

Erectile Dysfunction (ED) Digital Patient 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. By utilizing a suite of digital tools to deliver content across multiple platforms, there is an increased ability to connect with current + prospective patients. It provides doctors an opportunity to educate patients on their condition and treatment options, as well as the doctor's practice!

This Digital Patient Engagement Kit includes tips, best practices and templates to help practices connect with patients and drive awareness of Erectile Dysfunction (ED) treatments through impactful digital touchpoints.



Practice Website

Websites are a powerful tool to drive awareness of Erectile Dysfunction (ED). Boston Scientific recommends creating a page dedicated to ED on the practice website where patients can learn about ED.

A dedicated condition page should include information like:

- What is ED
- ED symptoms and potential causes
- Long-term Treatments
- Educational Events
- A way for patients to contact a local practice

Images are a critical element of any website! We suggest using lifestyle photography, like the examples at right and below, that focus on the benefits that prospective patients could gain from finding a long-term treatment for their ED. Empowering men to take control of their condition, rather than being defined by it.

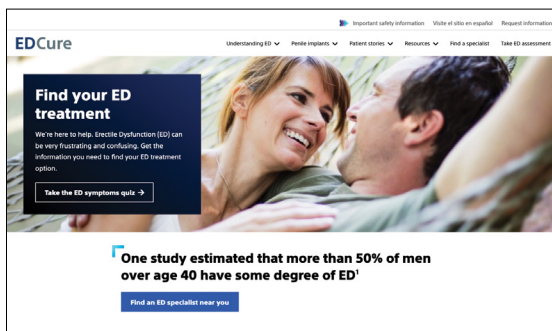
IMPORTANT!

Ensure the images chosen are both diverse and inclusive to reflect the broad patient audience that can be impacted by ED.



EDCure.com*

EDCure.com offers resources for patients about ED treatment options. Consider linking to [EDCure.com](https://www.edcure.com) on the practice website and in digital patient outreach.



INTRODUCTION

WEBSITE

▶ Practice 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 you with patient education needs.

*EDCure.com is a website owned by Boston Scientific.



Web-Ready Assets

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

Condition Page Content

[ED Webpage Content](#)

[ED + CVD Webpage Content](#)

[ED + Prostate Cancer Webpage Content](#)

[ED + Diabetes Webpage Content](#)

Patient FAQ

[EDCure Patient FAQ](#)

[AMS 700 with MS Pump™ Patient Guide](#)

[AMS 700 with TENACIO™ Pump Patient Guide](#)

Template Blog/Newsletter Post

[EDCure Blog/Newsletter Copy](#)

Patient Education Brochures

[EDCure Patient Brochure](#)

[AMS 700 Patient Brochure](#)

Animations

[AMS 700™ IPP with TENACIO™ Pump Animation](#)

[ED & Diabetes Animation](#)

[ED & Heart Disease Animation](#)

[ED & Prostate Cancer Animation](#)

HARD: Docuseries

[HARD docuseries on EdCure](#)

Patient Website Content

[Boston Scientific: AMS 700™ Penile Implant](#)

[EDCure: AMS 700™](#)

