

# *THE BLEEDING EDGE*

*A GROUNDBREAKING INVESTIGATION INTO THE CRIMES OF BIG MEDICAL*

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## **IMPACT REPORT**

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**PEACE**

IS LOUD

# Contents

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<b>PART I: OVERVIEW</b>	<b>1</b>
About the Film	1
Campaign Overview	2
Campaign Strategy	7
<hr/>	
<b>PART II: OUTCOMES</b>	<b>9</b>
Strategic Partnerships	9
Digital Communications	18
Press	34
<hr/>	
<b>PART III: CONCLUSION</b>	<b>35</b>
Looking Ahead	35
<hr/>	
<b>APPENDIX: RESOURCES</b>	<b>36</b>

## About the Film

America has the most technologically advanced health care system in the world, yet preventable medical harm has become one of the leading causes of death, and the overwhelming majority of high-risk implanted devices never require a single clinical trial. In *The Bleeding Edge*, Academy Award® nominated filmmakers Kirby Dick and Amy Ziering (*The Invisible War*, *The Hunting Ground*) turn their sights on the \$400 billion medical device industry, examining lax regulations, corporate cover-ups, and profit driven incentives that put patients at risk daily. Weaving emotionally powerful stories of people whose lives have been irrevocably harmed, the film asks: what life-saving technologies may actually be killing us?

With an eye on the big picture, *The Bleeding Edge* exposes the FDA's flawed 510(k) regulatory system, which allows devices to come to market without clinical trials. But the film also dives deeper into the harm caused by a handful of devices including Essure, transvaginal mesh, cobalt hips, and the da Vinci surgical robot, through gripping personal stories and irrefutable data.

At the heart of the film are the E-Sisters, a group of 40,000 women who sought safe and effective birth control with Essure, but were left with disastrous and life-altering results. *The Bleeding Edge* chronicles the E-Sisters' journey as patient activists, leading a seven-year David v. Goliath-style campaign against the device and its multi-billion dollar corporate manufacturer, Bayer.

*The Bleeding Edge* is a fiercely feminist, eye-opening exposé of medical devices' devastating impact that's highly engaging and enraging. Seeing this film could not only change your life; it could save your life.

# Campaign Overview

Before *The Bleeding Edge's* release, the issue of medical device safety was underreported and largely unknown among the American public at large.

Peace is Loud designed and executed an impact campaign to bring *The Bleeding Edge* and its crucial message to audiences who need it most—including people at risk of medical device harm and healthcare professionals serving as gatekeepers of patient safety.

We utilized strategic partnerships, digital communications, digital advertising, and press pitching, and collaborated with the larger Bleeding Edge campaign team, including Chain Camera, Netflix, Film Sprout, Cinetic, and PR Collaborative, to contribute to the following outcomes:

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## **Bayer Withdraws Essure From the Market**

After years of steadfastly refusing to pull its harmful birth control device Essure from the U.S. market, Bayer caved to mounting pressure from the imminent worldwide release of *The Bleeding Edge* and announced they would withdraw Essure from the market—an enormous and thrilling victory. The decision was announced one week before the film's release on Netflix, and just days after we screened the film outside Bayer's headquarters at a protest hosted by the E-Sisters. Almost immediately, *The Bleeding Edge* was highlighted in Indiewire as one of six documentaries to create real-world impact.

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## **FDA Restricts Essure's Sales**

Prior to Bayer's decision, *The Bleeding Edge* also prompted the FDA to restrict Essure's sales weeks before the Tribeca Film Festival premiere.

## **FDA Publicly Acknowledges Flaws**

After the film's release ignited something of a firestorm among healthcare and government insiders, the FDA finally, publicly acknowledged flaws in its device approvals process. Unfortunately, their plans to "overhaul" the regulatory system would allow the 510(k) loophole to continue to exist, and as a result, would not substantially change outcomes or improve device safety. Patient safety advocates will continue to use the film as a tool to pressure the FDA to abolish the 510(k) process once and for all.

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## ***The Bleeding Edge* Has Saved Lives**

After seeing the film, an Australian woman identified Essure as the cause of her decade-long health problems; another woman realized her mother's hip was causing cobalt poisoning, had it removed, and saw the cobalt toxicity drop; a doctor refused to use a device on infants without proof of its safety; and dozens of other people sent similar messages expressing the film's impact on their health and decision-making.

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## **5.1 Million People Reached on Facebook and Twitter**

We built highly engaged Facebook and Twitter followings, reaching a potential 5.1 million people between April and November 2018.

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## **High Digital Engagement**

Our average monthly engagement rates range from 8,500 to 33,000 times higher than the average media accounts on these platforms.

## **Garnered 300,000+ Video Views**

Our average monthly engagement rates range from 8,500 to 33,000 times higher than the average media accounts on these platforms.

We shared 35 videos—including 20 new, original videos we produced in-house or in collaboration with Chain Camera—which garnered more than 300,000 views.

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## **Large Facebook Follower Count**

Within a few weeks of the film’s Netflix release, the film’s Facebook follower count was the highest of any Netflix Original documentary released in the previous 12 months.

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## **Partnerships With 124 Organizations**

Our impact campaign forged strategic partnerships with 124 organizations and influencers to increase film viewership, educate the public, and advance advocacy goals to support device safety.

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## **Combined Digital Audience of 800K+**

Partners promoted the film and campaign to a combined digital audience of more than 800,000 people.

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## **E-Sisters Gain 1,500 New Members**

We forged our deepest partnership with the E-Sisters, resulting in more than 1,500 new members joining the E-Sisters’ support group on Facebook in the first month after the film’s release.

## Creation of Medical Device Problems Website

In partnership with the E-Sisters, our campaign created [MedicalDeviceProblems.com](http://MedicalDeviceProblems.com), a clearinghouse website dedicated to informing the public about medical devices safety and supporting patient activists with tools for deeper engagement. This site supports the E-Sisters' new Medical Device Problems coalition, which brings together leaders of patient safety groups to advocate for systemic change to improve device safety and regulatory processes. The website serves as a unifying online hub to help solidify the medical device safety movement and share the E-Sisters' expertise, made easily accessible as an organizing model for other patient activists. We designed the site as a go-to destination for two audiences: the general public, including Bleeding Edge viewers, seeking to learn more about devices or find answers to questions generated by the film, and patients harmed by devices looking to connect with activist groups or take action to support device safety. Ultimately, the website gives people the tools to become their own advocates, and will be run directly by the Medical Device Problems coalition.

## What People Are Saying



Everyone involved in the medical device industry should watch *The Bleeding Edge* documentary on Netflix.

