy to submit a review. It's helpful to include an example since patients don't always know what to say.

2. Appointment cards, take-home instructions, or postcards

Consider including a request similar to this:

Thank you for visiting our medical practice. We strive to give you and other patients the best care possible. If you received high-quality care from your medical professional, please share your experience with other patients using the following link. (Include a link to your review page.)

3. Website

Use a call to action (CTA) on the sidebar, banner, or in the middle of the most frequently visited pages of your website to ask for a review. The CTA should direct straight to either a landing page on your site or a third-party review page.

4. Social media

Ask patients for reviews on your Facebook page. Add a post that links directly to your web page or preferred review site.

3. Digital Consumer Trends in Pharma. Press Ganey 2022. Digital Consumer Trends in Pharma. Press Ganey 2022.

Web presence

Google My Business profile

What is Google My Business?

Google My Business is an easy-to-use tool for businesses and medical practices to manage their online presence across Google, including Search and Maps. By verifying and editing your practice information online, you help patients find you and tell them the story of your business.

Originally, businesses created a Google+ profile, but this process was streamlined and merged into Google My Business in 2014. Now, Google My Business is the one-stop shop for all business information, reviews, ratings, photos, and more. Several advantages and features of Google My Business include:

- Staying updated - Post key information about your business, including hours, address, phone numbers, and more.
- Responding to reviews - Interact directly with patients. Stay notified any time a new review is added so you can stay on top of your online presence.
- Connecting with new and existing patients - Share important announcements, news, or events with your audience.
- Knowing how patients interact with your practice - Use robust Google Insights to see how people are interacting with your profile. Google tracks website visits, when visitors ask for directions, or even make calls from your profile.
- Tell patients how your medical practice is unique - Add original photos, highlighting your practices, doctors, and staff. Create a business description that showcases what makes you unique.



Social media

Getting started

74% of internet users engage on social media.⁴➔ **80%** of those internet users are specifically seeking health information.⁴

Social media is a great way to engage patients and show what makes your practice stand out. Medtronic has a variety of resources and templates for you to use across channels, including Facebook, Instagram, LinkedIn, and Twitter. Visit our [pelvic health media page](#) for a variety of plug-and-play, easy-to-use templates.

There are a few things to think about before you get started:

1. Which channels do you want to invest in?

Facebook is a favorite for this patient population and often a great place to start, along with YouTube.

2. What kind of information will engage your patients?

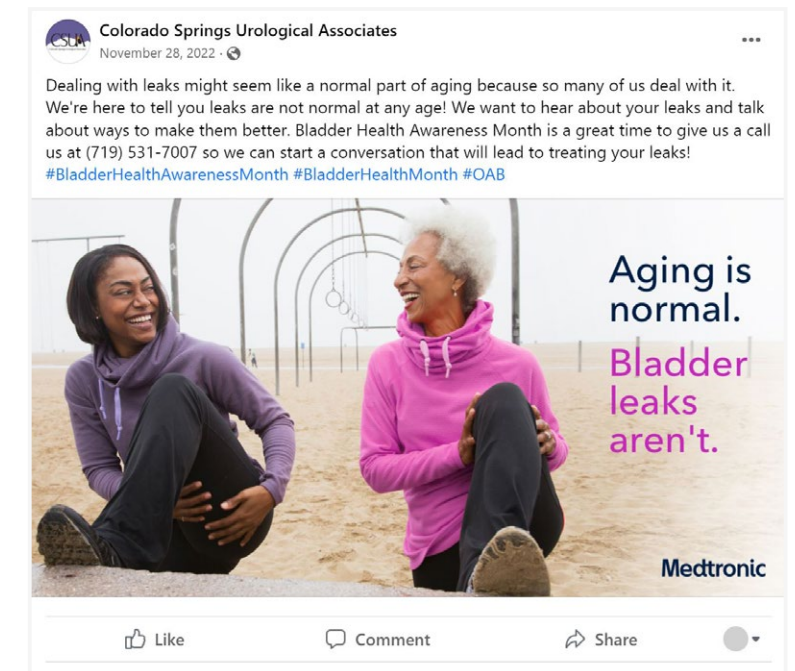
Create posts to make your patients feel supported and encouraged to call you for an appointment.

3. How will you keep your Facebook page fresh?

It's critical to publish frequently, 3-10x month, to show that you are open and ready to get a call from your patients.

