



Greetings!

National GERD Awareness Week is quickly approaching. Each year the week of Thanksgiving is dedicated to the observance of GERD Awareness and providing education regarding the risk of Esophageal Cancer posed by persistent heartburn or GERD (gastroesophageal reflux disease).

GERD is an evergreen condition with well-known daily “triggers” for sufferers such as consuming certain foods and beverages like chocolate, fried or spicy foods, wine, coffee, or doing simple activities like exercising, sleeping, and living under stress. Our goal is to **#FIGHTGERD** by delivering education on the importance of having symptoms evaluated and treated by a reflux specialist.

We are pleased to present you with this toolkit featuring promotional opportunities and resources for GERD Awareness Week to raise awareness and increase your visibility in the media, the referring HCP community and the consumer audience. Feel free to customize these assets per your organization’s needs.

Thank you for your partnership and commitment to promoting GERD Awareness and providing the community with the most advanced treatment options available.

Your partners in GERD education,

The Market Development Team
Endogastric Solutions, Inc.
marketing@endogastricsolutions.com



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Patient and Consumer Messaging

Use in hospital, practice, staff, patient or community email, e-Bulletin, Newsletter, Blog, Social, and/or Web messaging

Header: It's GERD Awareness Week

Sub-header: When Is It More Than Just Heartburn?

Stats:

- 1 in 5 Americans suffers from GERD
- GERD can lead to Barrett's Esophagus or Esophageal Cancer
- Esophageal Cancer diagnoses are growing at a rate of 600% across the nation
- Typical and Atypical Symptoms of GERD
- When to seek treatment

Consumer e-Bulletin Template: Customize and share with staff, patients, community



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Patient and Consumer Messaging



November is about GERD AWARENESS

An estimated 1 in every 5 American adults suffers from GERD. It is a chronic condition caused by changes in the gastroesophageal valve (GEV) that allow contents to flow from the stomach back into the esophagus. Left untreated, GERD can be a lifelong disease. It can lead to bothersome symptoms, which can vary from mild or moderate to severe depending on the person.

November 20-26, 2022 is designated as Gastroesophageal Reflux Disease (GERD) Awareness Week. It comes just in time for Thanksgiving when many Americans may experience heartburn associated with overeating. However, if heartburn occurs more frequently, or is associated with additional symptoms, it may be gastroesophageal reflux disease (GERD).



Typical GERD symptoms

burning sensation in the chest (heartburn), regurgitation of food or sour liquid (acid reflux), difficulty swallowing (dysphagia)



Atypical GERD symptoms

sensation of a lump in the throat (globus), chronic dry cough, chronic sore throat, laryngitis, hoarseness, asthma, dental erosions, non-cardiac chest pain

GERD is not an "acid" problem.

Instead it is caused by an *anatomical issue*. The acid our stomach produces is important for digestion, killing harmful bacteria and helping with the absorption of electrolytes and other nutrients from the foods we consume.

GERD is the most common gastrointestinal related diagnosis made by physicians during clinical visits in the U.S.*

It is estimated that pain and discomfort from acid reflux impact over 80 million people at least once per month in the U.S.*

GERD can have a **significant impact on a patient's quality of life** through persistent typical and atypical symptoms, inconsistent sleep patterns, dietary restrictions, additional health care costs and lost productivity from work.*

*Source: www.GERDHelp.com

GERD occurs when the valve between the stomach and the esophagus is not working properly and fails to keep contents in the stomach. Medications may offer mild to intermittent symptom control, but they do not stop or prevent reflux. Additionally, those who are or may become dependent on daily medication may develop severe complications from GERD, even if no symptoms are experienced. When left untreated, GERD can lead to other health complications including:

- ↳ Damage to the throat or esophagus
- ↳ Inflammation or narrowing of the esophagus
- ↳ Respiratory complications
- ↳ Barrett's Esophagus
- ↳ [Esophageal cancer](#)

If lifestyle modifications are not effective in reducing your GERD symptoms, it is important for GERD sufferers to know that there are endoscopic and minimally invasive procedures, like the TIF procedure for reflux, that can help restore proper function to the faulty valve and relieve your GERD.

