

Physician's Pain Quiz Style Guide

The purpose of this document is to ensure consistent and compliant placement of links to the SI-BONE Pain Quiz on third party websites. This guide is meant to assist with placement of the link within your website.

How it Works

The user will click on a link or promo on the physician's website and be taken to the Pain Quiz on si-bone.com. Upon completion of the quiz, the user will be returned to the physician's website via a special link.

Note: Having this link deployed somewhere other than the physician's website (ex. a social media channel or other), could be unpredictable, resulting in a poor experience for the user. For this reason the sole location of this Quiz link is to be used on the physician's website.



The Link

Please use the following link:

<https://si-bone.com/md-si-joint-pain-quiz/>

HTML formatting:

Take This Short Quiz//a>

Placement On Your Website

Option 1: In-line

Simply create an in-line link using the editor in your CMS. The link should appear on the page like the sample below:

- ▶ Ankle Replacement
- ▶ Rheumatology
- ▶ All Orthopedic Treatments

Common SI Joint Pain Symptoms:

- ✔ Lower back pain (below L5)
- ✔ Pain, numbness, tingling, weakness in legs.
- ✔ Pelvis/buttock pain
- ✔ Hip/groin pain
- ✔ Feeling of leg instability (buckling, giving way)
- ✔ Disturbed sleep patterns due to pain
- ✔ Inability to sit for long periods, sitting on one side
- ✔ Pain going from sitting to standing

Inline Link

Do you have SI joint pain? [Take this short quiz.](#)

Option 2: Promo with Image

Pain from sacroiliac joint (SI) dysfunction can be felt anywhere in the lower back or spine, buttocks, pelvis, groin, or sometimes in the legs. SI joint is a source of pain in 15-30% of patients with chronic low back pain.

Common SI Joint Pain Symptoms:

- ✓ Lower back pain (below L5)
- ✓ Pain, numbness, tingling, weakness in legs.



Do you have SI Joint Pain?
Take this short quiz.

↑
Graphic Promo

User Experience

Upon clicking the link, the user will be taken to the SI-BONE website where they can complete the quiz. Upon completion, they will be presented with the option to return to their physicians website:

Your results

Your pain is likely caused by the SI joint



Your pain is likely caused by the SI joint

Next steps...

Based on your answers, your SI joint is a potential source of your pain. Please contact your doctor to schedule an evaluation.

RETURN TO YOUR DOCTOR'S WEBSITE

Legal Compliance

Please avoid any language that could potentially lead the user to believe that the quiz is, in any way, a diagnostic tool. See the following examples:

NO: "Find out if you have an SI Joint disorder."

YES: "Find out if your pain may be caused by the SI Joint."

Questions

Please direct any questions about implementation to:

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