—**MedCity News**



[*The Bleeding Edge*] has rattled the medical device industry and left countless viewers speechless.

—**Medical Device and Diagnostic Industry**



"You'll wish [these interviews] were heard by every government official."

—**The New York Times**



"[*The Bleeding Edge*] inspired anger among those inside and outside healthcare, prompting calls for change."

—**Healthcare Analytics News**



"Watching *The Bleeding Edge* made me wonder what the misuse of medical technology means for patients and for doctors... I believe we need a change of culture to avoid overuse of procedures or misuse of drugs and devices."

—**Neurosurgeon Erich Anderer, MD, as quoted in Stat News**

# Campaign Strategy

## CAMPAIGN VISION

Governments and companies are held accountable to create the safest possible medical devices, and people most likely to get medical devices are empowered with tools to make informed decisions about their care.

## CAMPAIGN GOALS



People most likely to have a medical device in their lifetime are empowered with tools to make informed decisions about their care.

- |                 |  |
|-----------------|--|
| <b>Audience</b> | Likely candidates for medical devices featured in the film, particularly women between 30 - 55.  |
| <b>Strategy</b> | Increase the number of people who see the film by using strategic messaging that positions medical devices as concretely relevant to their lives. Provide screening and digital audiences with tools and resources to make informed decisions about medical devices. |
| <b>Outcomes</b> | Our target audience watches the film, shares it with their friends and family, and utilizes our resources to make informed decisions about medical devices in the future.  |
| <b>Tactics</b>  | Digital communications (social media, e-blasts, SMS list); digital advertising; screenings; resource dissemination (general audience screening one-pager, <i>The Bleeding Edge</i> and Medical Device Problems websites, original videos); press.                    |

2

Medical device regulation and its impact on patient safety becomes standard knowledge in the healthcare practice, supported by information that can be easily accessed and acted upon.

**Audience** Healthcare professionals, including doctors, nurses, medical school faculty and students, hospital staff.

**Strategy** Increase the number of medical professionals who see the film by using strategic messaging that positions knowledge about medical devices as a necessary part of medical education. Provide screening and digital audiences with resources that provide information on improving patient safety and up-to-date data on medical device issues and regulations.

**Outcomes** Healthcare professionals see themselves as gatekeepers of patient safety, independently researching device safety, co-sharing informed decision-making with patients, and sharing the film with others in their industry.

**Tactics** Partnerships with medical associations and advocacy groups; screenings; resource dissemination (medical audience screening one-pager); press.

3

Patient safety activists are provided with the necessary material support to sustain and advance their work holding governments and companies accountable to create safe medical devices.

**Audience** Patient activist groups for devices featured in film as well as additional devices; advocacy organizations and nonprofits.

**Strategy** Amplify activist voices to new audience to increase their capacity. Increase support for the Medical Device Safety Act. Publicly shame companies into issuing public response to film or activists' demands.

**Outcomes** Groups host screenings to recruit new members or donors; patients share stories with new audience; activists gain press for their cause.

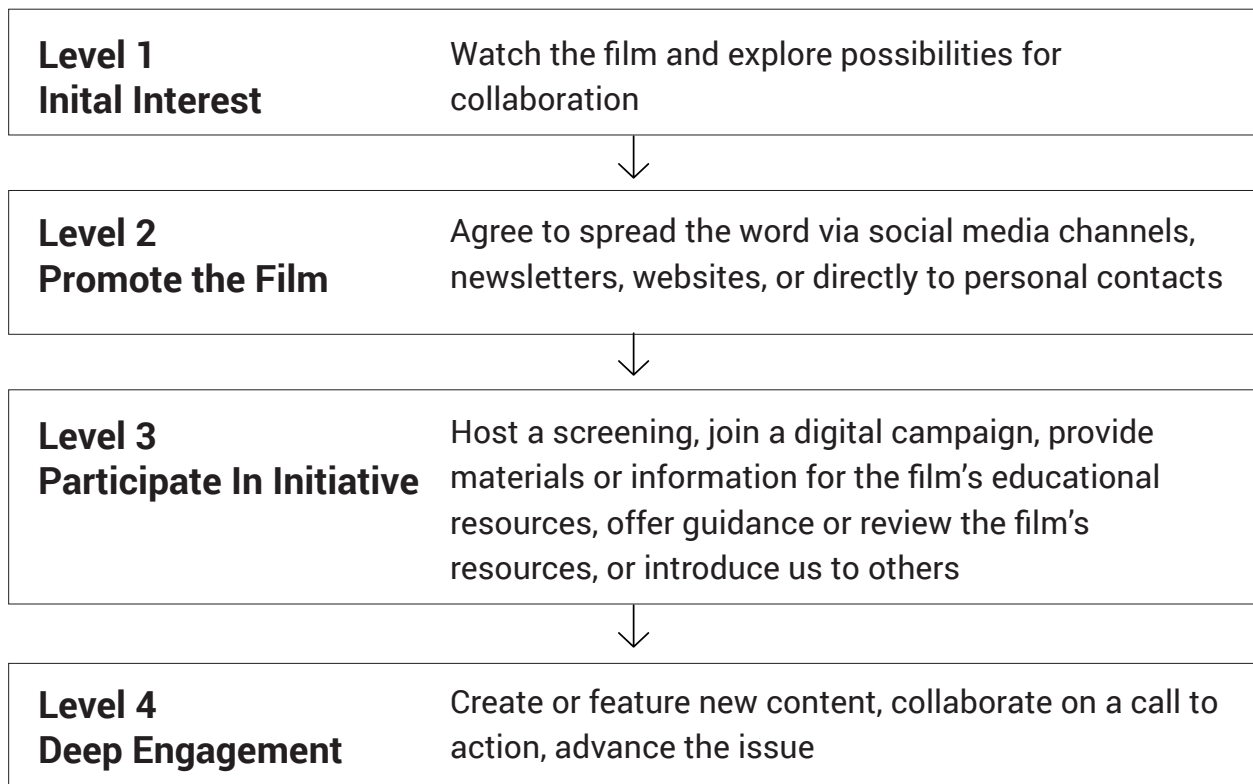
**Tactics** Digital communications (social media, e-blasts, SMS list); screenings; resource dissemination (general audience screening one-pager, *The Bleeding Edge* and Medical Device Problems websites, original videos); press; partnerships; rallies/protests.

# Outcomes

## Strategic Partnerships

### METHODOLOGY

A core component of achieving our goals was solidifying partnerships with individuals and organizations to participate in the campaign. We created a ladder of engagement to accommodate each partner's individual needs while simultaneously furthering our campaign goals:



Additionally, we developed resources including one-pagers and postcards, which were disseminated to screening audiences and partners groups, to help people further educate themselves on this issue, take action to support device safety, and easily spread the word to others. (For additional information, see attached one-pagers in Appendix.)