INTRODUCTION

WEBSITE

Practice Website



Web-Ready Assets

SEO Best Practices

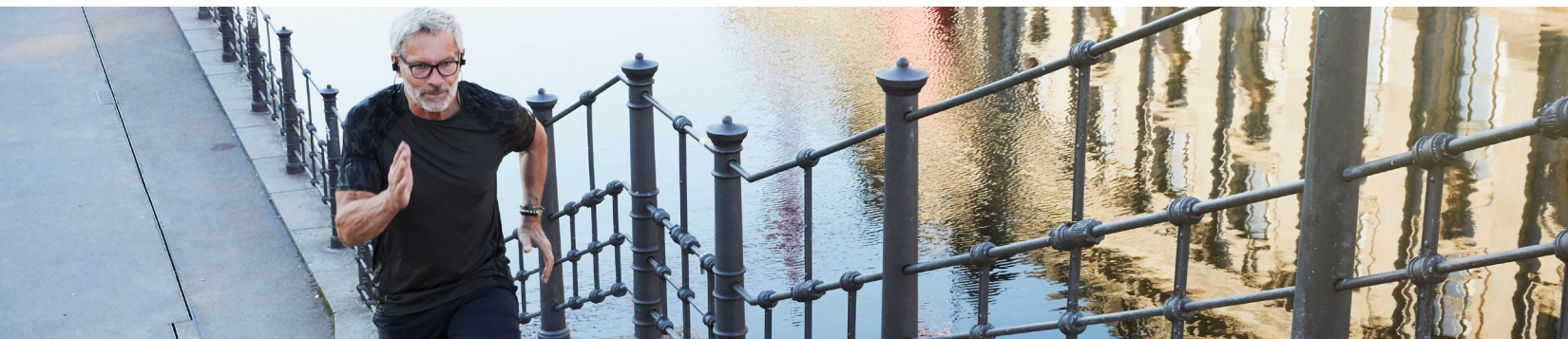
PAID MEDIA

SOCIAL MEDIA

EMAIL

DIGITAL RESOURCES

ADDITIONAL RESOURCES





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 websites 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 patients a good user experience — this will also help the website’s performance.

SEO Best Practices	How to Implement Best Practices on the Practice Website
Think like a patient.	Include terms and descriptions (keywords) patients search for online. What terms would you, as a patient, use in a search? Work with staff to compile a list of terms patients most commonly use to describe symptoms and conditions, and include those on the website.
Create a website that is usable and appealing on a laptop, tablet & 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 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.
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.
Use headlines & section headers.	Use highly searched terms and descriptions. Content on web pages should answer patients’ questions in clear, simple language.
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: “She and her husband have two sons and cherish family time in the great outdoors.”
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 number(s) and physical address(es). Contacting the office via mobile device should be easy and immediate for patients.
Be consistent.	Across the website, online directories and Google profile, 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.

INTRODUCTION

WEBSITE

Practice 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 website visibility through ads on search engine results pages, such as Google. This, in combination with a strong SEO strategy, will increase traffic to websites from both organic and paid search.

How to Execute Search Engine Marketing

The following is a step-by-step guide a practice can utilize 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 provided in understanding and treating ED.
- 3 Call To Action**

Include a short call to action within each ad. This should tell the audience what action they should take (e.g., Call the office, schedule an appointment).
- 4 Ensure Relevancy**

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

Social Media



Why Social Media

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

How to Get Started

Identify Audience's Platforms.

It's estimated that more than half of men over the age of 40 have some degree of ED.³ Given that target audience, Instagram and Facebook are great options.

DID YOU KNOW?

Be sure to include a strong presence on Facebook in a social media strategy.

MORE THAN
90%

OF INDIVIDUALS WHO RELY ON SOCIAL MEDIA FOR HEALTH INFORMATION CONDUCT SEARCHES ON FACEBOOK.¹

Build a Page on Social Media.

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

Publish and Monitor Content Consistently.

Commit to regular updates so that patients trust the practice as 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 the 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 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), you can increase engagement with 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 materials. For a digital destination that provides additional patient education on ED, direct patients to the patient website: EDCure.com.*

Tip = set expectations + drive action.

With each post, convey specifically what action you want patients to take, and what the patient will receive or learn from you if they take that action. In a call to action, avoid using the verb "click." Instead invite them to "Access Advanced 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
- Sharing patients testimonials
- 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, patient testimonials 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

