

# UroLift® System CO-MARKETING OPPORTUNITIES

Educate patients already being seen inside your practice and create awareness in the local community

Direct Outreach Programs	Direct Outreach Participation Requirements
 <p><b>IPSS Mailer</b> A simple and effective patient reengagement direct mail campaign. Patients are asked to complete the IPSS survey and share it with their HCP via a self-addressed envelope.</p> <ul style="list-style-type: none"> <li>• Approximate HCP cost: \$355 – \$950</li> </ul>	<ul style="list-style-type: none"> <li>• HCP must have been performing the UroLift System procedure for longer than 3 months</li> <li>• HCP must have completed 9 cases or more in the past 6 months</li> </ul>
 <p><b>Community Health Talk</b> A convenient way to connect with patients remotely or in person to educate them on BPH treatment options and present in-depth information on the UroLift System.</p> <ul style="list-style-type: none"> <li>• Approximate HCP cost: \$395 – \$1,165</li> </ul>	<ul style="list-style-type: none"> <li>• HCP must be tracking IPSS</li> <li>• HCP must have UroLift System content on practice website</li> </ul>
 <p><b>Primary Care Physician Education</b> Educate referring physicians in person or virtually on advanced BPH treatment options, AUA Guidelines updates, and the UroLift System.</p> <ul style="list-style-type: none"> <li>• Approximate HCP cost: \$70 (Virtual) - Variable (In person)</li> </ul>	
Indirect Outreach Programs	Additional Participation Requirements for Indirect Outreach Programs
 <p><b>Facebook™</b> Target and educate male patients self-identifying as over the age of 50 within your local area.</p> <ul style="list-style-type: none"> <li>• Approximate quarterly HCP cost: \$1,975 – \$3,975</li> </ul>	<ul style="list-style-type: none"> <li>• HCP must have been performing the UroLift System procedure for longer than 6 months</li> </ul>
 <p><b>Google Ads™</b> A powerful, cost-effective way to raise awareness and drive qualified traffic to your website or to a customized UroLift System landing page.</p> <ul style="list-style-type: none"> <li>• Approximate monthly HCP cost: \$825 – \$1,150</li> </ul>	<ul style="list-style-type: none"> <li>• HCP must have executed at least 3 internal marketing activities* such as the IPSS Mailer, CHTs, branding the office, hospital resources, and/or video players</li> </ul>
 <p><b>Print and Billboard Ads</b> Directly target your local patient population via running ads in local newspapers and magazines and on billboards.</p> <ul style="list-style-type: none"> <li>• Costs vary based on media, duration, and size of advertising</li> </ul>	<p>*Can be on their own or co-marketed</p>

**Co-Marketing Best Practices**

- The IPSS survey is routinely administered to new and repeat patients
- HCP website with UroLift® System content is easily searchable
- HCP has leadership/administrative support to engage in co-marketing
- HCP has adequate staff support to contact patients within 24 hours
- HCP can accommodate BPH consults within one week
- UroLift System Patient Education is clearly visible and available
- Meet Mike video is utilized with appropriate patients
- HCP utilizes trackable phone number and landing page where indicated and tracks results

**Additional Patient Education Resources**



**Patient Education Portal**  
Educational materials to help Urology practices talk to patients about BPH and the UroLift System.



**BPH Advisor™**  
Developed with the input of board-certified urologists, BPH Advisor is a free, personalized, online program that helps patients learn about BPH and BPH treatment options and share treatment goals with their urologist.



**Patient Ambassador Program**  
A network of volunteer UroLift System patients available to share their BPH journey.



**Customizable DTC Ads**  
Containing practice/physician information for website placement.

- [Link to ad](#) – :60 Pit Stop
- Cost: \$250