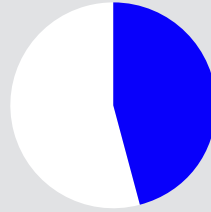
## METRICS

We identified and outreached to 124 viable potential partners to participate in the campaign. Of this group:



**65%**

Participated at Level 1,  
watching the film and  
speaking with us



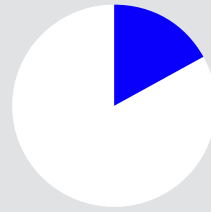
**46%**

Participated at Level 2,  
promoting the film



**42%**

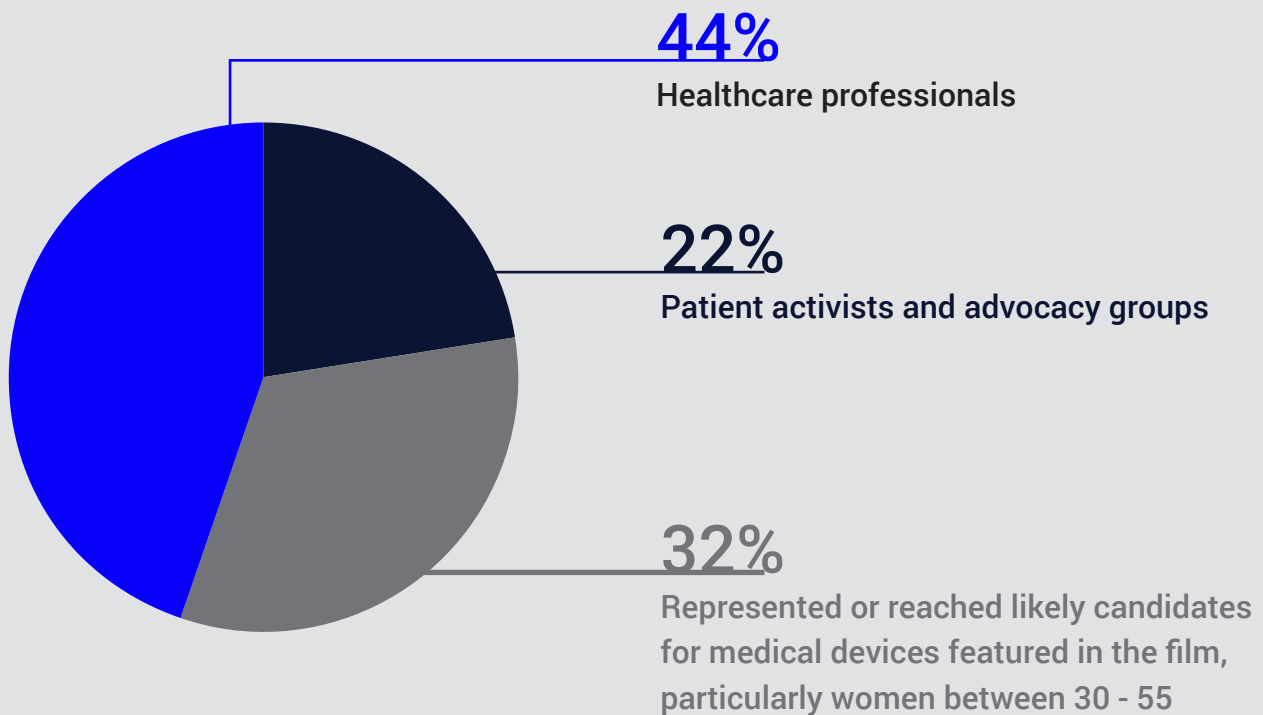
Participated at Level 3,  
joining a campaign initiative



**17%**

Participated at Level 4,  
collaborating on deeper  
engagement

100% belonged to one of our three target audiences:



# Partnership Highlights

We forged our strongest and deepest partnership with the E-Sisters, the group of patient activists harmed by Essure and featured prominently in the film. We stayed in close communication during the totality of the campaign and worked to amplify their voices, support their actions, and help build capacity for their vital work.

After the E-Sisters won a significant victory in their battle against Bayer with Essure's removal from the market, core members of their group turned their attention to building a broader coalition of activists harmed by an array of medical devices. Their new initiative, Medical Device Problems, brings together leaders of other patient safety groups to advocate for systemic change to improve device safety and regulatory processes.

As detailed below, our activities included producing a series of E-Sister original videos, building and launching the Medical Device Problems website, supporting their events, and uplifting their message to new audiences.

In the first month after the film's release, more than 1,500 new members joined the E-Sisters' support group on Facebook, and thanks in part to the assets we created for their work and audiences we built to support their efforts, they are now well-poised to continue their crucial work advocating for the safety of all devices.



## EVENTS, RALLIES, AND MEETINGS



### 1. Rally Outside of Bayer's National Headquarters

Ten days before *The Bleeding Edge's* Netflix release in July 2018, the E-Sisters rallied outside manufacturer Bayer's national headquarters, demanding Essure's removal from the market. We supported their protest by facilitating an outdoor, free, and public screening of the film on an LED screen truck; renting chairs for attendees; creating a promotional flyer for the E-Sisters' use; advertising the event online; covering it in real time on social media; and attending in person to ensure logistics ran smoothly. Despite a thunderstorm, more than 30 people joined the event, and it was covered by local media, prompting Bayer to issue a press release defending Essure—and providing an opportunity for *The Bleeding Edge* filmmakers to publish their own op-ed in response, outlining the dangers of the device.

Consequently, only days later and one week before the film's release, Bayer announced they would withdraw Essure from the market. News reports about this landmark decision included coverage of the rally and credited the E-Sisters and *The Bleeding Edge* with the victory.



## 2. Rally Outside American Urogynecologic Society Conference

In October 2018, mesh patient safety groups rallied outside a conference of the American Urogynecologic Society, which represents doctors who treat female pelvic floor disorders, to advocate against the usage of transvaginal mesh. We supported the activists and integrated the film into the event by sending them our Bleeding Edge-branded resources, which activists both shared with doctors in a closed door, roundtable meeting and distributed outside the conference. We also promoted the rally online in advance, shared photos and highlights on the day of, and used the conference hashtag to grab the attention of attendees, promoting the film as a way of learning more about the dangers of mesh. Lastly, in advance of the rally, we introduced its organizer to Diana Zuckerman, device safety expert and Executive Director of the National Center for Health Research (NCRH), to obtain advice and best practices for meeting directly with doctors for advocacy purposes.



