



For every
2 MEN you treat
 for SUI,
3 MORE never
 reach you.^{1*}

**SUI patients need
 motivation to find you.
 We can help.**

Boston Scientific's robust resources are designed to help men suffering from SUI seek help from expert implanting prosthetic urologists like you. Our programs are designed to improve awareness, education and access to SUI treatments.

Improving SUI Patient Activation



Awareness

Outreach to men and their partners on their options.

Advertising Campaigns

local and national with specific targeting mild-to-severe incontinence

Marketing

digital display ads, paid search, social media, direct mail and emails to patients

Patient Education Websites

educational content, interactive condition assessments, "find a specialist" feature

Social Media



Patient Advocacy Group Partnerships to extend reach:



Education

Tools to assist patients as they move through their treatment journey.

Patient Education Webinars

physician-led sessions including resources provided for easy facilitation by urology office

In/Out-of-Office Sessions

individual or small group educational sessions led by a Boston Scientific Representative

FIXINCONTINENCE.COM
 SOLUTIONS FOR MALE BLADDER LEAKAGE

Patient Education Videos

curated content on UI conditions, treatment options and patient testimonials



Access

Enabling patients to seek the best treatment and care possible.

Stay CONNected

patient education coordinators engage 1:1 with patients

Patient Champion Program

men with implants discuss their unique journey to implant 1:1 with patients or through educational channels

Men's Health Questionnaire

ability to reconnect with patients who may have never scheduled a follow-up appointment with templated or customizable cover letters

Patient Resource Kit

physician-customizable inserts and folders including patient brochures and resources for partners

Procedure Access Programs

benefits verification, prior authorization/predetermination, denial support, Prostate Cancer Survivor Tools – progress trackers, treatment information and support group resources

**LEARN
 MORE**



Contact your Boston Scientific representative today to learn more about how you can reach more SUI patients with these proven, ready-to-implement programs and resources.

*Study included incontinent males with SUI or UUI; however, males with SUI had higher barriers to seeking care.
 1. Svihra J, Luptak J, Svihrova V. Gender-specific external barriers to seeking care for urinary incontinence. *Patient Prefer Adherence*. 2012;6:773-9.