



Marketing Support for Healthcare Partners

Product Educational Resources

- ✓ Product brochures explaining the features, benefits, and technical specifications of the medical device.
- ✓ Instructional videos and demonstrations showcasing the EvoEndo scope in action, demonstrating its use, and explaining its benefits.

Patient Educational Resources

- ✓ Content for patients that explains our product, procedure, and the benefits of EvoEndo Sedation-Free Endoscopy.
- ✓ A patient-focused website page that includes videos explaining sedation-free TNE with EvoEndo and what to expect.
- ✓ FAQs, patient, and physician testimonials that address common concerns.

Press Releases

- ✓ Craft and distribute a press release to promote your TNE program and highlight our partnership.

Clinical Abstracts and Studies

- ✓ Provide access to clinical abstracts and ongoing studies that can support evidence-based patient care advancements.

Digital Marketing

SOCIAL MEDIA

- ✓ Highlight your hospital/facility, physicians, nurses, and staff offering the procedure on all our social media channels.
- ✓ Provide customizable templates of social media posts, allowing you to tailor the content to your specific audience and branding.
- ✓ Partner to create content promoting the procedure that would help in patient education and awareness.

WEBINARS

- ✓ Host webinars, townhalls, and podcasts with your branding, which we will actively promote and garner an audience.

EMAIL MARKETING

- ✓ Email blast to our database of subscribers designed to highlight and promote hospital/facility offering the procedure.

Patient Advocacy

- ✓ Provide access to our partnerships with organizations like APFED, CURED, and NASPGHAN that help support education and community outreach initiatives.