Medtronic is your partner in helping patients with pelvic floor disorders find relief.

Beyond our therapies, we’ve developed a suite of resources that may help you identify and treat more patients effectively and efficiently. Your Medtronic representative is available to support you and help you get the most value from our resources.
START WITH THE FUNDAMENTALS

Integrate best practices and target patient growth

Position your practice for more success with a strong foundation in Medtronic Sacral Neuromodulation (SNM).

Following are the essentials your practice needs to get started. Consider them before you explore these practice development resources.

- Have you and your staff completed the Introduction to SNM online learning course?
- Do you use the standard bladder or bowel talking points with patients?
- Do you emphasize therapy efficacy, backed by clinical data, when discussing Medtronic SNM with your patients?
- Do you have your patients fill out the bladder or bowel symptom diary?
- Do you use Medtronic materials to educate patients interested in this therapy?
- Do you have a Medtronic SNM system office champion? A nurse navigator?
- Have you worked with your Medtronic Health Economics Manager to learn about coding and related resources?
- Do you use our webinars to train staff and stay aware of therapy/device updates?
- Do you encourage patients to sign up for e-newsletter and email communication on the Medtronic bladder or bowel website?
- Are you using Medtronic Support Link™ to help manage patient evaluations?
LET’S TAKE YOUR PRACTICE FURTHER, TOGETHER

From patient-focused initiatives to operational efficiencies, our tools can help you promote your practice. Partner with your Medtronic representative to decide where to start.

START WITH YOUR CURRENT PATIENTS
Engage your current patients with offerings designed to start conversations and increase therapy awareness.

MANAGE YOUR MARKETING
These marketing tips help make your practice easy to find through web searches and broaden your patient outreach efforts.

REACH NEW PATIENTS
Consider hosting events that target patients or your clinician peers to strengthen your network and increase therapy awareness.
START WITH YOUR CURRENT PATIENTS

Did you know only **20%** of OAB patients are “extremely satisfied” with their current treatment,¹ or that **54%** of people with fecal incontinence haven’t talked to a doctor about it?²

These resources can help you identify patients and guide them to effective treatment options. Together, we can help patients feel confident in their choice of therapy.

- **BLADDER AND BOWEL QUESTIONNAIRES**
- **PATIENT EDUCATION MATERIALS**
- **PATIENT AMBASSADORS**
- **INTERSTIM SYSTEM OFFICE CHAMPION**
- **CARE PATHWAY OPTIMIZATION**
- **DIRECT MAIL**
- **PATIENT EDUCATION EVENTS**
- **SIGNATURE SOLUTIONS**

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1. Survey for the National Association for Continence (NAFC), sponsored by Medtronic, Inc. and conducted by Kelton Research. April 2009. The online survey was conducted using an email invitation. Respondents were 611 nationally representative American women ages 40–65 with overactive bladder.

BLADDER AND BOWEL QUESTIONNAIRES

These questionnaires can help identify patients who are dissatisfied with conservative treatment, and are ready to take the next step. They provide insight on what symptom relief means to patients and what lifestyle modifications they have already tried without seeing results.

BENEFITS TO YOUR PRACTICE

- Identify patients who are dissatisfied with conservative treatments and ready to take the next step
- Quickly identify patient symptom severity

RESOURCES

BLADDER QUESTIONNAIRE

BOWEL QUESTIONNAIRE

Ideas for implementing questionnaires at your practice:

- Include questionnaires with the patient’s intake paperwork
- Hand out to patients while they wait to be seen by the clinician
PATIENT EDUCATION MATERIALS

Medtronic has a variety of educational resources that help patients better understand SNM. While you may already be using some of these materials, consider all the resources below to encourage patients to monitor their symptoms and help start the conversation for treatment options.

BENEFITS TO YOUR PRACTICE

- Streamline conversations on therapy outcomes
- Identify problem symptoms and opportunities for improvement as well as therapy success
- Explain the procedure with visual aids

RESOURCES

- **BLADDER SYMPTOM DIARY**
- **BOWEL SYMPTOM DIARY**
- **BLADDER CARE PATHWAY POSTER**
- **BOWEL CARE PATHWAY POSTER**
- **PATIENT AWARENESS WAITING ROOM VIDEO**
- **BLADDER CONTROL THERAPIES BROCHURE**
- **BOWEL CONTROL THERAPY BROCHURE**
- **BLADDER PATIENT WEBSITE**
- **BOWEL PATIENT WEBSITE**
- **INTERSTIM PATIENT CONSULT VIDEO - BLADDER**
PATIENT AMBASSADORS