### **3. Breast Implant Victim Advocacy (BIVA) and Diana Zuckerman of NCRH held meetings with FDA representatives and members of Congress**

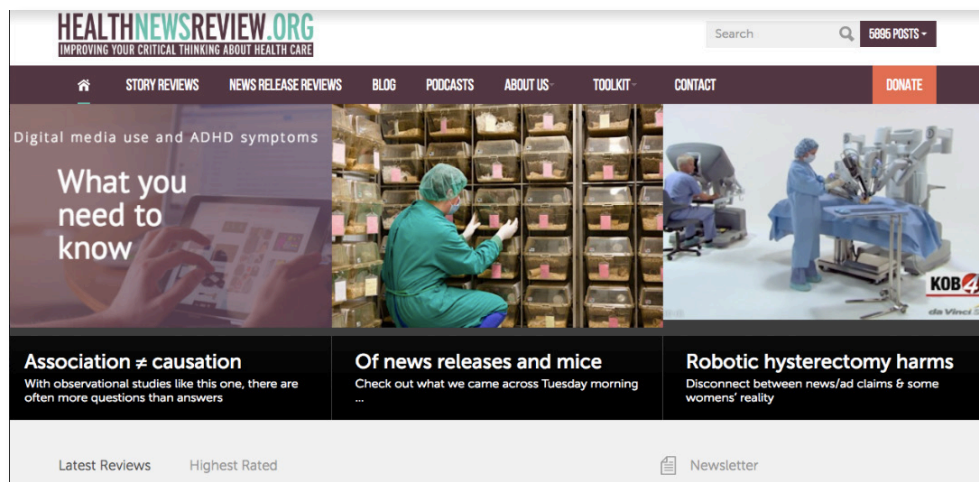
The patient group Breast Implant Victim Advocacy (BIVA), along with Diana Zuckerman of NCRH, held meetings with FDA representatives and members of Congress to push forward advocacy efforts for breast implant safety in September 2018. As a result of our partnership, BIVA included our campaign resources in packets they distributed to all attendees, as well as distributed a copy of the film itself to members of Congress. Since the meetings took place, the FDA agreed one of the patient activists' primary goals—the creation of a breast implant advisory committee—and elected officials expressed support for their work, even meeting with FDA Commissioner Scott Gottlieb to push this further.

BIVA plans to share copies of *The Bleeding Edge* at future Congressional meetings, including one with the House Committee on Energy & Commerce. BIVA representative Chandra DeAlessandro told us, "*The Bleeding Edge* is a valuable tool, not only for those involved in Health Committees, but the ones that are not; they are the ones that need convincing the most."

## CONTENT CREATION

- One week prior to the film's release, our partners at Health News Review (HNR) published an investigative article on the role of promotional media coverage of the da Vinci surgical robot in persuading hospitals and patients to use the robot.

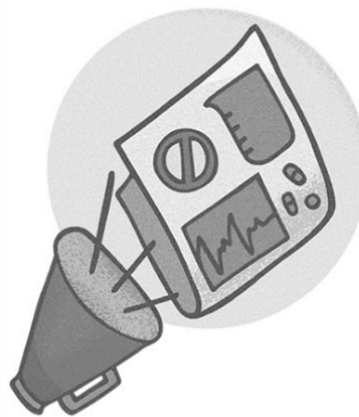
We pitched the idea for this article, as well as provided information to the author and introduced him to the film's producer Amy Herdy for further backup. The article shared the film's trailer and highlighted the important role *The Bleeding Edge* plays in setting the record straight on the dangers of da Vinci. HNR shared the article across its channels, with a reach of over 12,000, and featured it on its website homepage.



- We worked with our partners at the National Women's Health Network (NWHN) to publish a series of columns about medical device safety on their website.

The columns, written in tandem with *The Bleeding Edge* impact team and film producers, highlighted three different areas of interest: the status of Essure after Bayer announced they would discontinue the product; the dangerous risks of pelvic mesh; and how medical devices disproportionately affect women. These columns ran on a weekly basis, beginning two days before the film's release, and were also shared across NWHN's social media channels.

- In addition, we pitched and facilitated the Mesh Medical Device News Desk's Bleeding Edge coverage and a guest blog written by the E-Sisters on Patient Safety Action Network's website, both published the week of the film's release and reaching our target audience of patient activists.
- Finally, we provided MedTruth with resources and additional information about device safety to support their creation of a series of graphics, which they shared on Facebook with a Netflix link to promote the film.



Class III medical devices contributed to 58,784 injuries in the first 4 months of 2018.



## SCREENINGS

While Film Sprout facilitated all campaign screenings, Peace is Loud pitched and secured screenings from more than 15 of our partners.

- National Nurses United will not only screen the film for their science tech and health class in partnership with American University, but they will also make it available for CME credit, incentivizing higher attendance among medical professionals.
- New York State Nurses Association is screening the film at their upcoming annual conference and sharing our resources with all of the attendees.
- The New York State Health Foundation is hosting a screening and in-person Q&A with film subject Angie Fimalino and another E-Sister.
- We also invited dozens of potentially-allied advocacy groups and journalists to attend Netflix-sponsored or influencer screenings.

## PROMOTION

We provided toolkits, sample text, images, one-pagers, and other assets to help partners spread the word about the film and increase Netflix viewership. We secured film promotion from at least 57 partners, via social media, newsletters, websites, LinkedIn or other discussion forums, and personal emails to colleagues.

These partner shares had a combined potential reach of more than 800,000 people on social media and in newsletters alone. Highlights include:

- CEO of Edison Healthcare Tom Emerick reported he'd reached out to hundreds of healthcare consultants and insurance brokers about the film, which inspired the CEO of Quizzify to write a blog post about the film that went viral among healthcare insiders.
- We then partnered with Quizzify, a company that creates Harvard Medical School-reviewed quizzes about healthcare, to promote the film and its message to their users. They posted a *Bleeding Edge* review on their blog, which gets 10,000 daily views, and sent an e-blast highlighting the film to 5,000 subscribers, plus shared on social media. Most notably, they used material we provided them to integrate a question about CT scan overuse into the quiz that every new user takes. They reported "excellent responses, including a note from someone on the US Preventive Services Task Force."
- We worked with the American Hospital Association to include a link to the Time review of *The Bleeding Edge* in their newsletter.
- Patient Safety Movement, an organization founded and run by medical device companies (including Medtronic), handed out our resources at a public presentation.
- Public Citizen, one of our largest partners, called the film a "must watch" on social media, potentially reaching 150,000 people.