If you have or suspect you have GERD, contact your doctor to schedule an evaluation and discuss the issue. Please visit [\[add facility URL to Reflux Services landing page\]](#), or GERDHelp.com for more information or to find a physician in your area who can help.

Call (phone) or visit www.GERDHelp.com for more information or to schedule an evaluation.



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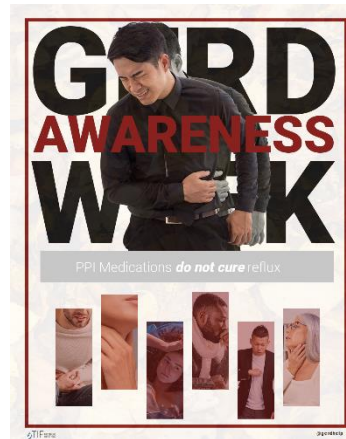
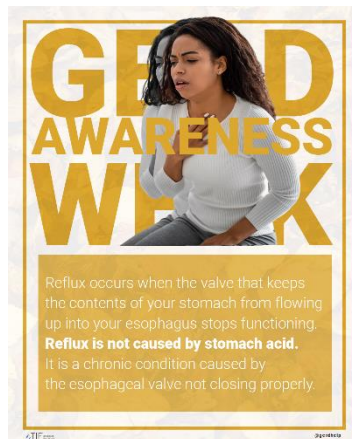
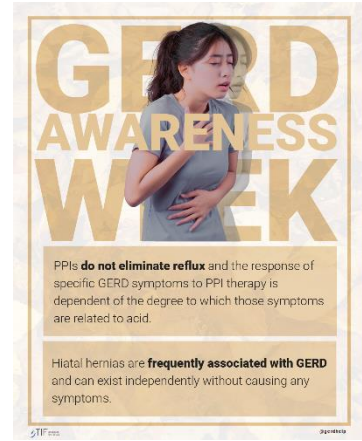
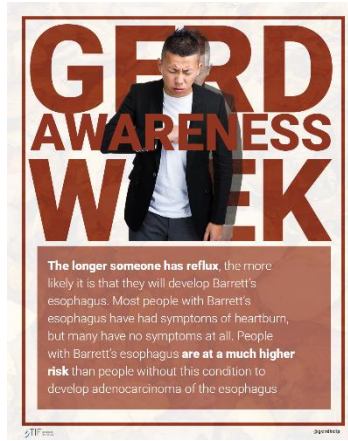
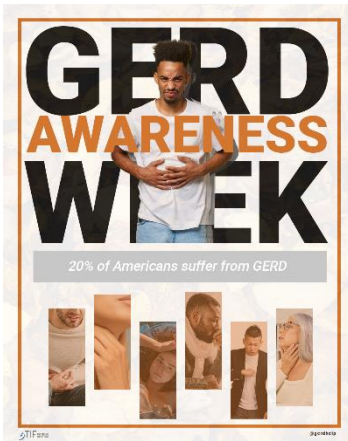
Social Media



Create captions to promote the week of Thanksgiving as GERD Awareness Week and encourage your community to be aware of the prevalence and impact of GERD as well as the importance of early detection and treatment by a GERD specialist.

Use hashtags to further the visibility of your posts. Examples include:

[#fightgerd](#) [#gerdawareness](#) [#acidreflux](#) [#heartburn](#) [#getscoped](#) [#esophagealcancerawareness](#)





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HCP Messaging

Use in email blasts, e-Bulletin, newsletter messaging

Header: The Week of Thanksgiving is GERD Awareness Week

Sub-header: Important Information for You and Your Patients

Stats:

- 1 in 5 Americans suffers from GERD
- GERD can lead to Barrett's Esophagus or Esophageal Cancer
- Esophageal Cancer diagnoses are growing at a rate of 600% across the nation
- Typical and Atypical Symptoms of GERD
- When to refer patients to a specialist for further evaluation

[HCP e-Bulletin Template](#): Customize and share with HCP network



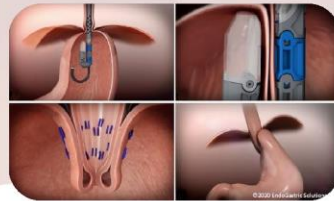
GERD AWARENESS WEEK

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HCP Messaging



November 20-26th is GERD Awareness Week



Dear Colleague,

This year, the week of November 20-26th marks National **Gastroesophageal Reflux Disease (GERD) Awareness Week**. It comes just in time for Thanksgiving, when many Americans may experience heartburn associated with overeating. Now is an opportune time to educate frequent heartburn sufferers on the fact that they could be suffering from GERD, a more serious condition that needs a definitive treatment plan.