An ambassador is someone who is living with SNM and has volunteered to share their experience. Your patients can connect with them directly and get a first-hand perspective about the evaluation, procedure, and results. After speaking with a Patient Ambassador, 40% of people go on to receive Medtronic Sacral Neuromodulation for Bladder or Bowel Control.¹

BENEFITS TO YOUR PRACTICE

- Ease patient concerns about the therapy and procedure
- Motivate patients to consider an evaluation
- Improve patient confidence with insights from real-life experiences

RESOURCES

CONNECT WITH AN AMBASSADOR

BLADDER PATIENT STORY VIDEO

BOWEL PATIENT STORY VIDEO

Do you have patients who have experienced life-changing relief and are willing to share their story?

- Ask them to talk about their experiences at a patient education event
- Suggest sharing their bladder or bowel story with others
- Encourage them to become a patient ambassador

¹ Medtronic Smartbase Data
INTERSTIM SYSTEM OFFICE CHAMPION

Having an InterStim™ system office champion is one of the fundamentals of improving efficiency within your practice. After you have identified the right individual for this role, we can help provide the training and education required to streamline therapy delivery in your practice.

BENEFITS TO YOUR PRACTICE

- Achieve scheduling efficiencies around patient evaluations and implants
- Identify patients and help with therapy education
- Assist patients through the care pathway
- Ensure all requirements for implant procedure are ready
- Support patients with ongoing management and device programming
- Improve accuracy around billing

RESOURCES

INTRODUCTION TO SACRAL NEUROMODULATION ONLINE LEARNING

FUNDAMENTALS OF SNM TRAINING

STAFF THERAPY INTEGRATION MEETING (STIM)
CARE PATHWAY OPTIMIZATION

Data suggests that 60% of patients do not return after their initial appointment. Incorporating a care pathway into your practice can help keep patients in treatment and lead them to the most effective therapy.

BENEFITS TO YOUR PRACTICE

- Help your patients find relief with a consistent treatment plan
- Introduce options that can instill hope and improve patient satisfaction
- Move patients on to successful therapies

RESOURCES

BLADDER CARE PATHWAY

BOWEL CARE PATHWAY

1. Data on file: PPS Analytics/MDT Signature Solutions pilot data.
DIRECT MAIL

More than 70% of patients with OAB discontinue medications within 6 months.¹ Sending letters to patients lost to follow-up is an easy and efficient way to re-engage and advance patients to therapies that can offer relief.

BENEFITS TO YOUR PRACTICE

- Cost-effective follow-up with patients
- Uncover patient satisfaction levels
- Reduced patient attrition

RESOURCES

BLADDER DIRECT MAIL

BOWEL DIRECT MAIL

Use this follow-up opportunity to invite this audience to a patient education event.

PATIENT EDUCATION EVENTS

Therapy awareness events can highlight your practice and therapy offerings. Medtronic partners with specialists to plan and host events that can help raise awareness in your market. These programs share the benefits of the InterStim™ system and offer patients a chance to ask a specialist about Medtronic SNM.

Host it yourself

Utilize your ICD-10 lists to reach out to patients in your practice database. Here are some tips:

- Choose a convenient time and place for your patients
- Make sure there is ample parking available
- Plan to have a screen, projector, and internet access
- Offer light refreshments

BENEFITS TO YOUR PRACTICE

- Re-engage patients who are lost to follow-up
- Increase therapy awareness in your community

RESOURCES

PATIENT EVENT OVERVIEW

PATIENT EDUCATION BLADDER PRESENTATION

PATIENT EDUCATION BOWEL PRESENTATION

Partner with Medtronic

Connect with your representative to plan an event in your area. We can provide support with invites, emails, presentations, brochures, and follow-up for eligible practices.
Pelvic Health Signature Solutions is a collaboration between Medtronic and PPS Analytics. Together, we pair decades of OAB experience with data analytics consulting to help reduce attrition, standardize care, and strive for optimized patient outcomes.

**BENEFITS TO YOUR PRACTICE**

- Standardize treatment algorithms
- Identify gaps in care
- Improve patient education and retention rates

**RESOURCES**

[Signature Solutions Brochure](#)

**Get Started**

**Practice Development**

**Overview**

**Start with Your Current Patients**

- Bladder and Bowel Questionnaires
- Patient Education Materials
- Patient Ambassadors
- InterStim™ System Office Champion
- Care Pathway Optimization
- Direct Mail
- Patient Education Events

**Signature Solutions**

**Manage Your Marketing**

**Reach New Patients**

Learn more about your OAB patients’ care experience

Contact your local Medtronic representative to schedule a conversation with your Signature Solutions strategic account manager to explore this fee-based service.
MANAGE YOUR MARKETING

The number of patients using the internet to find doctors and research new treatments is growing.\(^1\) Strengthen your online presence and reach patients where they are looking for answers.

