

Direct-to-Consumer (DTC) Marketing Strategy for Zenflow's Spring System

Introduction

Zenflow's Spring System offers a new, minimally invasive treatment for benign prostatic hyperplasia (BPH), a condition affecting tens of millions of men – yet many sufferers don't realize effective options exist beyond medications or invasive surgery. BPH is extremely common, with about **50% of men** experiencing it by age 50 (and up to 90% by age 80) ¹. In the U.S. alone, an estimated **40 million men have BPH symptoms** ranging from frequent urination to disrupted sleep ¹. However, **many men silently endure these symptoms** or consider them an inevitable part of aging ². While roughly **14 million men per year** do seek treatment for BPH in the U.S. ² (often starting with medications), a huge number delay or avoid addressing the problem due to lack of awareness, reluctance to discuss urinary issues, or fear of treatments.

For Zenflow, which is introducing an innovative Spring implant to relieve BPH, a **direct-to-consumer (DTC) marketing strategy is critical to educate and motivate these potential patients**. DTC marketing means reaching out **directly to patients** (and their spouses/families) with information and persuasion, rather than relying solely on urologists to recommend the therapy. The goal is to **raise public awareness of BPH and position the Spring System as a compelling solution**, so that patients will proactively seek it out (or ask their urologists about it). This approach can create patient-driven demand, accelerating adoption of the Spring System as Zenflow enters the market.

Notably, Zenflow's larger competitors are already leveraging DTC tactics in the BPH space. Teleflex, the maker of the UroLift® implant, has launched national awareness campaigns targeted at men with BPH, including TV commercials and digital ads (e.g. the humorous "Pit Stop" campaign) ³ ³. Boston Scientific, which

markets the Rezūm® water vapor therapy, provides extensive patient education content and testimonials online to drive interest ⁴ ⁴. Even outside urology, medtech companies have embraced DTC – for example, Dexcom’s Super Bowl ads featuring Nick Jonas dramatically boosted public awareness of continuous glucose monitors ⁵ ⁵. These successes show that **DTC marketing can be a game-changer** in getting patients to adopt novel medical technologies.

For Zenflow, a strong DTC strategy will complement its physician-focused marketing. While urologists need to be educated and trained on the Spring System, **engaging patients directly will “pull” the therapy into clinics by prompting men to seek out this new treatment**. Below, we outline the key channels and tactics for Zenflow’s DTC marketing, the core messaging to resonate with BPH sufferers, examples of effective campaigns in the industry, and the benefits of this approach for Zenflow’s commercialization. We also discuss best practices, compliance considerations, and how to measure the success of DTC efforts. The end result will be a comprehensive plan to maximize Zenflow’s visibility among patients and ultimately drive market adoption of the Spring System.

Key DTC Marketing Channels & Tactics

Zenflow should deploy a multi-channel DTC marketing campaign, combining traditional media, digital platforms, and community outreach to reach the **broadest relevant audience of BPH sufferers**. The target demographic (men in their 50s, 60s, and beyond) consumes information through a mix of old and new media. Therefore, an effective strategy will use **several complementary channels**, each with tailored tactics:

Other Tactics: In addition to the major channels above, Zenflow can utilize **print media** selectively – for instance, advertisements or sponsored articles in

magazines/readerships that skew older male (such as *Men's Health* (for the over-50 edition), *AARP Magazine*, or local newspapers' health sections). Radio spots on talk radio or sports radio could also hit the target demo that spends time driving (and perhaps dealing with pit stops!). Another modern tactic is **targeted email campaigns** or **online support communities**: for example, Zenflow could partner with a platform like *HealthGrades* or *PatientsLikeMe* to reach users who have indicated BPH interest, sending them educational emails about the Spring System.

Importantly, all these tactics should be orchestrated with a cohesive campaign theme. Teleflex's campaign, for example, unified TV, digital, and event messaging under the "Take care of #1" pit stop racing motif ³ ⁶. Zenflow might develop its own creative theme – perhaps personifying the relief of a "spring" (renewal) or visualizing the freedom from constant bathroom breaks (one idea: a character who's finally sleeping through the night undisturbed). A clever hook or tagline, used across channels, will make the campaign memorable. And every channel should funnel interested individuals toward the **desired next steps**: visiting the website, calling a toll-free information line, and ultimately consulting a urologist. By combining broad-reach media (to drive awareness) with targeted and interactive media (to educate and convert interest into action), Zenflow's DTC strategy will cover the full "consumer journey" – from awareness, to consideration, to decision.

Messaging and Content Strategy

The messaging in Zenflow's DTC campaign must resonate emotionally with BPH patients and clearly communicate the Spring System's benefits. Effective DTC messaging typically addresses three layers: (1) **Empathize with the patient's problem**, (2) **Present the solution and its advantages**, and (3) **Urge the patient to take action**. For Zenflow, this translates into content that first acknowledges the toll BPH takes on daily life, then introduces the Spring System as a game-changing remedy, and finally encourages men to reclaim their quality of life by seeking treatment. Here are the key themes and content elements Zenflow should highlight:

- Highlight Quality-of-Life Improvement:** The primary appeal to patients is how treatment will better their everyday life. Zenflow's messaging should vividly depict the typical BPH sufferer's struggles – waking up multiple times a night, mapping out bathrooms everywhere they go, cutting back on activities like golf or travel due to urinary urgency, etc. Then, contrast that with the improved life after the Spring System: sleeping through the night, long drives or meetings without worry, and renewed confidence and comfort. For example, an ad might show a man finally watching a movie start-to-finish without a restroom break, or happily road-tripping with family. Teleflex's new campaign uses a "Prostate Monster" to symbolize how BPH disrupts simple tasks like mowing the lawn or sitting in traffic ² – Zenflow can similarly personify relief, perhaps showing a "spring in your step" once the prostate obstruction is eased. **Empathy** is crucial: messaging should convey "We understand what you're going through, and you don't have to live this way." As Dr. Claus Roehrborn said regarding UroLift, *"Men need to know they don't have to 'just deal with it.'"* This notion – that it's not just aging you must accept, you can do something – should be front and center.
- Emphasize Spring System's Unique Benefits:** Patients won't care about technical specs, but they will care about outcomes and experience. Zenflow must communicate that the Spring procedure is **minimally invasive, quick, and avoids the downsides of other treatments**. Key points to highlight:
 - Lasting Relief, Rapid Results:* Make the claim (supported by clinical data) that symptom relief is significant and typically felt soon after the procedure. E.g., *"Most patients see meaningful improvement in their symptoms within weeks, with benefits lasting for years."* This assures patients it's not a temporary fix or a long recovery.
 - Minimally Invasive (No Cutting, No Burning):* Explain in simple terms that the Spring implant is placed via the urethra in a brief outpatient procedure – **no incisions, no tissue removal or heat**. Many men have heard horror stories of surgery or even some side effects of other procedures; Zenflow can say something like, *"Unlike surgeries that cut or laser the prostate, the Spring System simply props open your natural anatomy, like opening a door that was stuck."* This imagery helps demystify the procedure.

- **Preservation of Sexual Function:** This is a **huge selling point** for many men. Both UroLift and Rezum gained traction partly by touting low risk of sexual side effects, which differentiates them from traditional surgery (TURP can cause retrograde ejaculation, etc.). Zenflow's trial data suggests no negative impact on erectile or ejaculatory function, and even some improvement in quality-of-life measures. The DTC content should carefully but clearly get this across. For instance: *"Maintains sexual function – no new issues with intimacy were seen in clinical studies."* A straightforward phrasing might be: *"Restores urine flow **without** affecting 'the other flow' – so you can get back to life as usual."* (a bit light-hearted, but it lands the point). Many men fear treatments almost as much as the disease due to this issue, so alleviating that fear will make them more open to Zenflow's therapy.
- **Fast Recovery, No Ongoing Meds:** Stress that this is typically a one-time treatment done in one day, with minimal downtime. For example: *"No hospital stay – most men return to normal activities within 2-3 days."* And: *"Can free you from the burden of daily BPH pills."* (Teleflex uses similar language that UroLift can "free men from ongoing medications".) Many BPH patients dislike taking meds due to side effects (dizziness, sexual dysfunction from Flomax/finasteride, etc.), so the idea of a one-and-done procedure is compelling.
- **Use Relatable Analogies and Tone:** As noted, humor or creative analogies can make the message stick. Teleflex's racing pit-stop metaphor turned a bladder problem into a relatable sports scenario and made the audience smile. Zenflow might consider a thematic hook – e.g., "Stop the nightly pit stops" could even be reused if not trademarked, or another concept like "Don't let your bladder be the boss" with a comedic portrayal of a bladder as a demanding boss waking you up at night. The tone needs a careful balance: respectful of the seriousness of the issue, but not overly somber. A lightly humorous tone **"loosens up the conversation"**, as Teleflex's marketing VP observed, making men more receptive to discussing a topic that can be embarrassing. Any humor must be in good taste and ultimately drive home the point that help is available. Zenflow's content should feel empowering and positive – e.g., showing a man confidently tossing his box

of adult diapers in the trash after getting treated might strike a victorious chord. Importantly, all messaging should encourage men to *talk to their doctor* (or loved ones) about their symptoms – breaking the silence is a key hurdle, as Rezum’s site insightfully notes: *“Guys don’t typically talk about their BPH... until it starts getting in the way of everything.”* By using language that normalizes the condition (“you’re not alone, millions have this”) and a bit of levity, Zenflow can reduce the stigma and prompt action.

- **Patient Testimonials and Real Stories:** Nothing is more convincing than hearing from someone who’s “been in your shoes.” Incorporating **patient testimonials** into DTC content will build trust and relatability. Zenflow should collect stories from early Spring System patients (especially those treated in the limited market release or clinical trials) who can share how it improved their life. These can be crafted into short videos for the website and social media, or quotes for print and digital ads. For instance, an older gentleman might say, *“Before the Spring procedure, I was up every hour at night. Now, I sleep straight till morning – it’s like I have my life back!”* along with his name and age. Such testimonials provide social proof. Rezum’s marketing heavily uses this approach – their website has “Real Rezūm Stories” with quotes like *“After Rezūm, I feel born again”* or *“I can finally golf with no worries about bathroom breaks!”* . They even mention what % of patients would recommend the therapy to a friend (an impressive majority, based on a study) , which is a powerful endorsement to highlight. Zenflow can similarly state, once data is available, something like “In a clinical study, 9 out of 10 men treated with the Spring System would recommend it.”
- **Authoritative Endorsements:** Including perspectives from doctors or referencing clinical credibility can further reassure patients that this isn’t snake oil. A brief statement like *“Developed by top urologists”* or quoting a well-known urologist endorsing the technology (as Teleflex and BSC have done in press releases) can ease the mind of skeptical listeners. However, in consumer messaging, this should be used sparingly to avoid becoming too technical or “ad-like.” Even a simple *“FDA-approved”* (once the device is approved) is an important trust signal to mention in passing.
- **Educational Content:** Some elements of Zenflow’s DTC content should purely educate, to build credibility and help men make informed decisions.

Short explainer videos or infographics about “What is BPH?” and “How does the Spring System work?” can be featured on the website and shared on social media. This positions Zenflow as a helpful resource, not just a product marketer. The **marketing kit** approach used by Boston Scientific for Rezum includes brochures and web content that doctors can give to patients about BPH and Rezum – Zenflow can mirror that, but also make these resources directly accessible to consumers on its site. An educated patient is more likely to consider and request the Spring System specifically, rather than a generic “something.”