4. Who can make sure you see any patient questions and respond?

You'll want to make sure someone is responsible for watching for patient questions and responding with answers. Engaging with your patients is great for social media.



4. Southern Medical Association. Social Media & Health Care by the Numbers. <https://sma.org/social-media-healthcare-by-the-numbers/>. Accessed June 4, 2018.

Social media

Channel selection

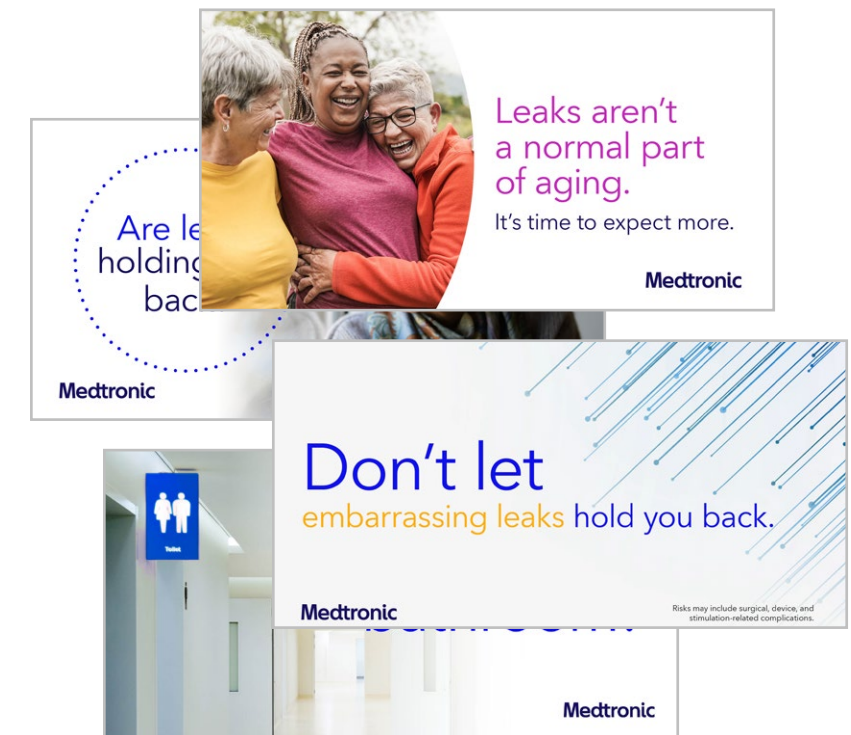
65%

of adults over 65
use Facebook.⁵

Over

89%

of US adults 50+
are on YouTube.⁵



Find the best social channel for your practice

- 1. Facebook business page:** This platform is a great way to deepen your relationship with patients. You can offer educational therapy and condition content. There are three types of information you can post: informational, educational, and supportive/positive.
- 2. YouTube:** Share patient videos on social media, play them in your office, and embed them into your practice website or blog. We offer a variety of videos at both our **bladder control YouTube channel** and our **bowel control YouTube channel**.
- 3. Instagram:** A highly visual, fast-paced platform aimed at building relationships between brands, influencers, and consumers through images and videos.
- 4. Doximity:** A community of healthcare professionals in the United States; the platform aims to address workflow needs and practice pain points, leading with a “clinician-first” mentality.
- 5. LinkedIn:** A large, global, professional network – built to connect people, share knowledge, and accelerate careers. This platform typically poses a more formal, polished setting than other social platforms.

Explore social media post templates.

5. Social Media Source <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>.

Medtronic

Engineering the extraordinary

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Website content

Use our websites to copy/paste content to your own web page.

Bladder

- **OAB website content**
- **Bladder care pathway**
- **Medtronic bladder control therapies**

Bowel

- **Fecal incontinence website content**
- **Bowel care pathway**
- **Medtronic bowel control therapy**

Link to our Medtronic websites from your webpage.

- For learning more about overactive bladder and urinary retention: **controlleaks.com/bladder**
- For learning more about bowel incontinence: **controlleaks.com/bowel**
- For learning about Medtronic bladder control therapies: **medtronic.com/bladder**
- For learning about Medtronic bowel control therapy: **medtronic.com/bowel**

Webpage banners

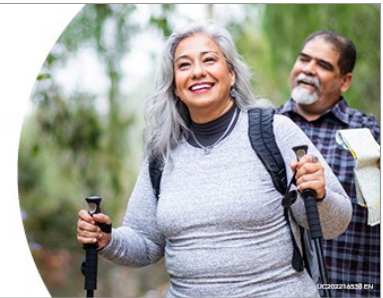
Lead visitors to an incontinence or InterStim™ page on your website with one of these webpage banners, available only by request.