# Digital Communications

## SOCIAL MEDIA

In advance of *The Bleeding Edge* premiere at the Tribeca Film Festival, we launched social media accounts to begin building the film's digital audience. Between April and November 2018, we solidified an online base of supporters who highly engaged with our content and participated in our digital campaigns—and within a few weeks of the film's Netflix release, our Facebook follower count was the highest of any Netflix Original documentary released in the previous 12 months.



# Analytics

	Facebook	Twitter
Followers	<b>12,069</b>	<b>2,059</b>
Average Monthly Reach	<b>349,083</b>	<b>295,075</b>
Highest Monthly Reach	<b>1,177,135</b> August 2018	<b>817,000</b> August 2018
Average Engagement Rate	<b>6.9%</b>	<b>2.8%</b>
Highest Engagement Rate	<b>9.62%</b> May 2018	<b>4.3%</b> May 2018
Total potential reach on Facebook and Twitter between April - November 2018	<b>5,153,264</b>	

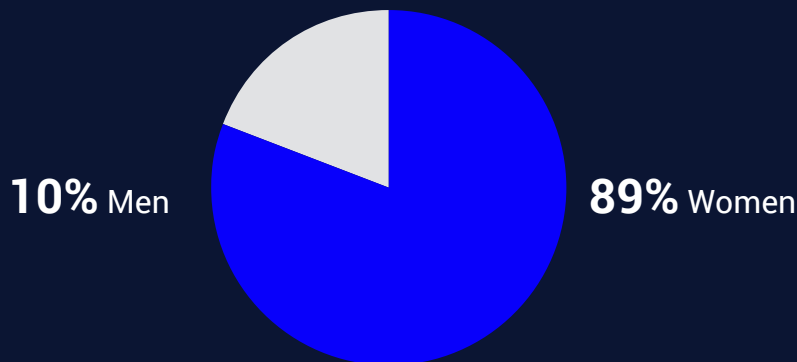
# Engagement

	Facebook	Twitter
Average engagement rate	<b>6.9%</b>	<b>2.8%</b>
Highest engagement rate	<b>9.62%</b> May 2018	<b>4.3%</b> May 2018

\*These engagement rates span from 8,500 to 33,000 times higher than the average media accounts on these platforms.

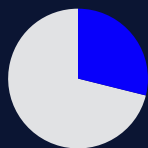
# Facebook Audience

\*Note that while our followers and ad recipients were primarily women, we reached a more equitable gender breakdown of 58% women and 41% men through organic shares.



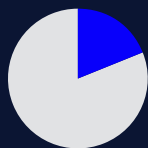
## Top Countries

- United States
- Australia
- Canada
- UK
- Mexico



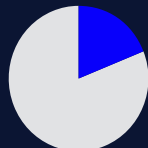
**29%**

between 35-44



**21%**

between 25-34

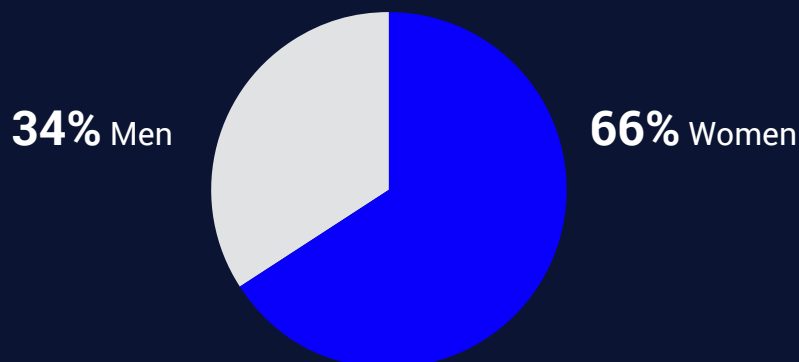


**19%**

between 45-54

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# Twitter Audience



## Top Countries

- United States
- UK
- Canada
- Australia
- India

## Top States


- California
- New York
- Texas

# Top Facebook Posts

1

**The Bleeding Edge**  
Published by Stephanie Palumbo [?] · August 4 · 🌐

**NEW ON NETFLIX**  
Our film has already had an impact on medical device companies, and we're not finished. Bayer announced a week before the release of *The Bleeding Edge* on Netflix that it's pulling Essure sterilization off the market, but our film covers other global medical companies like Johnson & Johnson, which sells doctors toxic cobalt hip replacements and other untested devices everyday — and with life threatening consequences. Let's continue to hold them accountable. Let's save lives.  
>>Watch today on Netflix: [netflix.com/thebleedingedge](https://www.netflix.com/thebleedingedge)



NETFLIX.COM  
**The Bleeding Edge | Netflix Official Site**  
This eye-opening look at the fast-growing medical device industry...

REACH	ENGAGEMENTS
<b>136,689</b>	<b>20,018</b>

2

**The Bleeding Edge**  
Published by Stephanie Palumbo [?] · July 23 · 🌐

We're still celebrating last week's victory: Essure will no longer be sold in the US!  
Our film *The Bleeding Edge* exposes the dangers of Essure and chronicles a campaign against the device led by patient activists from Essure problems. After seven years of organizing, their David v. Goliath story has come to its apex, and a multi-billion dollar corporation trembled at the prospect of Netflix audiences learning the truth.  
Watch *The Bleeding Edge* this Friday on Netflix:  
<https://www.netflix.com/title/80170862>

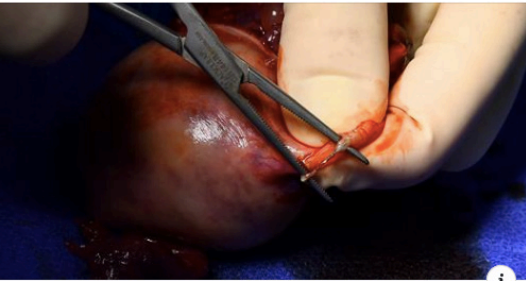


REACH	ENGAGEMENTS
<b>25,543</b>	<b>2,875</b>

3

**The Bleeding Edge**  
Published by ETC [?] · May 3 · 🌐

Finally, the E-Sisters' story is gaining attention. Our mothers, daughters, wives and friends deserve better! Become part of our movement to put patients over profits: [bleedinggedoc.com/act](https://bleedinggedoc.com/act)



HUFFINGTONPOST.COM  
**Opinion | This Birth Control Device Made Women Sick. The FDA Kept It On The Market.**

REACH	ENGAGEMENTS
<b>50,275</b>	<b>10,836</b>


# Top Tweets

1

**The Bleeding Edge**  
@bleedinggedoc

Breaking: @Bayer pulled #Essure from the US market! Congratulations to @Essureproblems for standing up to Bayer and protecting women from future harm.