- **Clear Call-to-Action (CTA):** Every piece of content must guide the viewer on what to do next. Common CTAs in DTC health campaigns are “Talk to your doctor” and “Visit our website/Call our number for more info.” Zenflow should make sure the CTA is prominent and encouraging. For example: *“Ready to take control of your prostate health? Visit www.SpringRelief.com to learn how you can get lasting BPH relief, and find a nearby specialist.”* Or *“Ask your urologist about the Spring System – the new way to treat BPH.”* The messaging should empower the patient to initiate the conversation with their physician. Teleflex often ends ads with phrases encouraging men to take that first step of inquiry . Zenflow’s CTA might also include a patient helpline for those who have questions (manned by a nurse educator or support staff who can guide callers to resources). Ensuring that after absorbing the ad or content, the individual knows exactly what action to take (and is motivated to take it) is crucial for conversion.

To summarize the content style: **compassionate, hopeful, and straightforward**. It should feel like, *“We understand your problem. We have a solution that works. Here’s proof. Don’t wait – act now to get your life back.”* If Zenflow nails that message, delivered across engaging content pieces, it will strike a chord with many men and their families who are yearning for relief but perhaps didn’t know a new option was available. The combination of emotional appeal (quality of life), rational appeal (features/benefits of Spring), and social proof (testimonials, endorsements) will build both interest and confidence in the Spring System as *the* thing to do about BPH.

Case Studies: Successful DTC Medical Device Campaigns

Zenflow can learn a great deal from other companies that have executed strong direct-to-consumer campaigns in the medical device arena. Here we examine a few relevant examples and their key takeaways:

- **Teleflex's UroLift "Pit Stop" & "Prostate Monster" Campaigns (BPH Treatment):** Teleflex, marketing the UroLift implant (a direct competitor to Zenflow's Spring), has been a pioneer in DTC for BPH. In 2023, they launched a national TV and digital campaign dubbed **"Too Many Pit Stops"**, featuring a racecar driver whose chances of winning are derailed by constant pit stops to urinate. This humorous racing analogy hit home with older men, combining three relatable elements: TV, sports, and humor. The ad ran on channels popular with the 50+ demographic and was supported by Facebook and online ads, all directing viewers to the UroLift website. An important element was Teleflex's extensive **website upgrade** for this campaign: they introduced six patient "ambassadors" – real UroLift patients available to chat with site visitors about their experience. This peer-to-peer connection is a powerful trust-builder ("if it worked for him, maybe it's right for me"). The campaign's tone made it easier for men to talk about BPH, and Teleflex reported surging interest – their site traffic and overall awareness of UroLift significantly increased. By 2025, Teleflex doubled down with a new **"Prostate Monster" ad** during Men's Health Month, using a giant monster as a metaphor for BPH disruptions, and took a bold step by creating a **mobile "Prostate Education Express" truck** touring the country. That truck not only trained doctors but also hosted community health talks, showing how DTC can extend beyond media into grassroots engagement. *Key takeaways:* **Invest in creative themes** that open up discussion (racing, monsters), **use multi-channel (TV + digital + on-ground)** for saturation, and **enhance your website as a conversion hub** (with interactive features like ambassadors or doctor finders). Teleflex's approach has positioned UroLift as a known brand among many men – they even won awards for their branded TV campaign and website from DTC marketing organizations. Zenflow entering this same market will want to achieve similar brand recognition;

Teleflex's success proves that a concerted DTC effort in BPH can yield hundreds of thousands of treated patients (over 500,000 globally have had UroLift by 2025) .

- **Boston Scientific's Rezūm "Patient Stories" Campaign (BPH Treatment):**
Boston Scientific took a somewhat different tact after acquiring the Rezūm water vapor therapy. Instead of flashy TV ads, BSC focused on **rich patient-centric content** and enabling urology practices to do local marketing. They created a robust website (Rezūm.com) filled with educational material and a library of **video testimonials** of real patients sharing how Rezūm changed their lives . The site highlights that "guys don't typically talk about their BPH... until it affects everything" – directly acknowledging and breaking the stigma – and then provides video stories and quotes to encourage men that they too can find lasting relief. One man says *"I can actually get through a round of golf without multiple bathroom breaks!"*; another, *"I couldn't be happier with the results... I can sleep through the night easily."* Such firsthand accounts are gold for convincing skeptical patients. In addition, Boston Scientific supplies a **marketing kit to physicians** with suggested website copy, brochures, and even waiting room posters about Rezūm. This turns each urology office into a mini DTC hub, educating patients who come in. While not as publicly visible as Teleflex's campaign, Rezūm's word-of-mouth and digital strategy has been very successful – it quickly gained adoption and even expanded its FDA indication to larger prostates, which BSC touted via expert videos and PR in 2025. *Key takeaways:* **Leverage patient success stories** extensively – video testimonials on your site and social media can do the persuasive work of a thousand ads. Also, **equip healthcare providers with patient-friendly marketing materials**, as doctors can be important messengers for your brand if you make it easy for them. Zenflow should similarly plan to feature early patient champions (perhaps even partner with a couple of the well-known KOL urologists who themselves get treated with Spring, if applicable, as Rezūm did with a urologist patient story) and ensure every partner clinic has brochures and links to Zenflow content for patients.
- **Dexcom's CGM Super Bowl Ads (Diabetes Device):** In a different corner of medtech, Dexcom provides a compelling example of how DTC can massively