Medtronic

You deserve **more** from your bladder and bowel control.



Discover your personalized treatment options.



Medtronic

You deserve **more** from your bladder control.



Discover your personalized treatment options.



Medtronic

You deserve **more** from your bowel control.



Discover your personalized treatment options.



Reach out to your Medtronic field marketer or sales representative to request the webpage banners.

Medtronic resources

Additional tools

We've created these tools for you to help improve patient awareness and understanding of their condition.

Bladder

Medtronic

Bladder symptom diary

Track your symptoms in the diary below according to your doctor's recommendations. If you had no episodes on a given day, record that as well. Please record your urgency rating even if you did not experience leakage. Only those receiving therapy indicated for retention need to complete the retention columns. Talk with your doctor if you have questions about completing this diary.

Patient name: _____ Date of birth: _____

☐ Baseline ☐ Post-implant


Evaluation: Started on _____ at _____

Date	Time	OVERACTIVE BLADDER (OAB)		Do you have an accident? Yes/No	Do you have to change your pre-voiding post-voiding? Yes/No	Retention volume (mL or oz.)	Catheter volume (mL or oz.)
		Frequency (0-4) (0 is high)	Urgency (0-3) (0 is high)				

Bladder symptom diary

Bladder patient identification tools

Give your patients more with the InterStim™ systems.



Bladder patient identification tools

Bladder Symptom Questionnaire

Name: _____ Date: _____

Doctor: _____

Which symptoms best describe you? Select all that apply.

☐ Frequent urination—day, night, or both

☐ Sudden or strong urge to urinate

☐ Leakage with little or no warning—sometimes unable to make it to the bathroom in time

☐ Unable to completely empty bladder—feels like there is more even after going to the bathroom

☐ Accidental leakage with physical activity—exercising, sneezing, or coughing

☐ Bladder or pelvic pain

☐ Problems with bowel function (if checked, please select symptom below)

☐ Accidental loss or leakage of stool ☐ Constipation ☐ Other _____

☐ No bladder or bowel problems (if checked, please discontinue questionnaire)

How long have you had these symptoms? _____

Have you tried medications to help your bladder symptoms? ☐ Yes ☐ No

If yes, how many different medications have you tried? _____

On a scale of 0 to 10, with 0 being no symptom relief and 10 being complete symptom relief, how much _____

Bladder symptom questionnaire

Bowel

Medtronic

Bowel symptom diary

Track your symptoms in the diary below according to your doctor's recommendations. If you had no episodes on a given day, record that as well. Please record your urgency rating even if you did not experience leakage. Talk with your doctor if you have questions about completing this diary.

Patient name: _____ ☐ Baseline ☐ Post-implant


Date of birth: _____ Evaluation: Started on _____ at _____ Time _____

Date	Time	Frequency (0-4) (0 is high)	Do you have an accident? Yes/No	Do you have to change your pre-voiding post-voiding? Yes/No	If yes, amount of stool: 0-3		
					0. Diarrhea	1. Moderate	2. Heavy

Bowel symptom diary

Bowel patient identification tools

Give your patients more with the InterStim™ systems.



Bowel patient identification tools

Bowel Symptom Questionnaire

Name: _____ Date: _____

Doctor: _____

Which symptoms best describe you? Select all that apply.

☐ Accidental loss or leakage of stool—sometimes unable to make it to the bathroom in time

☐ Bowel accidents while unaware—no warning and/or while asleep

☐ Frequent, loose, watery stools

☐ Sudden or strong urge to go to the bathroom

☐ Bowel accidents when passing gas

☐ No bowel problems (if checked, please discontinue questionnaire)

How long have you had these symptoms? _____

Approximately how many bowel incidents do you have per week? _____

Have you tried medications to help your symptoms? ☐ Yes ☐ No

Bowel symptom questionnaire

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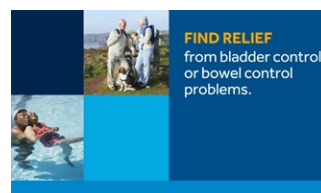
Templates

Medtronic resources

Videos

Share patient videos on social media, play them in your office, and embed them into your practice website or blog.

Find a variety of relevant, sharable videos on our **bladder control** and **bowel control** YouTube channels.