And there's even more—watch their inspiring story on @netflix when The Bleeding Edge premieres July 27.



IMPRESSIONS	ENGAGEMENTS
267,718	21,671


2

**The Bleeding Edge**  
@bleedinggedoc

**NEW ON NETFLIX**  
Most doctors don't know that the majority of medical devices bypass clinical trials.

70 million Americans had a device implanted in the last 10 years.

Protect yourself: Watch The Bleeding Edge on @Netflix. #mesh #Essure  
[netflix.com/thebleedingedge](http://netflix.com/thebleedingedge)



IMPRESSIONS	ENGAGEMENTS
191,886	2,493

3

**The Bleeding Edge**  
@bleedinggedoc

A @bmj\_latest study revealed that the inventor of the vaginal mesh implant was paid \$1mil by Johnson & Johnson to manipulate his data to make it seem safe, leading to vaginal mesh being sold as a miracle cure for urinary incontinence and pelvic organ prolapse.



IMPRESSIONS	ENGAGEMENTS
35,827	827

# Influencer Shares

We secured tweets promoting the film from Ashley Judd, Jennifer Siebel Newsom, Beth Behrs, and Frances Fisher.

**ashley judd** ✓  
@AshleyJudd

WHOA! The indomitable team behind @thehuntingground exposes big medical's impact on women's health in the new @netflix film @bleedinggedoc. See the film and join the battle for #patientoverprofits: [netflix.com/title/80170862](http://netflix.com/title/80170862)

1:28 AM - 5 Aug 2018

**Jennifer Siebel Newsom** ✓  
@JenSiebelNewsom

Every American citizen and every legislative official must watch @bleedinggedoc by Kirby Dick & @AmyZiering. The film is a rousing expose of what happens when money is more important than our (especially women's) well-being & when individuals in government are complicit.

12:32 PM - 23 Aug 2018 from Oakland, CA

# Digital Ads

## AUDIENCE PROFILES

To achieve our goal of increasing Netflix viewership among women at risk of medical device harm, we designed profiles for two digital advertising audiences most likely to be receptive to our message. These women fall into two groups, both in the age ranges of 25 - 64.

### GROUP 1

These women are health conscious and anti-establishment moms who may already be active on another social issue. They are influenced by the organic food and mindfulness movements of the last 15 years, possibly because they have a health issue doctors couldn't resolve. They are likely to be highly responsive to the message and will share it with their cohort. In other words, these are our Ambassadors.

While not all of these attributes apply to every person, we included in ad targeting these variables that represent a mindset of independent thinking and potential challenge to doctors who may prescribe the use of risky medical devices.

### GROUP 2

These health information seekers are more likely to be suburban women who reach out to more mainstream sources of content and expertise. They generally go to medical doctors as a first step to address medical issues and view them as the authority.

## GROUP 1

- Post-high school education, college-educated, post-graduate education
- Urban progressive in major liberal cities or liberal suburbs
- Food conscious (organic, paleo, vegetarian, vegan, keto) and Whole Foods, CSA, farmer's market, Trader Joe's shopper
- Specialized health content by alternative practitioners specializing in women's health, as well as progressive health media properties
- Exercise regularly—yoga, meditation
- Alternative health (ayurveda, naturopathy) and major wellness retreat centers
- Spiritual but not religious: follows Eckhart Tolle, Brene Brown, Marianne Williamson or is Unitarian, Quaker, or United Church of Christ
- Netflix, Hulu, Amazon Prime viewer
- NPR and podcast listener, including top health podcasts
- Primary, midterm, and general election voter
- Strong progressive Democrat, follows/participates in online progressive political groups and media sources, including feminist organizations: Indivisible, Women's March, Mother Jones, The Nation

Messaging: Themes surround specific device risks, their role as a protector of their family and friends, and their larger responsibility as an activist regarding the overall issue of the poor regulation of all devices. In addition to seeing the film, the calls to action are to join the campaign, avoid the device, and warn family and friends.

## GROUP 2

- Suburban locations outside of top 40 US cities
- College graduate
- Attends religious services
- Mainstream health content: Weight Watchers, SELF, Women's Health, Prevention Magazine
- Exercise regularly as a member of either major gyms or specialized places: SoulCycle, Crunch, Equinox, Pure Barre
- Shops at big box and conventional grocery stores: Costco, Walmart, Target
- TV viewer of morning shows or light talk shows: Good Morning America, The Today Show, CBS This Morning, Ellen, The View
- Netflix member
- General election voter
- Follows mainstream or established political groups and media outlets: New York Times, Washington Post, NPR, PBS

Messaging: Themes surround the impact of the risky devices on running a household/families, their ability to work, and their well-being. In addition to seeing the film, the call to action is to avoid the device and warn others.

## TAKEAWAYS

As expected, the first audience group of Ambassadors responded at a higher rate than the second audience, but both responded emphatically. For instance, Group 1 was very likely to share our ads, so we only spent \$.007 per person reached vs \$.01 per person in Group 2. But Group 2 was more likely to click on our links, so we paid two cents per click vs. six cents for Group 1.

Interestingly, the age group of women between 45-64 responded at double the rate we reached out to them, so we increased our advertising to them with messaging centered around mesh and the da Vinci robot as particularly relevant.

In addition to these two groups, we targeted ads to other audiences, like lookalike audiences of our most engaged Ambassadors, or fans of health-related talk shows, documentary films, and TV dramas. We also ran ads for hosting screenings, targeting people who follow certain medical schools, and were able to track at least one screening request from a medical school as a result.

## TOP FACEBOOK ADS



We ran this same ad to two audiences, with the following results:

**350,226**  
GROUP 1 REACH

**4,607**  
GROUP 1  
ENGAGEMENTS

**180,909**  
GROUP 2 REACH

**13,996**  
GROUP 2  
ENGAGEMENTS

We also ran variants with different video and art attached, and reached an additional 171,000 people, but this version, with the trailer and Netflix link, performed best.

**531,135**  
TOTAL REACH

**18,603**  
TOTAL  
ENGAGEMENTS

**\$.006**  
TOTAL COST PER  
PERSON REACHED

**\$.018**  
TOTAL COST PER  
ENGAGEMENT

**1** **The Bleeding Edge**  
 Published by Stephanie Palumbo [?] · July 27 · 🌐

**PREMIERING ON NETFLIX TODAY!**  
 Our film has already had an impact, but we're not finished. Bayer announced last week that it's pulling Essure off the market, but *The Bleeding Edge* covers other global medical companies like Johnson & Johnson that sell doctors untested devices everyday — with life threatening consequences. Let's continue to hold them accountable. Let's save lives.