expand a market. Dexcom, a maker of continuous glucose monitors (CGM) for diabetes, aired a high-profile TV commercial during the Super Bowl – one of the priciest advertising slots in existence – in 2021 and again in 2023. Their ads featured celebrity Nick Jonas (who has type 1 diabetes) and focused on the message “if you’re still pricking your finger, ask yourself why” – a direct challenge to diabetics to upgrade to new technology. The results were remarkable: Dexcom’s CFO noted that in the four days after the Super Bowl, they saw **5 times more web impressions than they had in the entire previous year**. The buzz translated into broader awareness not just among patients but even among primary care doctors. Analysts credited these DTC efforts with helping Dexcom reach beyond the typical niche of type-1 diabetics to the much larger type-2 diabetic population. Dexcom’s CEO acknowledged some pushback (people pointed out not everyone can afford a CGM), but he defended the strategy, saying making more people aware ultimately has a net positive effect. Indeed, Dexcom’s revenue growth and user base accelerated, and they continue with celebrity-driven DTC (Nick Jonas appeared again for the launch of Dexcom G7 in 2023). *Key takeaways:* **Dramatic outreach can pay off big**, multiplying brand impressions and capturing a wider audience. While a Super Bowl ad might be beyond Zenflow’s budget in early days, the principle of using popular media and even celebrity advocacy is worth noting. Perhaps Zenflow could partner with a well-known figure in men’s health (maybe a sports icon or celebrity in the target age group who has had BPH treatment) for endorsement down the line. Also, Dexcom’s approach highlights the value of **challenging the status quo** in messaging (“why are you living with the old way?”) – Zenflow can similarly challenge men: *“Still waking up 3x a night or popping pills daily? It may be time for a Spring.”*

- **Allergan’s CoolSculpting “Fear No Mirror” Campaign (Aesthetic Device):**
As an example outside of urology, the body-contouring device CoolSculpting achieved widespread name recognition through savvy DTC marketing. Their **“Fear No Mirror”** campaign ran on TV, social media, and in glossy magazines, showing people dissatisfied with stubborn fat and then discovering a non-surgical solution. They invested in aspirational imagery and testimonials, resulting in patients actively seeking out CoolSculpting at

dermatology clinics. Within a few years, “CoolSculpting” became a household term for fat reduction, demonstrating that a medtech company can build a consumer brand around a procedure. *Key takeaways: A strong, catchy slogan and visual motif* (“Fear No Mirror” with images of happy, confident patients) can propel a device’s popularity. Zenflow’s situation is different (a medical necessity vs. a cosmetic elective), but it similarly needs to brand the procedure in patients’ minds as the go-to solution.

In summary, these case studies show that **DTC marketing can significantly accelerate the adoption of medical devices by creating patient demand**. The common threads are: a clear understanding of the audience, creative engagement (whether through humor, storytelling, or star power), a multi-channel presence, and backing up the ads with substance (i.e., robust informational resources and support for those who respond). Zenflow’s Spring System can ride the wave that Teleflex has started – Teleflex spent the last decade educating the market that minimally invasive BPH treatments exist, so Zenflow can now differentiate itself within that narrative by highlighting its specific advantages. In planning its campaign, Zenflow should consider what made these others successful: **Teleflex broke the ice with humor and invested in broad reach, BSC built trust with real stories and education, and Dexcom made a bold splash to jar complacent patients into action**. Applying a blend of these strategies will give Zenflow the best of all worlds – high visibility, credibility, and motivational impact.

Benefits of a Strong DTC Strategy for Zenflow

Implementing a robust direct-to-consumer marketing strategy will yield multiple benefits for Zenflow’s commercialization of the Spring System, amplifying and accelerating the product’s success in the market. Here are the key advantages:

- **Improved Patient Empowerment and Outcomes:** Another benefit worth noting is that DTC marketing, by educating patients, can lead to better health outcomes. Men who might have delayed treatment could finally take

action and get relief, improving their well-being. From a strictly business standpoint, every satisfied patient becomes a potential advocate for Zenflow – they'll tell friends or post online about their success, further spreading word-of-mouth (the cheapest and most credible form of marketing). In essence, a DTC strategy can create a virtuous cycle: marketing leads a patient to treatment, the successful outcome turns that patient into a champion, and their testimony brings in more patients.

- **Competitive Differentiation:** If Zenflow executes DTC strongly while some competitors become complacent, it can outshine them in the public eye. For example, if Teleflex were to pull back on consumer ads in a year or two and Zenflow ramps up, Zenflow might occupy the mindshare that UroLift once held. Being proactive in messaging (e.g., emphasizing features the competition doesn't have) can preemptively position Zenflow as the superior next-gen solution. Essentially, Zenflow can "frame the narrative" of advanced BPH care around its brand. Given that Teleflex and BSC have shown the effectiveness of DTC, Zenflow engaging in it isn't just beneficial – it's somewhat necessary to remain competitive.

Overall, a strong DTC marketing strategy is like adding a high-power engine to Zenflow's commercial launch. It will drive faster uptake, build a recognizable brand, and create a loyal customer base, all of which de-risk the path to commercial success. In combination with physician training and reimbursement efforts, DTC is one of the pillars that will support Zenflow's goals of capturing a significant share of the BPH treatment market and improving the lives of countless patients.

Best Practices, Compliance, and Integration Considerations

While the potential of DTC marketing is huge, it must be executed with careful attention to regulatory guidelines, ethical messaging, and alignment with Zenflow's overall commercialization plan. Here we outline best practices to ensure the DTC strategy is effective and compliant, as well as how to integrate it

seamlessly with other efforts:

- **Ensure Regulatory Compliance:** Marketing a medical device directly to consumers in the U.S. is allowed, but it's subject to FDA regulations against false or misleading claims. Zenflow's promotional materials must be **truthful and balanced**. This means:
 - Do not over-promise outcomes or use absolutes like "cure" or "100% safe." Every claim about benefits (symptom relief, recovery time, etc.) should be grounded in clinical data. For instance, if stating "rapid relief," have data to substantiate what "rapid" typically means (e.g., "in a pivotal study, symptoms improved in as little as 2 weeks for many men").
 - **Include appropriate risk information** wherever feasible. TV ads for devices don't have the super long list of side effects like drug ads, but they should mention key points (e.g., "Possible side effects include temporary pain or urgency; rare complications may occur. Talk to your doctor to see if you're a candidate."). On print or web ads, including a brief safety statement or a link to full Important Safety Information is advisable. Rezum's website, for example, has disclaimers and notes that individual results may vary, and Teleflex's ads/direct website mention that UroLift is Rx only and include some risk context. Zenflow should emulate this by having a clear "Important Safety Information" section on all patient-facing print and digital collateral, reviewed by regulatory and legal teams.
- **FDA Approval Status:** Zenflow should not start branded DTC advertising until the Spring System is fully FDA approved for marketing. Prior to approval, only unbranded disease awareness campaigns would be permissible. Once approved, ensure that all marketing sticks to the approved indication (e.g., if approval is for prostates up to 80cc, the ad shouldn't imply it's for any size beyond that, etc.). Also, if the FDA-approved labeling requires any specific patient information (like a patient brochure), align the messaging with its language to avoid discrepancies.
- **Internal Review Process:** As indicated in the commercialization plan, Zenflow will involve legal in reviewing promotional materials. Establish a clear review and approval workflow for every DTC asset (commercial

script, website copy, social post, etc.) involving regulatory affairs, medical, and legal experts. This ensures compliance and that claims are properly referenced. It's a bit of extra work but critical to avoid regulatory sanctions or having to pull ads later.

- **Accuracy and Sensitivity in Messaging:** Besides legal compliance, ethical accuracy is important for maintaining credibility. Zenflow should avoid creating unrealistic expectations. For example, don't use an actor who's clearly 40 years old to portray a typical patient if the average patient is 65 – that could mislead or alienate the core audience. Similarly, be sensitive to how you portray the condition; humor is good, ridicule is not. The “prostate monster” in Teleflex’s ad works because it symbolizes the problem, not the person. Zenflow should test its messaging with focus groups of actual patients to ensure it's hitting the right tone (everyone finds the pit stop ad funny, but if something crosses into making someone feel dumb for not getting treated sooner, that would backfire).
- **Leverage Social Media and Online Communities:** In modern DTC, engaging directly with patients online can amplify reach. Zenflow should maintain active social media profiles (Facebook, possibly an Instagram if visual content is available, and even Twitter for health discussions). These channels can be used to share patient stories, infographics, reminders during awareness months, and respond to comments or questions. For example, a Facebook post might share a 1-minute snippet of a patient testimonial video, with a caption about “Meet John, who got his life back after the Spring System.” Social media also allows for interaction – Zenflow (via a community manager) can answer common questions in comments, correct misconceptions, and direct people to resources or doctors. This builds goodwill and a sense of community. Additionally, Zenflow could consider hosting webinars or live Q&A sessions on platforms like Facebook Live or YouTube Live, featuring a urologist and maybe a patient, to engage viewers in real time.
- **Patient Communities:** Identify forums or groups where BPH or men's health is discussed (Reddit has threads on health issues, Facebook has private groups for health conditions, etc.). While respecting each community's rules, Zenflow can provide educational input. For instance,

a company representative (clearly identified) could participate in a Reddit "Ask Me Anything" if appropriate, or more indirectly, Zenflow could sponsor content on health sites that funnel into these discussions. Ensuring a presence (without being intrusive) where patients talk among themselves helps keep the Spring System in those conversations naturally.

- **Monitor and Listen:** Social media also offers a window into patient sentiment. Zenflow should monitor mentions of its brand and general BPH discussions to gauge what concerns or misconceptions people have. This can inform adjustments in messaging. For instance, if many comments show fear of the implant being permanent, Zenflow can emphasize in its messaging that the small spring is designed to be biocompatible and safe long-term, etc.
- **Coordinate DTC with HCP marketing and Ops:** Integration is crucial. Zenflow's sales and physician education teams must be aware of the DTC campaign timeline and content. It would be counterproductive if patients start asking doctors about Spring and the doctors say "I've never heard of it." Thus, Zenflow should time the consumer push in regions where it has already trained doctors or is about to. Before airing ads in a city, ensure the major urology groups there have at least been detailed about Spring or even have a couple of early adopters. The commercialization tracker includes tasks like KOL webinars, sales training, etc., which should precede large consumer activations. A helpful practice is to provide **doctors with heads-up and toolkits** for when DTC launches. For example, Zenflow can send an email or letter to all urologists in a launch region: "Starting next month, we will be running a patient awareness campaign on BPH and the Spring System on local TV and online. You may get questions from patients – here's a quick reference guide and how to refer patients to trained providers." Also provide those clinics with extra brochures or point-of-care materials to handle the influx. When Teleflex launched its campaigns, they similarly armed their provider network to capitalize on the new patient interest (some practices even align their own local advertising with the national campaign). Zenflow might even coordinate **local events**: for instance, after running ads in Chicago, host a free prostate health screening event with a partnering

urology clinic – catching interested folks drawn in by the ads.

