



## PROJECT: EDUCATIONAL PAGE

Project's Primary Objective	<ul style="list-style-type: none"><li>• Educate new users on how to use intermittent catheterization in their daily lives.</li><li>• Create a resource that makes people feel comfortable with catheterization and makes them feel less alone.</li></ul>
Points that must be included.	<ul style="list-style-type: none"><li>• How to use a catheter: for men and women.</li><li>• Partner resources</li><li>• Encouragement to contact us directly with any questions.</li></ul>
Main Call to Action	<ul style="list-style-type: none"><li>• Explore online resources and get educated.</li><li>• Call us with any questions.</li></ul>
SEO	<ul style="list-style-type: none"><li>• Catheter</li><li>• Catheterization</li><li>• Intermittent catheterization</li><li>• How to use a catheter</li><li>• How to use a catheter woman</li><li>• How to use a catheter men</li><li>• Easy catheterization</li><li>• Pain-free catheterization</li><li>• Should I be bleeding when I insert a catheter?</li></ul>