Social Media

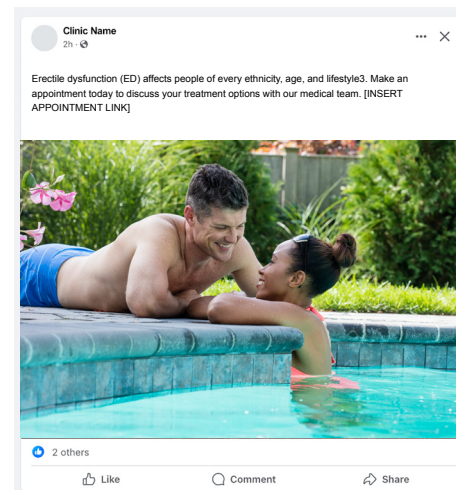
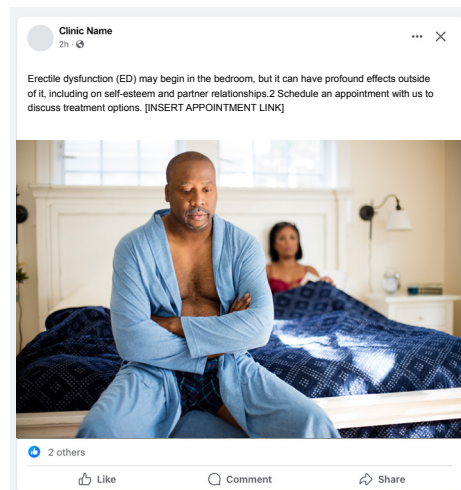
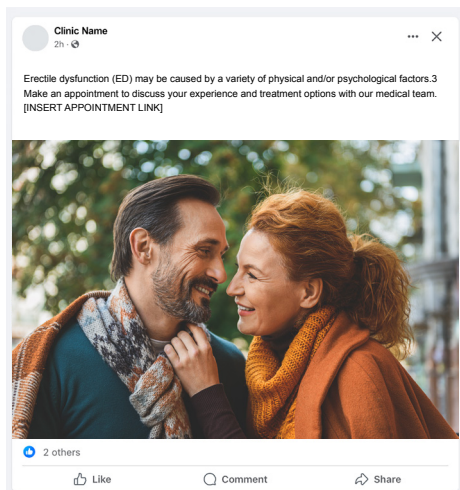
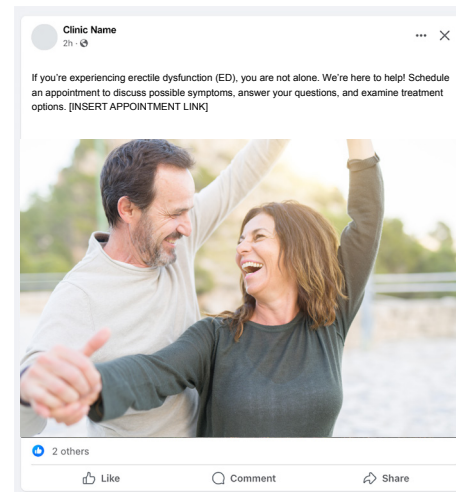
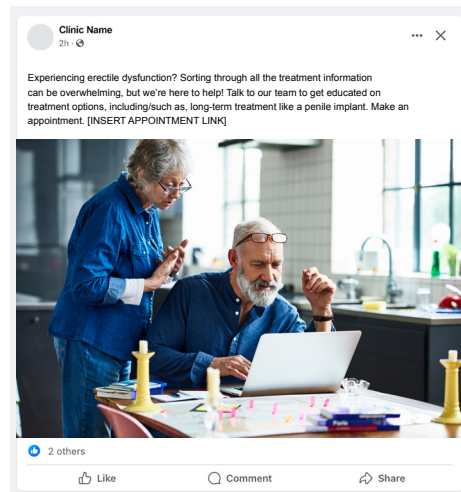
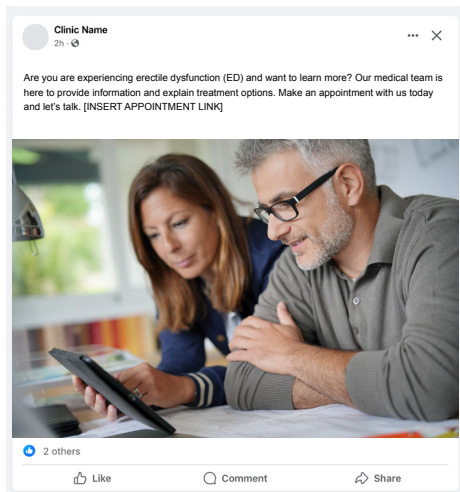


Social Media Resources

To make it easier to post on social media channels, Boston Scientific has created turnkey ED social posts.

[ED 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 Boost

A broader audience can be reached by boosting a post using “paid social.” A paid social post is seen by specifically targeted audiences representing demographics related to a practice.

How to Execute Paid Social

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



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

A boosted post is a regular social media post where a user pays to reach a wider audience of their 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 an audience’s behaviors so ads can quickly and easily be 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



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 can be owned completely. The contacts on the doctor's list are theirs. And more importantly, they are people who want to hear from the practice. When they signed up to receive emails, they literally asked to be sent emails. In addition, email is still one of the most effective communication channels out there.²

Patients and clients depend on a medical professional for information. They're trusting doctors to communicate relevant and important information to them. Communicating information through email is an effective way to stay connected and educate current patients outside of in-person appointments.

Who is the target audience?

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



Available Assets

In order to make it easier to engage with email, Boston Scientific has created a turnkey email template to drive awareness of ED.

[Eblast/Attachment Template](#)

ED Eblast Template

Empowering Healthcare

ERECTILE DYSFUNCTION HAPPENS FOR A VARIETY OF REASONS – TO A VARIETY OF MEN. IF YOU'RE AMONG THEM, YOU ARE NOT ALONE.