- **Budget and Scale Considerations:** DTC campaigns can be expensive – TV ads, especially national, require substantial budget. Zenflow should balance reach with ROI. It might start with **pilot campaigns in select markets** (e.g., launch states or cities) to test the messaging and channel mix, then scale up if results are strong. The pilot would reveal cost per lead, conversion rates, etc., which can guide a broader rollout. Cook Medical's experience in marketing can help optimize spend; they might advise focusing on digital initially (as it's more measurable and adjustable) and then layering TV once a formula is proven. Also, Zenflow can explore **cost-sharing opportunities**: since Cook is a partner, perhaps certain campaigns could be co-branded or co-funded. Or Zenflow could partner with a men's health non-profit to do an awareness push (splitting some costs while gaining credibility). Being strategic about spend ensures that DTC efforts remain sustainable and can continue until that brand recognition is cemented.
- **Measure and Iterate:** As a best practice, every DTC tactic should be tracked for its effectiveness (more on measurement in the next section). By analyzing these metrics frequently, Zenflow can adjust its strategy. For example, if analytics show that the Facebook campaign is driving far more doctor searches than the radio ads, Zenflow might reallocate budget more to digital. Or if a particular message in the ad (say, focusing on "no sexual side effects") is resonating and gets lots of engagement, Zenflow might amplify that theme in other materials. **A/B testing** can be employed for digital ads – trying two versions of an ad (one highlighting benefit X, another highlighting benefit Y) and seeing which draws more clicks or conversions. The campaign should be treated as a dynamic project, not a one-and-done launch.
- **Patient Support Infrastructure:** With DTC, Zenflow must be prepared to handle inbound interest from consumers. This means setting up a mechanism to respond to inquiries promptly. A toll-free **patient hotline** (with trained customer service reps or nurses) is one option; ensuring that any "Contact Us" form on the website is staffed and leads are followed up (even if just to provide doctor info) is another. If a patient calls saying "I saw your ad, how do I get this?", the agent should be able to look up their

location and say “We have providers in your area – Dr. X at Y Hospital offers the Spring procedure, would you like us to send your information there or have them contact you?” That kind of white-glove handoff can significantly increase conversion from interest to scheduled appointment. It also provides a good experience that the person might mention to others. This patient support function should coordinate with the sales team (so reps know if a patient was referred to a specific doctor) and with the doctors (perhaps via a simple CRM or referral system) to track outcomes. Zenflow’s tracker lists “Implement CRM and lead tracking” as a to-do – that will be vital for capturing these DTC-driven leads and measuring follow-through.

- **Addressing Potential Challenges:** A few pitfalls and how to mitigate them:
 - *Challenge: Patient Frustration if Access is Limited* – Early on, not all insurers may cover Spring, and not all areas will have trained providers. If ads run too widely, some patients might be excited only to find it’s not available to them yet. **Mitigation:** Target initial DTC geographically to where coverage is known (or an alternative path like a self-pay bundle is ready) and where providers exist. In the ads or website, include a gentle note “available at select centers – see provider finder for locations” to set expectations. Also, Zenflow could offer assistance like a free insurance check or payment plans for those interested but lacking coverage, to prevent drop-off.
 - *Challenge: Physician Pushback* – Some doctors may resent DTC if they feel it pressures them or goes over their head. This was seen historically in pharma, though now it’s common. **Mitigation:** Engage physicians as partners in the DTC effort. Get KOL endorsements to show physician support. Provide local doctors with a heads-up and education so they feel included, not bypassed. Emphasize in communications that the call-to-action is always “talk to your doctor” – reinforcing the physician’s role. Ideally, DTC should bring patients to doctors, not make doctors feel sidelined.
 - *Challenge: Cost and ROI Uncertainty* – If not carefully managed, money could be spent on ads without clear returns. **Mitigation:** Start with measurable channels (digital) and small tests. Use unique phone numbers or tracking URLs for different ads to attribute outcomes. For

example, TV ad could use a vanity URL like SpringRelief.com/TV that patients might type in, to gauge TV response. Or ask on the web form “How did you hear about us?” with options. This data will help assess ROI. Zenflow should also define what a successful cost-per-acquisition (CPA) is – e.g., if each procedure yields \$X revenue, spending up to some fraction of that to acquire a patient is acceptable.

- **Challenge: Consistency Across Campaigns and Phases** – If Zenflow’s DTC is ramped up in phases (e.g., limited launch vs full launch), messaging might evolve. **Mitigation:** Keep a consistent brand voice and core message, even as you update content. Patients may see multiple touchpoints (an early PR article, then a later ad); consistency avoids confusion. All teams (marketing, sales, clinical) should be aligned on the key messages so that whether a patient is hearing it on TV or from their doctor, the story is the same.
- **Integration with Overall Commercial Strategy:** Zenflow’s DTC efforts should be viewed as one pillar of a holistic go-to-market plan, integrated with HCP marketing, reimbursement strategy, and post-market support. For example, the **timelines** for regulatory approval, limited market release, and broader launch all inform when and where DTC should kick in. Likely, Zenflow will hold off heavy consumer advertising until the product is at least in its limited launch (no point in drumming up demand that can’t be met). However, it might do some pre-approval unbranded awareness (e.g., a Men’s Health Month campaign about BPH symptoms generally, sponsored by Zenflow, to start priming the market). Once launched, DTC can scale alongside the expansion of manufacturing and distribution (the plan’s Launch Sequence coordination). Also, feedback from DTC (what consumers ask about) can loop back into sales training – if lots of patients have the same misconception, make sure reps and doctors know to address that proactively. In essence, DTC marketing doesn’t exist in a silo; it should be part of the weekly cross-functional launch meetings (e.g., share metrics, patient feedback, etc., with the team) so everyone from ClinOps to Market Access is aware and can adjust their piece accordingly.

At the end of the day, **the best practice is to keep the patient at the center of all efforts.** DTC is one major way to reach and help the patient; physician training is

another; ensuring insurance coverage is yet another. When these pieces work in concert, the patient has a smooth journey: they hear about Spring, find a doctor, get it covered and treated, and find relief. That outcome – a happier, healthier patient – is the ultimate proof of a successful strategy. Zenflow's DTC marketing, executed with diligence and creativity, will be a driving force to achieve that end.

Measuring Success of DTC Marketing Efforts

To understand the impact of its DTC strategy and justify continued investment, Zenflow will need to track a variety of performance metrics and KPIs.

