**Script « empathic » BD for patients**

Let’s take note of Paul’s story.

This is Paul.

Paul spares to have bowel movements.

He doesn't like to talk about it, because it's embarrassing...

Paul has pain in an intimate area...

Paul, like many people, suffers from an “anal fissure”, a small wound in the anus.

Nothing serious, really.

But sometimes it requires treatment.

The simplest is a little ointment, but it must be applied over several weeks and it's sometimes ineffective...

The “must” is surgery! But it's not without risk...

And between the two, there's a single injection, easy to perform with this little device.

Afraid? It is harmless, really.

Yes, you guessed right. It's placed in the buttocks - by a doctor, of course.

OK, it stings a bit, but it's worth it.

And now that Paul knows this, he will certainly discuss it with his doctor.