I am pleased to share an innovative surgical solution for your patients with chronic acid reflux. The **endoscopic TIF® 2.0 procedure** allows me to effectively treat the root cause of moderate to severe GERD and fills the treatment gap between pharmacological therapy and more traditional surgical options.

TIF (Transoral Incisionless Fundoplication) is **not new**. More than **30,000 TIF procedures** have been performed worldwide since 2007. Additionally, there are over **100 peer-reviewed publications** in respected gastroenterology and surgical journals including randomized controlled trials with sham control arms.

Many patients are diagnosed with GERD and not fully satisfied with their current treatment options. They often present with daily heartburn and regurgitation or other atypical symptoms such as chronic cough, hoarseness, chronic sinus or lung infections, and dental erosions. Until recently, patients only had two choices—a lifetime dependence on daily medications (and often incomplete symptom control), or the risks and long-term side-effects of traditional surgery.

PPI medications offer safe and effective short-term relief for heartburn symptoms. Unfortunately, even while on medications for years, many patients are still unable to eat the foods they want or must sleep sitting up to reduce nighttime reflux, and these patients frequently become dissatisfied with lifestyle adjustments.

The TIF procedure isn't just a treatment option for the most severe cases that would have traditionally required a Nissen fundoplication; it has become a **preferred solution for patients with moderate to severe GERD**. Additionally, the TIF procedure is designed to treat GERD symptoms while minimizing post-operative side effects such as dysphagia, gas bloat, and flatulence.

The TIF procedure is a **data-backed** solution for moderate to severe GERD patients who are:

- Dissatisfied with pharmaceutical therapies and the burdensome lifestyle changes (sleeping positions, strictly timed eating, etc.) that they are forced to manage symptoms
- Suffering from non-acid symptoms of reflux such as asthma, persistent cough or sore throat
- Frustrated with progressively increasing dosages of their reflux medications that may or may not be controlling symptoms
- Concerned about the potential long-term side effects from dependence on proton pump inhibitors

Indications for the TIF procedure include patients presenting with a dysfunctional antireflux valve, including those with a hiatal hernia. For those patients presenting with both GERD and a hiatal hernia measuring >2cm, laparoscopic hiatal hernia repair may be performed immediately prior to the endoscopic TIF procedure. The hiatal hernia repair plus TIF procedure can be performed in the same anesthesia setting should patient anatomy dictate repair of both a hernia and the antireflux valve.

I'm available to answer questions any time. We can review specific patients in your practice who might be candidates for GERD interventions like the TIF procedure with or without hiatal hernia repair. To schedule an evaluation for your patients, please call (xxx) xxx-xxxx.

Thank you for your partnership in providing the most advanced care available for our patients.

<Name>
<Practice Name>

[Contact Info Here]
<https://gerdhelp.com>



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Media and Civic Group Messaging

Use to alert local media and organizations of observance

Press Release Template: Customize and share with media contacts

Proclamation Template: Customize and submit to state and local government for consideration



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Media and Civic Group Messaging



For Immediate Release – November 1, 2022

Media Contact:

Name

Title

Phone

Email

National GERD Awareness Week is Nov. 20-26, 2022

When You Should See a Doctor

The week of November 21-27, 2021 is national Gastroesophageal Reflux Disease (GERD) Awareness Week. It comes just in time for Thanksgiving when many Americans may experience heartburn associated with overeating. However, if heartburn occurs more frequently, or is associated with additional symptoms, it may be gastroesophageal reflux disease (GERD).

An estimated 1 in every 5 American adults suffers from GERD. It is a chronic condition caused by changes in the gastroesophageal valve (GEV) that allow contents to flow from the stomach back into the esophagus. Left untreated, GERD can be a lifelong disease. It can lead to bothersome symptoms, which can vary from mild or moderate to severe depending on the individual.