Measurement not only shows what's working (or not), but also provides insights for refining the campaign over time. Here are the key ways Zenflow can measure the success of its direct-to-consumer marketing efforts:

- **Website Analytics (Traffic and Engagement):** The campaign's **web landing page metrics** will be a primary indicator of reach. Zenflow should monitor:
 - **Total visits** and unique visitors to the patient website (especially spikes corresponding to campaign launches or specific media placements).
 - **Traffic sources** – how many came via search (organic or paid), via clicking on digital ads, via typing in after seeing a TV ad, etc. This helps attribute which channels are driving interest. For example, a big TV burst might show up as a surge in direct or organic traffic with certain search keywords.
 - **Engagement metrics:** page views per visit, time spent on site, and bounce rate. If visitors are spending time reading multiple pages (e.g., reading about BPH then about Spring, then checking "find a doctor"), that's a sign the content is resonating. A quick bounce might indicate the landing page needs improvement or that some clicks were accidental.
 - **Conversions on site:** what percentage of visitors take a desired action, such as using the "Find a Doctor" tool, filling out a contact form, or downloading a patient guide PDF. These are crucial – lots of traffic is nice, but conversions show genuine interest. Tools like Google Analytics or more specialized marketing dashboards can track these events.

- **Leads and Inquiry Volume:** Zenflow should log the number of patient inquiries it receives through various channels:
 - **Calls to the hotline:** track call volume and call duration. Post-campaign, does the call center receive 50% more calls? Are callers mentioning the ad? Even simple call scripts can include “How did you hear about us?” to tally responses – e.g., 30% saw TV, 50% found online, etc.
 - **Contact forms submissions or email inquiries:** Count how many forms are submitted per week, and note what they ask (to gauge common questions).
 - **Doctor Finder usages:** If the site has a zip-code based physician locator, count searches or clicks on doctor info. Teleflex likely tracks every use of their UroLift doctor finder as a metric of patient intent. Zenflow can do the same – e.g., “500 find-a-doctor searches in March, up from 100 in February after we started advertising.”
 - Zenflow can set up these tracking mechanisms in advance so that once DTC kicks off, data flows in automatically.
- **Lead Conversion and Treatment Rates:** Ultimately, Zenflow will want to measure how many of the leads turn into actual procedures (though this is a bit harder to directly measure). Some approaches:
 - **Patient Surveys:** When patients come for the procedure or consultation, ask them “How did you hear about this treatment?” Many practices do intake surveys that include referral sources. If Zenflow can encourage sites to collect that and share de-identified summary data, it provides conversion feedback (e.g., a doctor might report 10 Spring consults this month, 6 of whom mentioned seeing an ad).
 - **CRM Tracking:** As part of CRM, Zenflow might assign unique identifiers to leads and see if those leads were sent to a physician and whether the physician reported treating them. For instance, if a patient calls Zenflow and Zenflow refers them to Dr. X, the sales rep for Dr. X could later check if Dr. X did the case. This requires some coordination but is doable on a small scale during early roll-out. Over time, as volume grows, this may be estimated more than individually tracked.
 - **Market share growth in targeted areas:** Compare procedure adoption

rates in regions where DTC is active vs. regions where it hasn't started. If, say, in city A (with ads) the Spring System cases rose quickly to 50 in a quarter while city B (no ads yet) only had 10 cases, that difference can be partly attributed to patient awareness. This analysis can control for number of trained doctors, etc., to isolate the DTC effect.

- **Brand Awareness and Perception Metrics:** It is valuable to gauge overall awareness in the target population. Zenflow could conduct **pre- and post-campaign surveys** of men in the demographic:
 - For example, before launching national ads, survey a few hundred men over 50: "Have you heard of the Spring implant for BPH?" / "Are you aware of any minimally invasive treatments for BPH?" and "Would you consider one?" Then do a similar survey after campaign roll-out to see if awareness of Spring by name increased and if more men know about alternatives to meds. If unaided awareness (recognizing the brand without prompt) or aided awareness (recognizing when named) goes up significantly, that's a win.
 - Zenflow can also monitor social media chatter and online search trends for its brand name. An increase in Google searches for "Zenflow" or "Spring prostate treatment" over time correlates with growing brand recognition. There are tools like Google Trends that can illustrate search interest.
 - Any awards or media coverage the campaign garners (like Teleflex's campaign winning a DTC award) can be a qualitative measure of its impact and creativity.
- **Engagement and Community Growth:** On social platforms, look at metrics such as:
 - **Followers / Subscribers:** Growth in followers on Facebook page or YouTube channel after campaigns, indicating people are interested enough to stay tuned.
 - **Post Engagement:** Likes, shares, comments on Zenflow's posts. A particularly resonant piece of content might be shared widely (for instance, a touching patient story video could get shared by health pages or individuals).

- **Video views:** If Zenflow posts its ad or patient stories on YouTube, track view counts and completion rates (how many watch the full video). High view counts show reach; high completion indicates the content held interest.
- **Ambassador interactions:** If Zenflow implements a patient ambassador chat program (like Teleflex did), track how many people utilize it and the satisfaction. Post-chat surveys could ask if the conversation helped them decide on treatment.
- **Media Impressions and Reach:** For traditional media like television or radio, Zenflow will get data from media buys – e.g., estimated **impressions** (number of times the ad was seen) and **Gross Rating Points (GRPs)** for TV. These are standard advertising metrics. While they don't directly equal patient actions, they indicate the scope of exposure. If an ad campaign delivered, say, 50 million impressions and the website traffic also spiked proportionally, that's a good sign the reach translated into action. Third-party analytics can also sometimes match TV airing times with web traffic spikes to attribute responses.
 - Press releases and earned media hits can be counted (number of articles or TV news segments that mention Zenflow due to PR efforts), and their audience reach estimated. Each news story is like free advertising, so including those in the metrics gives a fuller picture of awareness generation.
- **ROI and Cost-Effectiveness:** Ultimately, Zenflow should assess the **return on investment** of DTC. This can be done by calculating the **Cost Per Acquisition (CPA)** of a patient:
 - Total DTC spend divided by the number of patients who got the procedure as a result (estimated). For example, if \$500k on advertising led to 200 additional procedures, that's \$2,500 per acquired patient. If the revenue or contribution margin from a procedure is higher than that, the campaign is paying for itself (or will over time, considering repeat business or referrals).
 - Compare CPA across channels: maybe digital ads yield a \$500 CPA, whereas TV yields \$3000 at first – such data would inform future budget allocation (spend more where it's cheaper to get a patient).