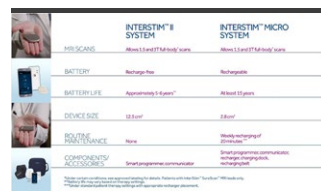
**You Are Not Alone –
Find Relief for Bladder or
Bowel Control Problems**



**Medtronic Bladder Control
Therapy Delivered by the
InterStim System**

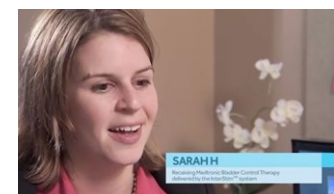


**Medtronic Bowel Control
Therapy Delivered by the
InterStim System**



SNM Device Selection

Patient testimonials



**Medtronic Bladder Control
Therapy: Sarah's Story**



**Medtronic Bowel Control
Therapy: Janet's Story**



**Medtronic Bowel Control
Therapy: Mitzi's Story Part 1**



**Medtronic Bowel Control
Therapy: Mitzi's Story Part 2**



**Medtronic Bowel Control
Therapy: Mitzi's Story Part 3**

Medtronic resources

Videos

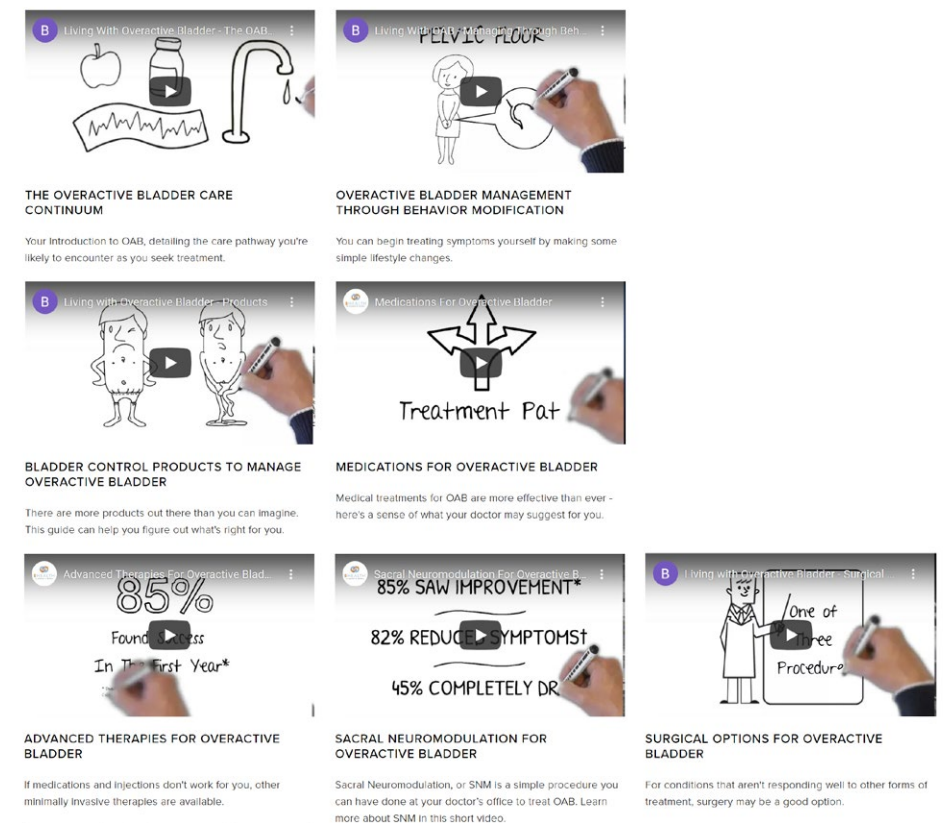
It's easy to embed videos:

1. Go to the YouTube video you want to embed.
2. Under the video, click share.
3. Click embed.
4. From the box that appears, copy the HTML code.
5. Paste the code into your blog or website HTML.



National Association for Continence video library

NAFC also offers **a library of videos** your practice can leverage.



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Website and email templates

If you’d like an unbranded framework to help pull text, images, and video together, Medtronic has teamed with the National Association for Continence (NAFC) to offer helpful website and email templates.

Explore unbranded resources*

Email templates

LIVING WITH LEAKS?
Managing Your Overactive Bladder



Overactive Bladder is Treatable
No one should have to live with OAB - including you

If you're like a lot of people, you might think that bladder issues are just something you have to deal with as you get older - frequent urination, the need to go at night, the occasional accident when you can't make it to the bathroom in time.