ERECTILE DYSFUNCTION IS TREATABLE. LET'S DISCUSS YOUR TREATMENT OPTIONS.

ERECTILE DYSFUNCTION IS TREATABLE. LET'S DISCUSS YOUR TREATMENT OPTIONS.

MAKE AN APPOINTMENT

ED Email Attachment Template

Empowering Healthcare

ERECTILE DYSFUNCTION IS TREATABLE. LET'S DISCUSS YOUR TREATMENT OPTIONS.

ERECTILE DYSFUNCTION IS TREATABLE. LET'S DISCUSS YOUR TREATMENT OPTIONS.

MAKE AN APPOINTMENT

- INTRODUCTION
- WEBSITE
- PAID MEDIA
- SOCIAL MEDIA
- EMAIL**
- DIGITAL RESOURCES
- ADDITIONAL RESOURCES



In-Office Digital Opportunities

We know that there are digital opportunities within an office to drive awareness of ED 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

In order to make it easier for a practice to implement a digital sign in the office, Boston Scientific has created turnkey, in-office digital signs (shown below) to drive awareness of ED.

[ED Digital Signs/Web Banners](#)

INTRODUCTION

WEBSITE

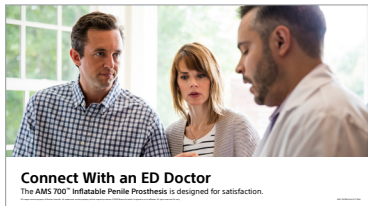
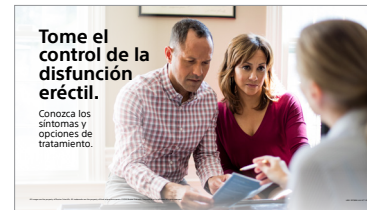
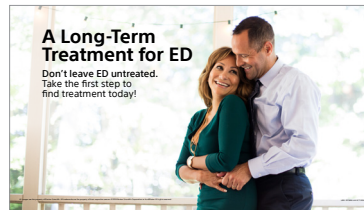
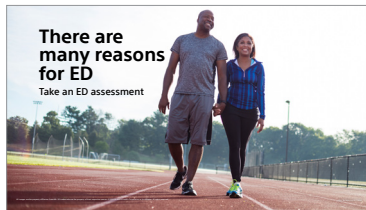
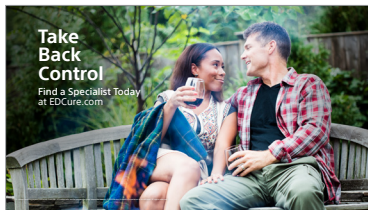
PAID MEDIA

SOCIAL MEDIA

EMAIL

DIGITAL RESOURCES

ADDITIONAL RESOURCES



Additional Resources



EDCure.com*

EDCure.com offers resources for patients about ED treatment options. Consider linking to [EDCure.com](https://www.edcure.com) on the practice website and in digital patient outreach.

Important safety information | Visite el sitio en español | Request information

EDCure

Understanding ED | Penile implants | Patient stories | Resources | Find a specialist | Take ED assessment

Find your ED treatment

We're here to help. Erectile Dysfunction (ED) can be very frustrating and confusing. Get the information you need to find your ED treatment option.

Take the ED symptoms quiz →

One study estimated that more than 50% of men over age 40 have some degree of ED¹

Find an ED specialist near you

Available Assets

[Logos / Graphics / Product Images](#)

[Press Release Templates](#)

INTRODUCTION

WEBSITE

PAID MEDIA

SOCIAL MEDIA

EMAIL

DIGITAL RESOURCES

ADDITIONAL RESOURCES

References:

1. Healthcare Success. Facebook Fundamentals: A Guide to Social Media in Healthcare Marketing. <https://www.healthcaresuccess.com/blog/medical-marketing-advertising/facebook-fundamentals.html>. Accessed October 8, 2024.
2. Constant Contact. Healthcare Email Marketing: Why It Works and How to Get Started. <https://blogs.constantcontact.com/email-marketing-for-healthcare/>. Accessed October 8, 2024.
3. Feldman HA, Goldstein I, Hatzichristou DG, Krane RJ, McKinlay JB. Impotence and its medical and psychosocial correlates: results of the Massachusetts Male Aging Study. *J Urol*. 1994;151:54 -61.