Watch today on Netflix >> <https://www.netflix.com/title/80170862>



NETFLIX.COM  
**The Bleeding Edge | Netflix Official Site**  
 This eye-opening look at the fast-growing medical... [Learn More](#)


**2** **The Bleeding Edge**  
 Published by Stephanie Corleto [?] · October 19 · 🌐

Doctors take women's pain less seriously, and it puts their health at risk. Have you experienced sexism in the doctor's office?



**3** **The Bleeding Edge**  
 Published by Stephanie Corleto [?] · October 24 · 🌐

An investigation revealed that Ulm Ulmsted, the inventor of the vaginal mesh implant, was paid \$1 million by Johnson & Johnson to manipulate his data to make it seem safe, leading to vaginal mesh being sold as a miracle cure for urinary incontinence and pelvic organ prolapse. This isn't the only time Johnson & Johnson's practices have led to patient harm. Learn more about their history of greed: <http://bleedinggedoc.com/what-you-need-to-know-about-joh-/>



**1** REACH      ENGAGEMENTS  
**147,303**    **19,570**

93% of this reach was organic, thanks to 1,300 shares that helped it reach a wider audience, so we only spent \$.0002 per person reached.

**2** REACH      VIDEO VIEWS      COST PER PERSON REACHED      COST PER VIEW  
**58,129**      **28,000**      **\$.006**      **\$.014**

**3** REACH      VIDEO VIEWS      COST PER PERSON REACHED      COST PER VIEW  
**46,302**      **22,000**      **\$.004**      **\$.009**

## GOOGLE ADS

During July 2018, we ran a Google Ads (formerly AdWords) campaign targeting two separate audiences: people searching for the film and potential device patients. Over the course of the month, our ads received 12,000 impressions, with a 6.3% average click through rate (CTR) and a \$1.23 average cost per click.

When people googled phrases like “Bleeding Edge” or “Bleeding Edge movie,” they would receive an ad directing them to the film’s website—and because our average placement was 1.1, our ad would be the first thing they’d see in their google results. These ads had CTRs as high as 33%, and cost an average of \$.80 per click.

We also ran ads targeting phrases people might search if they were a candidate for a medical device featured in the film. For instance, someone googling “tubal ligation procedure,” “sterilization for women,” or “hip replacement problems” would also be directed to *The Bleeding Edge’s* site, with ad copy warning them about the dangers of devices. These ads had CTRs as high as 16.6%, and cost an average of \$3 per click.

## DIGITAL CAMPAIGNS

We ran several digital campaigns to increase the film’s reach and amplify the voices and actions of patient safety activists:

- Our campaign commemorated Patient Safety Day, which happened to be two days before the film’s Netflix release, by asking supporters to pledge to watch *The Bleeding Edge* on its release date.

We built a tool on the website to capture supporters’ email addresses, and sent them personalized content on Patient Safety Day as well as the film’s release date. Thirteen of our campaign partners helped promote the special initiative across their social media, newsletter, and other outreach channels, resulting in over **75 pledges** and a **total potential reach of over 118,000**. Participating partners included larger organizations like National Center for Health Research and American Medical Student Association, as well as patient activist groups organized around Essure, breast implants, hip replacements, mesh, and the da Vinci robot. We also

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**75**  
PLEDGES

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**118,000**  
TOTAL POTENTIAL  
REACH

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facilitated a guest blog post written by the E-Sisters and published on Patient Safety Action Network's website.

- **We partnered with Corporate Accountability International (CAI) to highlight Bayer as a villain in CAI's annual Corporate Hall of Shame campaign.**

Every year, CAI's campaign highlights 10 corporations and invites the public to vote for the one that deserves inclusion in the Corporate Hall of Shame. CAI furthered the film's reach by promoting *The Bleeding Edge's* campaign against Bayer on their social media channels, while we gave followers an opportunity to take an easy and symbolic action against the medical giant. While the ultimate "winner" was Koch Industries with 50,000 votes, Bayer came in second place with 40,000 votes.

- **Soon after creating our social media accounts, we noticed a pattern of comments asking where people could share their own stories.**

To help amplify the voices of the movement, we launched a campaign to help patients record their stories of medical device harm in a special Bleeding Edge StoryCorps community, archived in the Library of Congress and easily searchable for future researchers, journalists, or others in the patient safety community. While our campaign partners, including ProPublica's Patient Safety Group, shared the opportunity across their channels, only three people actually recorded their stories. We quickly realized that while we found the app to be accessible, it was too much of a lift for our community, and people wanted an easier way to share their story.

- **So with that in mind, we met our audience where they are—social media, that is—and pivoted to the #IWasntWarned campaign.**

We collaborated with Chain Camera on a new video exposing the medical device risks that patients were never warned about, and encouraged our audience to share their own stories using that hashtag. Again, our partners shared this digital campaign, but this time it led more than 70 patients to share their stories on social media using our hashtag, and our posts reached tens of thousands of people.

## ORIGINAL CONTENT

As part of our digital communications, we created or collaborated with Chain Camera on 20 new videos, including:

- Seven new videos of the E-Sisters sharing their expertise, including explanations of how to get better medical care, what to ask your doctor if you're recommended a medical device, and how to use social media to organize
- A video highlighting medical misogyny, which was our most popular video, garnering nearly 30,000 views on Facebook alone
- An edited film clip exposing Johnson & Johnson's malfeasance, released after an investigation revealed they manipulated data to make mesh appear safe, which received 23,000 views on Facebook
- A response to the FDA's proposed "overhaul" of their regulatory process that would still preserve the 510(k) system
- A montage of patients describing lack of informed consent around medical device, promoted during our #IWasntWarned digital campaign

In addition to these videos, we shared another 15 film clips, cinemagraphs, and the trailer, for a total of nearly 300,000 video views on Facebook.