- However, some benefits like brand equity are long-term and not immediately quantifiable. Zenflow should consider short-term conversion as well as long-term value (a one-time TV splash might cost a lot but lay groundwork that yields patients for years). So ROI analysis should have a nuanced approach, mixing quantitative and strategic considerations.
- **Patient Outcome and Satisfaction Feedback:** Though not a direct marketing metric, tracking patient satisfaction among those who came through DTC can be a feedback loop. If those patients end up as happy promoters, then the DTC effort not only got them in the door but delivered on the promise. Zenflow could follow up with a sample of patients (with permission) after their Spring procedure to gauge if it met their expectations based on what they saw in the ads. If there's a gap (e.g., a patient thought it would be completely painless but it wasn't for them), that might signal a need to tweak messaging or pre-op education to set proper expectations.

By closely monitoring these metrics, Zenflow can create a **dashboard of DTC performance**. For instance, a monthly report might show: "TV Ad reached ~5 million viewers in May, yielding 5,000 website visits (conversion 0.1%). Google Ads delivered 20,000 clicks at \$1.50 CPC, leading to 500 inquiries. Overall, 120 doctor consultations were confirmed to result, with 80 procedures completed so far." Over time, trends will emerge (like cost per lead decreasing as optimizations are made, or spikes during certain seasonal campaigns).

Zenflow should remain nimble – if certain KPIs like website conversions are lagging, maybe the landing page needs improvement or the CTA in the ad needs to be clearer. If social engagement is low, perhaps the content needs to be more shareable or the platform mix rethought. Essentially, **measure, learn, and adapt** is the mantra. The commercialization plan already emphasizes defining KPIs for post-launch performance – many of those will be informed by DTC (customer satisfaction, number of leads, etc., tie back to how well marketing is doing).

Finally, sharing these successes (or learnings) within the company and with stakeholders will be important. For example, if DTC is driving a lot of patients, Zenflow can use that data in discussions with potential partners or investors: *"Our campaigns reached over 10 million men and tripled our patient inquiries quarter-*

over-quarter” – which instills confidence in Zenflow’s commercial trajectory. And within the team, celebrating milestones like the first 1000 patient calls or the day the website hits a record number of visitors can be morale-boosting, showing that the collective efforts are making a real-world impact.

Conclusion and Strategic Integration

A direct-to-consumer marketing strategy is not just a promotional add-on for Zenflow – it is a strategic imperative to ensure the Spring System reaches its full market potential. By educating and motivating the vast population of men suffering from BPH, Zenflow’s DTC efforts will create a wave of demand that carries the product into urology practices across the country. This patient-centric approach aligns perfectly with Zenflow’s mission of improving quality of life through innovation, and it complements the company’s provider-focused initiatives and partnership with Cook Medical.

To integrate DTC marketing with Zenflow’s overall commercialization strategy, the company should adopt a **synchronized launch plan**: as soon as the Spring System is available in a region (with trained doctors and an initial reimbursement pathway), turn on the DTC “engine” in that region to immediately connect patients with those providers. Use the feedback and data from that region to refine the approach, then expand to the next. This phased roll-out ensures that **marketing, sales, and operations are in lockstep** – a hallmark of successful product launches. The commercialization team’s cross-functional meetings will be key to coordinating this timing . For example, if supply chain notes an inventory build ready by X date, marketing can schedule the ad flights accordingly. If Market Access secures a positive coverage decision in a state, that could trigger ramping up ads in that state.

Crucially, **Zenflow and Cook Medical should view the DTC campaign as a joint venture** in a sense. Cook’s marketing expertise and resources can significantly amplify Zenflow’s capabilities. Cook can provide insights from its own product launches in other fields and may even lend its marketing and PR teams to collaborate on Zenflow’s campaign (especially given Cook’s vested interest in

Zenflow's success as an investor/partner). For instance, Cook's corporate communications might help place stories in media outlets, and Cook's relationships with hospitals might facilitate hosting the mobile education events or installing informational kiosks in hospital lobbies. This synergy ensures the DTC strategy is not being executed by Zenflow in isolation, but as a force-multiplier to the entire partnership's go-to-market push.

Looking ahead, as the Spring System gains traction, Zenflow's approach can evolve from aggressive awareness-building to sustaining engagement. The company can cultivate an **online community or support network** for BPH patients who chose Spring, turning them into brand advocates. Regular newsletters or follow-up content to past and prospective patients (with tips for healthy aging, etc.) can maintain Zenflow's relationship with the consumer, making the brand more than just "that procedure" – instead, an ongoing companion in men's health. This can feed back into continued referrals and even future product launches (should Zenflow develop new urology products, there will already be an audience paying attention).

In conclusion, by implementing a dynamic, compliant, and empathetic DTC marketing strategy, **Zenflow can substantially accelerate the adoption curve of the Spring System and establish itself as a household name in the BPH treatment landscape.** The DTC tactics – spanning TV to Twitter, seminars to search ads – will ensure no stone is left unturned in reaching those who can benefit from the Spring implant. Combined with strong clinical outcomes and physician endorsement, DTC will help convert Zenflow's innovation into a popular, in-demand therapy. The ultimate measure of success will be seen in both market metrics and human stories: when thousands of men are sleeping through the night and living better lives because they saw a message that Zenflow cared enough to bring directly to them, that is when the power of direct-to-consumer marketing will have truly been realized for Zenflow.