The truth is, these aren't the inevitable signs of aging, they're actually symptoms of a medical condition called Overactive Bladder, or OAB. The good news is that it can be treated.


Data suggests that OAB affects about 37 million Americans, which is about 1 out of every 6 people^{1,2}. That makes it more common than vision problems and diabetes^{3,4}.

If you find that surprising, here's something that may be even more so: Over 6 out of 10 of patients with symptoms reported that they were not using any treatment to manage their incontinence⁵. In fact, just 1 out of every 8 Americans who've experienced loss of bladder control have been diagnosed⁶.

That's unfortunate, because there are effective treatments for OAB that can make a meaningful difference in your life. Some of them are amazingly simple, too, like diet and lifestyle changes that can begin producing results before you know it.

If they don't work, there are medications you can take and even quick, in-office medical procedures that can reduce or eliminate your symptoms.

Take a look at the short video below to see for yourself - there's a whole world of treatment options out there that can help you get control of your bladder and get back your life:



The first step to successful treatment, though, is to speak up. There's nothing to be embarrassed about - the physicians in our office deal with OAB patients every day, and we're very good at making you feel comfortable about discussing what you're experiencing.

So if you find yourself staying close to bathrooms, avoiding fluids before bed or using pads or liners every now and then, don't wait. We're here for you now and we have treatments that can really help.


Yours,

DOCTOR'S INFORMATION

Sources:
1: Stewart WF, et al. Prevalence and burden of overactive bladder in the United States. *World J Urol.* 2003 May; 20(6):327-336.
2: United Nations. Department of Economic and Social Affairs, Population Division (2011). *World Population Prospects: The 2010 Revision*, CD-ROM Edition.
3: National Center for Health Statistics, National Health Interview Survey (NHIS). http://www.cdc.gov/nchs/healthbasic_information/vision_joss_burden.htm. Accessed March 16, 2017.
4: National diabetes statistics, 2011. *National Diabetes Information Clearinghouse website*. <http://www.diabetes.niddk.nih.gov/nid/diabetes/statistics/11/stat.htm>. Accessed March 16, 2017.
5: Muller N. Overactive bladder in middle age women: the frustration of baby boomers with OAB symptoms. *Ann Urol.* 2010; Sept(1):1.

Website templates

ALL ABOUT
OVERACTIVE BLADDER
Managing, Treating & Beating A Real Medical Condition



Could I Have Overactive Bladder?

If you've found that your bladder is controlling you more than your controlling it, you could have a medical condition called Overactive Bladder, or OAB. But, before we jump to conclusions, it's best to find out if you're really dealing with OAB or if it's just the normal signs of aging.

Fortunately, there are real, effective treatments available. The first step on your path to better bladder health will be understanding the signs and symptoms.

Signs & Symptoms of Overactive Bladder

- Urinating more than 8 times per day
- Frequent need to urinate
- Urinating while driving
- Waking at night to urinate
- Feeling like you can't hold it long enough
- Blurring vision in bathroom
- Feeling that bladder isn't empty
- Missing work or school
- Missing social events
- Missing family time
- Missing your favorite activities

Treatments for Overactive Bladder

There are lots of reasons why people don't seek treatment for OAB. Many people don't think that anything can be done about it. Some people feel it's simply a part of the aging process. But, there are ways to improve your bladder health. The first step is to find out if you really have OAB or if it's just the normal signs of aging.

Fortunately, there are real, effective treatments available. The first step on your path to better bladder health will be understanding the signs and symptoms.

Diagnosis & Treatment

Diagnosis: There are lots of ways to find out if you have OAB. Your doctor will ask you about your symptoms and do a physical exam. They may also do some tests to see if you have OAB.

Treatment: There are lots of ways to treat OAB. Some treatments are simple, like diet and lifestyle changes. Others are more complex, like medications or surgery. Your doctor will help you decide which treatment is right for you.

The InterStim™ System

One of the most exciting therapies now offers relief for the treatment of OAB is the InterStim™ System by Medtronic, one of the world's leading healthcare companies.

For over 20 years, InterStim™ has been used to improve bladder and bowel function in more than 800,000 patients. One medical study found that 85% of patients who had the system in place for a year saw significant improvement in their condition¹. After 3 years, that number was 82%². After 5 years, it was 85%³. After 7 years, it was 82%⁴. These numbers show that the system can help you live a better life.

