

iDose[®] TR Local Media Guidance for Practices

Introduction

This guidance document is designed to empower local practices to effectively generate publicity and awareness of iDose TR to their local and regional communities. It provides a comprehensive set of resources, including a customizable press release, social media posts, and media pitch notes that can be tailored to fit the unique needs and voice of each practice. All template materials are intended to be modified and used by local practices to announce the availability of iDose TR. This toolkit does not include media buying or paid advertising strategies.

While Glaukos is providing the foundational materials, it's important to note that the success of these efforts largely depends on the proactive engagement and execution by the individual practices. We encourage practices to infuse their own insights, patient experiences, and local context into these materials to make them more relatable and impactful.

However, while we encourage customization, it's crucial to maintain the integrity of the information about iDose TR to ensure consistent and accurate communication. Glaukos will not provide direct media engagement on behalf of individual practices, but we are here to support you with guidance and resources.

Remember, this toolkit is a starting point. It's up to each practice to bring these materials to life, build relationships with local media, and engage with their social media followers. The more effort put into personalizing and actively using these materials, the more successful your practice will be in generating awareness and interest in iDose TR.

Media Engagement Strategy Overview

Step 1: Prepare to issue a press release and social media to announce availability of iDose TR

- Once you review and modify the template press release for your practice, we recommend issuing the press release over a newswire, such as [PR Newswire](#) for maximum traction. You may also consider posting the news on your website or practice blog.
- Capture multimedia content during the day-of procedure to use on social media and your website. Content may include:
 - Photos/videos of the surgeon discussing iDose TR
 - Photos/video of the patient discussing their experience living with glaucoma and what they're looking forward to with iDose TR (with proper consent)
 - Photos/videos of the operating room (with proper consent)
 - Photos of the surgeon and team holding an iDose TR box
- Plan to announce the news and promote your practice's latest offerings on social media using the template social media copy. Be sure to include imagery for increased visibility and performance.

Step 2: Engage local media to announce availability of iDose TR

- To find local media reporters in your area, you can use several strategies:
 - Research Local Media Outlets: Start by identifying the local newspapers, TV stations, and radio stations in your area. Visit their websites and look for health, medical, or local news reporters.
 - Use Social Media: Many journalists are active on social media platforms like Twitter/X and LinkedIn. You can search for them using relevant keywords such as their media outlet name, their beat (e.g., health, medical, local news), or your city/region name.
 - Use Online Tools: There are several online tools and databases available (some may require a subscription) that can help you find journalists in your area, such as Cision or Muck Rack.
- Once identified, reach out the reporters using the template media pitch email.

Step 3: Source patient/care partner testimonials

- When engaging local media, a human-interest story is always most impactful to complement your experience as a surgeon.
- Ideally this would be someone who:
 - Is enthusiastic to share their story with others to help them learn and take better care of their eye health
 - Open to speaking with media or having their story shared on social media
 - Has had success with iDose TR
 - Is educated and proactive about their eye care
 - Is a good communicator (would be comfortable in front of a camera)
 - A care partner of a patient who fits these criteria
- Begin to ask patients/care partners if they would be willing to share their story more broadly.

Step 4: Re-engage media with human-interest stories

- With a patient/care partner testimonial confirmed, consider reaching out to local media offering the patient and surgeon for a joint interview using the template pitch note below.
 - The patient/care partner would speak to their experience living with glaucoma only.
 - The surgeon would be able to provide medical details about glaucoma as well as specifics about iDose TR.

Step 5: Maintain information across your website

- As iDose TR becomes integrated into your practices' armamentarium, be sure your website stays up to date, listing iDose TR as a procedure that is offered to qualifying patients.
- Additional resources including images/video content are available on Patient Builder.

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