- Typical symptoms: burning sensation in the chest (heartburn), regurgitation of food or sour liquid (acid reflux) and difficulty swallowing (dysphagia)
- Atypical symptoms: sensation of a lump in the throat (globus), shortness of breath / asthma, chronic dry cough, chronic sore throat, laryngitis and hoarseness, sleep disruptions, dental erosions and non-cardiac chest pain

GERD is not an acid problem – instead, it is caused by an anatomical issue. The acid our stomach produces is important for digestion, killing harmful bacteria and helping with the absorption of electrolytes and other nutrients from the foods we consume. GERD occurs when the valve between the stomach and the esophagus is not working properly and fails to keep contents in the stomach from washing back up into the esophagus. Medications may offer mild to intermittent symptom control, but they do not stop or prevent reflux. Additionally, those who are or may become dependent on daily medication may develop severe complications from GERD, even if no symptoms are experienced. When left untreated, GERD can lead to other health complications including:

- Damage to the throat or esophagus
- Inflammation or narrowing of the esophagus
- Respiratory complications
- Barrett's Esophagus
- Esophageal cancer

If you are reaching for antacids more than twice a week, it's time to see a doctor. If your current medications aren't working well enough, there are alternative endoscopic therapies like the TIF procedure for reflux that could be right for you. There are more treatment options available than ever and a GERD expert will help you select the best choice suited to your needs. Please visit [add facility URL to Reflux Services landing page] [or GERDHelp.com] for more information or to find a physician in your area who can help.

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Media and Civic Group Messaging



Mayoral Proclamation
GERD Awareness Week – [Dates/Year]
City of [City Name]

WHEREAS, our [city/state] community and populations around the world have been impacted by a debilitating chronic disease called Gastroesophageal Reflux Disease (GERD.)

WHEREAS, GERD is caused by the flow of contents from the stomach upwards into the esophagus resulting in both symptoms and complications; the most common symptoms of being heartburn and regurgitation, which can have a detrimental impact on a person's health related quality of life.

WHEREAS, annually, an estimated 76 million Americans are affected by gastrointestinal diseases. An estimated that 40% of the United States population experience GERD symptoms with 10–20% affected by GERD symptoms on a weekly basis.

WHEREAS, because of the prevalence of GERD in and impact on our communities, there is a heightened focus on raising awareness and education and providing adequate resources to help community members recognize signs and symptoms early and seek the help they need from a medical expert.

WHEREAS, undiagnosed or unmanaged GERD may progress into more serious medical complications, such as Barrett's Esophagus or Esophageal Cancer, and the medical expense involved in the diagnosis, treatment, and management of the disease is significant.

WHEREAS, organizations and health care professionals are working collaboratively to evaluate, treat and refer chronic reflux patients in order to intervene with care pathways sooner.

WHEREAS, organizations and health care professionals are committed to delivering better education to our community and strengthening our health and wellness position locally and nationally, while urging the public to recognize the disease, its often-subtle signs, and symptoms, and encouraging seeking treatment early on for optimal outcomes.

WHEREAS, raising awareness and providing education about GERD and its impact involves a community-wide effort in [city/state] and around the world.



Suggested Outreach

Create [intranet](#) (for internal staff), [website](#) (external) and [social media posts](#) to alert employees, customers, patients, and followers that GERD is serious and should be addressed /managed or can lead to other more serious health complications, such as Barrett's esophagus or Esophageal Cancer

[Post awareness signage around the facility](#) in common areas such as lobby, waiting room and exam rooms that points to where help can be found (how to contact GERD/Reflux clinic or specialists)

[Send a press release to local media](#) announcing the programs and services offered in support of GERD diagnosis, management, and the prevention of potential disease progression

[Send an all-staff email announcement](#) re: GERD and the importance of early diagnosis, management, and latest treatment options

[Create an "Ask the Expert" segment](#) (video, Facebook Live, blog post, podcast, etc.) featuring your reflux specialist(s) speaking about GERD, its correlation to both Barrett's Esophagus and Esophageal Cancer, and the most current, safe and effective treatment options offered