How InterStim™ Works
InterStim™ is a non-surgical, non-drug treatment that uses gentle nerve stimulation to control the bladder muscle contractions, helping to help control bladder function.

How the Procedure is Performed
The procedure is performed in a hospital or outpatient clinic. It's a simple, painless procedure that takes about 30 minutes. You'll be awake during the procedure, and you'll be able to go home the same day.

What to Expect
After the procedure, you'll be able to go back to your normal activities. You may feel some discomfort or soreness, but that's normal. You'll be able to go back to work or school the next day.

Important Considerations
It's important to understand that InterStim™ is not a cure. It's a treatment that helps you live a better life. You'll need to continue to use the system for the rest of your life. Your doctor will help you decide if you're a good candidate for the system.

A Real Transformation
After 20 years, InterStim™ has been used to improve bladder and bowel function in more than 800,000 patients. One medical study found that 85% of patients who had the system in place for a year saw significant improvement in their condition¹. After 3 years, that number was 82%². After 5 years, it was 85%³. After 7 years, it was 82%⁴. These numbers show that the system can help you live a better life.

Talking With Your Doctor
The most important, the hardest part of your treatment plan is getting started. It's not always easy to talk about bladder health with your physician, but it's a necessary first step if you want to see results.

There's no need to be embarrassed. The medical staff works with OAB patients every day, and we're very good at making you feel comfortable about discussing what you're experiencing.

So if you find yourself staying close to bathrooms, avoiding fluids before bed or using pads or liners every now and then, don't wait. We're here for you now and we have treatments that can really help.

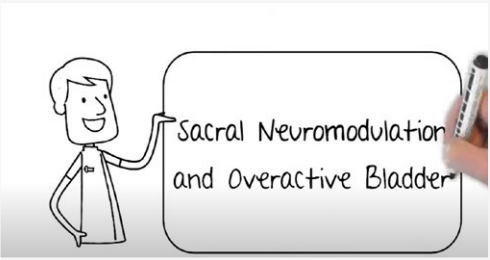
Over us at Medtronic at 1-800-458-7885 and we'll help you develop a treatment program that's right for you.

YOUR FOOTER HERE

Links to your website | Your privacy policy | Your terms of service | Other website links

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Videos



*Note: This NAFC website is accessible via Chrome only.

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Indications for Use:

Sacral Neuromodulation delivered by the InterStim™ system for Urinary Control is indicated for the treatment of urinary retention and the symptoms of overactive bladder, including urinary urge incontinence and significant symptoms of urgency-frequency alone or in combination, in patients who have failed or could not tolerate more conservative treatments.

The following Warning applies only to Sacral Neuromodulation for Urinary Control:

Warning: This therapy is not intended for patients with mechanical obstruction such as benign prostatic hypertrophy, cancer, or urethral stricture.

Sacral Neuromodulation delivered by the InterStim™ system for Bowel Control is indicated for the treatment of chronic fecal incontinence in patients who have failed or are not candidates for more conservative treatments.

Contraindications for Urinary Control and for Bowel Control: Diathermy. Patients who have not demonstrated an appropriate response to test stimulation or are unable to operate the neurostimulator.

Warnings/Precautions/Adverse Events:

For Urinary Control: Safety and effectiveness have not been established for bilateral stimulation; pregnancy, unborn fetus, and delivery; pediatric use under the age of 16; or for patients with neurological disease origins.

For Bowel Control: Safety and effectiveness have not been established for bilateral stimulation; pregnancy, unborn fetus, and delivery; pediatric use under the age of 18; or for patients with progressive, systemic neurological diseases.

For Urinary Control and for Bowel Control: The system may be affected by or adversely affect cardiac devices, electrocautery, defibrillators, ultrasonic equipment, radiation therapy, MRI, theft detectors/ screening devices. Adverse events include pain at the implant sites, new pain, lead migration, infection, technical or device problems, adverse change in bowel or voiding function, and undesirable stimulation or sensations, including jolting or shock sensations. Patients should be assessed preoperatively for the risk of increased bleeding. For full prescribing information, please call Medtronic at 1-800-328-0810 and/or consult Medtronic's website at www.medtronic.com. Product technical manual must be reviewed prior to use for detailed disclosure.

USA Rx Only. Rev 0517

Medtronic

710 Medtronic Parkway
Minneapolis, MN 55432-5604
USA
Tel: 763-514-4000
Fax: 763-514-4879

Toll-free 1-800-328-2518
(24-hour technical support for physicians and medical professionals)

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