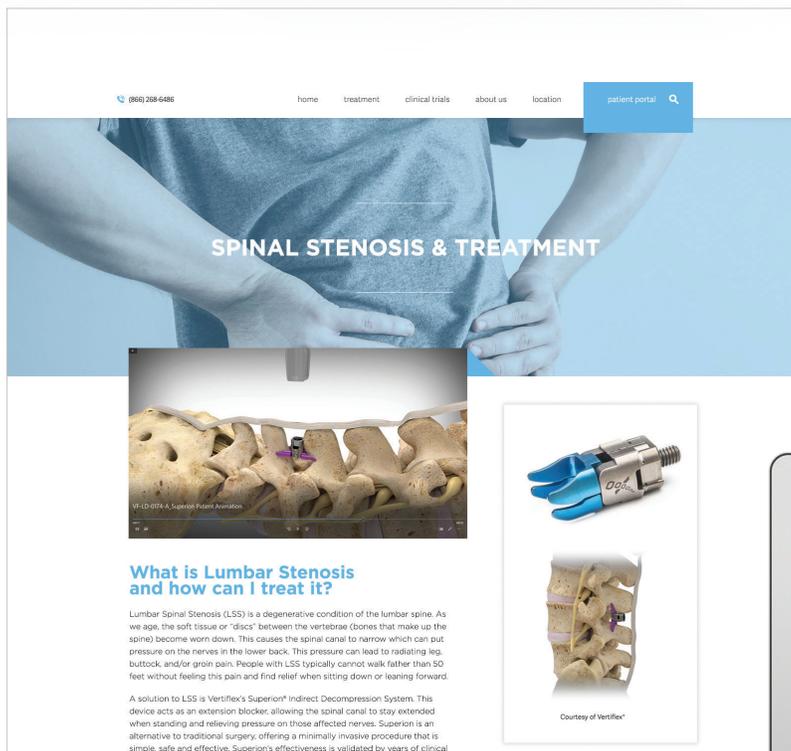


# Digital Marketing Basics: Website

It is easier than ever to have a website today and something consumers expect of reputable businesses. Having a website for your practice provides credibility. It is also the perfect place to keep your current and future patients informed about your services.

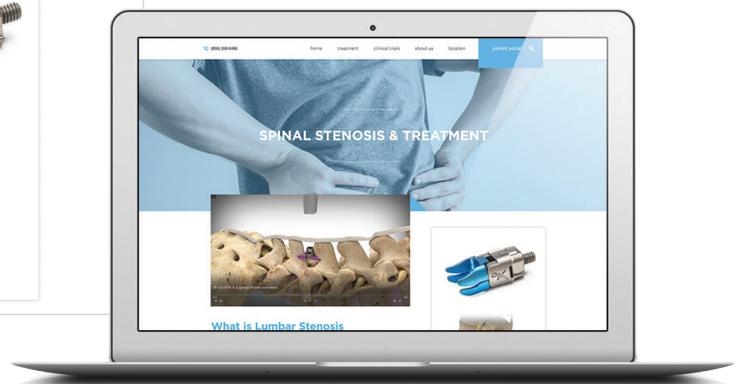
## Keep your Services and Conditions updated

Updating your practice's website with basic information about all your services is the natural first step to building awareness. Be sure to keep language simple and easy to understand for patients and caregivers.



You likely have a Services, Procedures or Treatments page on your site. Now is the time to update that page to include Superior®. This content can also be added to a Conditions page dealing with back pain or spinal stenosis as an available treatment.

Here's an example of how it could look:



## Don't have a website for your practice yet?

We recommend you engage a marketing firm to help get you started, but there are several sites like [SquareSpace](#) and [Wix](#) that offer easy to customize templates at affordable rates.

**Below you will find both a simple and more detailed description of Superior® and a simple overview of spinal stenosis. Feel free to use any of this messaging on your website to let patients know more about the Superior® implant.**

## Superior® simple overview

Individuals who have been diagnosed with moderate spinal stenosis and already undergone six months of conservative treatment without relief or traditional spinal surgery has been deemed too demanding for them may be candidates for the Superior® implant. This FDA-approved, minimally invasive method addresses pain, numbness, tingling and/or weakness in the back and legs. By inserting an H-shaped spacer between two adjacent bones in the lower back the implant allows the patient to stand upright without pinching the nerves in the back. The procedure may be performed in a hospital or outpatient surgical center in about one hour.

## Superior® detailed overview

### Is Superior® right for you?

Individuals who have been diagnosed with moderate spinal stenosis that results from aging and wear and tear on the spine from every day activities, and already undergone six months of conservative treatment without relief may be candidates for the Superior® implant. It is also for spinal stenosis patients who have learned that traditional spinal surgery has been deemed too demanding for them.

### How does it work?

The physician will insert an FDA-approved, H-shaped spacer through a small incision in the lower back without impacting the nearby bone or tissue, resulting in minimal

bleeding. Once inserted the patient is able to stand upright without pinching the nerves in the back. This simple procedure can be completed in under one hour at the hospital or an outpatient surgical center.

[Watch the patient video to learn more.](#) (NOTE: Ideally embed the video into your site rather than just showing the link.)

### Why Superior®?

The Superior® implant is the only FDA approved, minimally invasive approach to treating moderate spinal stenosis. It provides relief of the ongoing pain without the long recovery that often accompanies traditional decompression surgery. In addition, Superior® offers the following benefits:

- A clinically proven, less invasive alternative for spinal stenosis
- Does not limit future treatment options
- No general anesthesia, small incision
- Lower rate of serious operative complications before and after the procedure

## Spinal stenosis simple overview

Spinal stenosis is the result of aging and wear and tear on the spine from everyday activities. These changes cause the spinal canal to narrow which can pinch the nerves in the lower back. This is called lumbar spinal stenosis (LSS). The result is pain, numbness, tingling and/or weakness in the back and legs.