A strong online presence can multiply your marketing efforts and influence patients’ decision-making processes. Start with the following tools to engage existing patients and help new patients find you:

- PHYSICIAN FINDER
- PUBLIC RELATIONS
- IMAGE LIBRARY
- DIGITAL MARKETING KIT

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Physician Finder

More than 85,000 clinician profiles are viewed via the Medtronic Physician Finder annually. Let the Medtronic Physician Finder direct patients your way.

Patients use the Physician Finder to locate clinicians in their community who have experience in Medtronic SNM. Clinicians also search this specialized online directory on behalf of their patients who need a referral.

Benefits to Your Practice

- Reach more patients throughout your region who are actively considering Medtronic SNM
- Increase referrals to your practice with patients coming directly from Medtronic.com

Resources

Create or Update Your Profile

Keep Current

Please update your Medtronic Physician Finder profile periodically.
- Upload a current photo
- Add new clinic locations
- Check addresses and phone numbers for accuracy
PUBLIC RELATIONS

The media is always looking for subject matter experts. Knowing how to position yourself as an expert in pelvic health disorders can help build your practice’s reputation. Radio and TV still have the highest reach with older audiences, and you can use these platforms to increase name recognition in your community. The launch of a new Medtronic product or a patient success story could be of interest to the media; contact your local news station to get started.

BENEFITS TO YOUR PRACTICE

- Build awareness and your reputation
- Position yourself as a thought leader
- Drive more patients to your practice

RESOURCES

MEDIA KIT

The Medtronic Image Library has a vast catalog of therapy and device related visuals. Choose from detailed digital assets created to highlight the multiple components of Medtronic SNM.

**BENEFITS TO YOUR PRACTICE**

- Utilize visuals on your website to better explain the therapy
- Create your own marketing materials using our high-resolution, print-ready digital assets

**RESOURCES**

INTERSTIM SYSTEM IMAGE LIBRARY
DIGITAL MARKETING KIT

In the digital age, patients value convenience when they access health information. Having accurate and relevant content, along with strategic keywords, will help patients find you through search results. Engage these patients with relevant content that is easy to share on social media using the Medtronic Digital Marketing Kit. You’ll find tips and guidelines to help your practice implement a seamless digital experience.

BENEFITS TO YOUR PRACTICE

- Attract more patients by optimizing their digital experience with your practice
- Raise community awareness for your practice by sharing relevant content on social networks

RESOURCES

DIGITAL MARKETING KIT
REACH NEW PATIENTS

You’ve implemented key practice fundamentals. You’ve streamlined efforts to engage with your current patients. Now it’s time to focus on growing your business and attracting new patients. One of the most effective ways to drive growth is by building your clinician and patient network. A strong network will make it easier to reach new patients.

The following tools can help your practice connect with new patients and clinicians in your community:

- CLINICIAN THERAPY AWARENESS EVENT
- PATIENT THERAPY AWARENESS EVENT
CLINICIAN THERAPY AWARENESS EVENT

These events can help generate more awareness about Medtronic SNM, and introduce other clinicians to an alternate therapy for patients ready to move beyond conservative treatments. Initiate conversations with partnering practices and combine efficiencies to reach new patients.

BENEFITS TO YOUR PRACTICE

- Create a successful referral network
- Target growth with new patients from an expanded network

RESOURCES

CLINICIAN (PEER TO PEER) EVENT - COMING SOON

Let us help
Connect with your representative to plan an event in your area. We can provide support with presentations, brochures, and follow-up for eligible practices.
PATIENT THERAPY AWARENESS EVENT

Medtronic partners with specialists to plan and host events that can help raise awareness in your market. When prospective patients attend a Therapy Awareness Event, they learn more about your practice, their condition, and available Medtronic treatments.

BENEFITS TO YOUR PRACTICE

- Reach out to new patients seeking treatment options
- Position your practice with pelvic health and SNM expertise and raise awareness in your community

RESOURCES

BLADDER EVENT

BOWEL EVENT

Let us help

Connect with your representative to plan an event in your area. We can provide support with invites, emails, presentations, brochures, and follow-up for eligible practices.
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.

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