[Add info and resource links](#) to patient and/or employee newsletter

[Post a scrolling screen-saver message](#) on staff monitors



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Links & Resources

Resource links and ideas of what others are doing in their ECAM outreach are listed here for help in building your related communications and promotions

- [TIF Marketing Resource Center](#) – videos, images, web and social media posts, brochures, and more. Access is easy. Simply create an account and verify your email address.
- Complimentary Social Media Content
- [GERDHelp.com](#) – consumer-facing GERD educational website
- [YouTube](#): GERD/Reflux whiteboard animations, patient testimonials, clinical videos and more (please remember to subscribe too!)
- <https://nationaltoday.com/gerd-awareness-week/>
- <https://aboutgerd.org/>
- <https://ecan.org/gerd-awareness-week-2/>
- [https://salgi.org/gerd/Esophageal Cancer Action Network \(ECAN\)](https://salgi.org/gerd/Esophageal Cancer Action Network (ECAN))

Example Promotions

<https://www.fdhhs.com/what-is-gerd-awareness-week/>

<https://www.stonybrookmedicine.edu/patientcare/surgery/blog/gerd-awareness-week>

<https://www.cyunamed.org/wellness/gastroesophageal-reflux-disease-gerd-awareness-week/topic/women%26%23039%3Bs%20health>

<https://amberwellhealth.org/news/gerd-awareness-week/>

<https://www.hiltonheadregional.com/news/newsroom/hilton-head-regional-healthcare-recognizes-gerd-awareness-week>



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IFFGD Patient Flyer

**FIGHT
GERD**

EndoGastric Solutions

GERD Awareness Week

The week of Thanksgiving, November

15 Tips to Manage Your Symptoms this Holiday



1) Schedule an earlier meal.



9) Use smaller plates.



2) Serve light appetizers.



10) Substitute water for soda.



3) Stay active.



11) Watch the desserts.



4) Don't smoke.



12) Skip the after-dinner mint.



5) Nix the juice.



13) Slow down.



6) Season lightly.



14) Stay awake!



7) Limit your drinks.



15) Talk to your doctor.



8) Pass on deep frying your turkey.

To learn more, visit [aboutGERD.org](https://aboutgerd.org)





GERD AWARENESS WEEK

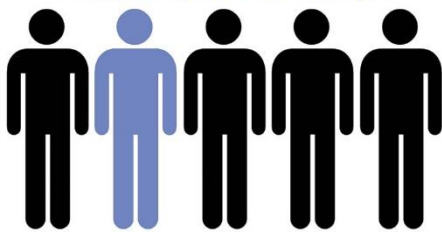
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IFFGD Patient Flyer

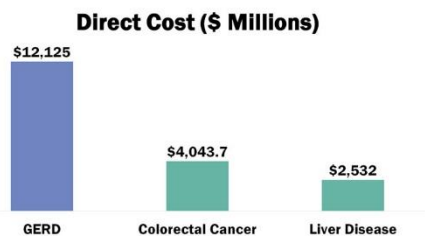


Gastroesophageal Reflux Disease (GERD)

Affects up to 1 in 5 People



GERD is the digestive disease with the highest direct cost, ahead of diseases like colorectal cancer and liver disease:

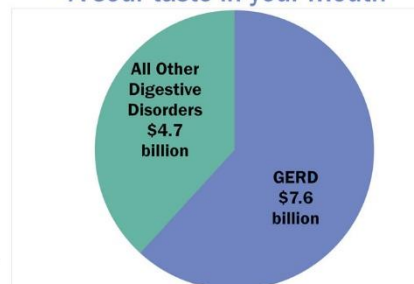


Indirect costs for GERD, caused by reduced work productivity, are **\$75 billion per year**

Over 18 million GERD diagnoses are made each year

Symptoms may include:

- Heartburn
- Belching
- Difficulty or pain when swallowing
- Feeling food stuck in the your throat
- Chronic sore throat
- Inflamed gums
- Erosion of tooth enamel
- A sour taste in your mouth



People spend over \$7.6 billion a year on prescription medications for GERD - this is over half the cost of prescription drugs for all digestive diseases

To learn more about GERD, visit aboutGERD.org



GERD Awareness Week
The week of Thanksgiving, November

facebook.com/IFFGD • [@IFFGD](https://twitter.com/IFFGD)