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**20**  
NEW VIDEOS

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**15**  
FILM CLIPS

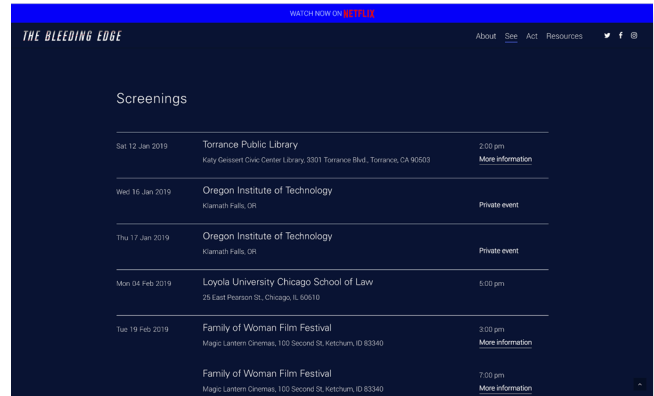
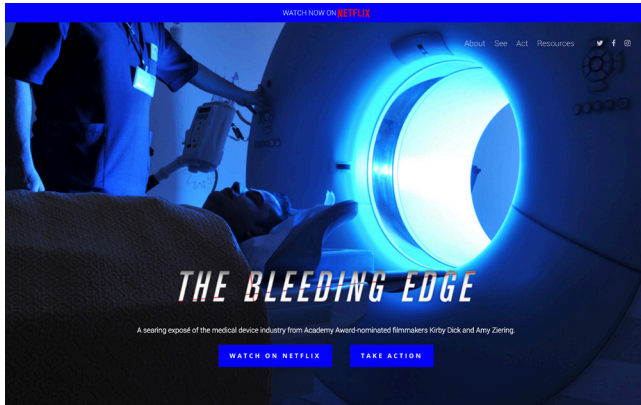
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**300,000**  
VIDEO VIEWS  
ON FACEBOOK

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# The Bleeding Edge



Before the film’s Tribeca Film Festival premiere, we designed and launched BleedingEdgeDoc.com to provide audiences with information about the film and opportunities to take action, and continued to update the site through the close of the campaign.

While we did want people to visit the website and utilize our resources, our first priority was to drive audiences to Netflix’s Bleeding Edge page, either to add to their watchlist or to stream when it became available, and even restructured the homepage to direct traffic straight to the Netflix page. As a result, we received 35,703 users who visited the site 43,470 times.

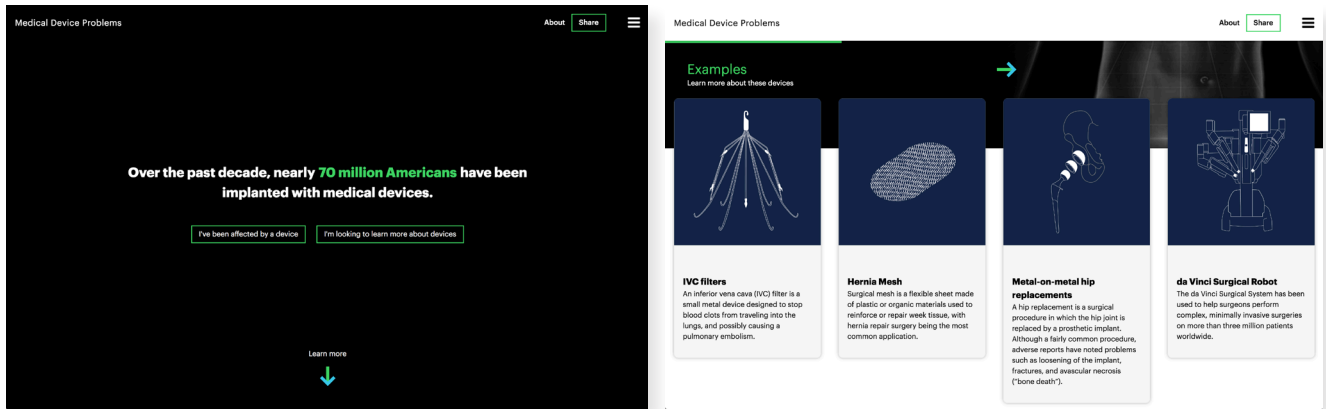
**35,703**  
USERS

**43,470**  
SESSIONS

That said, we utilized the site’s blog as a core part of our digital communications and partner strategy. For eleven consecutive weeks, we celebrated a medical device safety leader by writing “Hero of the Week” blog posts and sharing these posts on social media, with the goal of increasing our digital audience’s awareness of and support for ongoing advocacy efforts. In addition, we facilitated guest blog posts written by patient safety groups, including but not limited to those featured in the film, as a way of uplifting voices directly impacted by this issue and helping them connect with new audiences. These blog posts also helped expand our reach, as the “heroes” and guest post authors shared this content on their social channels, and the highest percentage of our visitors came to the site via social media shares.

Other original blog content included statements from the filmmakers, updates on device news and victories, how-to guides for patient advocacy, and facts about Bayer and Johnson & Johnson’s corporate malfeasance.

# Medical Device Problems



In partnership with the E-Sisters, our campaign created MedicalDeviceProblems.com, a clearinghouse website dedicated to informing the public about medical devices safety and supporting patient activists with tools for deeper engagement.

The idea for this website arose from conversations with different advocacy and patient groups who believed a unifying online hub for devices was crucial not only to help solidify the medical device safety movement, but also to provide accurate, transparent, and reliable information and data to the public. The E-Sisters also expressed a need to document the skills they've learned during the course of their advocacy—for instance, how to thoroughly research a device—and make their expertise easily accessible as a model for other groups of patient activists.

We designed as the site as a go-to destination for two audiences: the general public, including Bleeding Edge viewers, seeking to learn more about devices or find answers to questions generated by the film, and patients harmed by devices looking to connect with activist groups or take action to support device safety. We also saw this site as a way to further uplift our partner organizations and help deepen their infrastructure over the long term. Finally, the website gives people the tools to become their own advocates, whether online, at the doctor's office, or in tandem with a larger organization.

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**3,656**  
USERS

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**9,456**  
SESSIONS

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The site's content includes:

- **Homepage**  
Interactive graphics and original videos featuring the E-Sisters clearly identify the scope and human cost of medical device harm
- **Find a Device**  
Information and statistics about eight of the most harmful devices, including links to join patient groups
- **Questions and Answers**  
Answers to questions including, *What is a medical device?; I've been harmed by a device—what can I do?; and My doctor is recommending a device—what questions should I ask?*
- **Take Action**  
Tools, including original videos and how-to guides written by the E-Sisters, to help activists organize for device safety
- **Media**  
Links to stream *The Bleeding Edge* and purchase Jeanne Lenzer's book *The Danger Within Us*
- **Trusted organizations**  
Recommended national nonprofits and advocacy groups for further reading

Since the E-Sisters are now co-leading Medical Device Problems, a broad coalition of patient safety activists advocating for changes to the regulatory system concerning all medical devices, this website seemed like the perfect online home for their new movement. We worked closely with them to identify the vision and goals for the site, as well as create relevant content, based on the activists' needs. While *The Bleeding Edge* is promoted on the homepage and throughout the other pages, we intentionally designed the site to be easily transferable to the Medical Device Problems group when our campaign wraps, so they can continue maintaining and updating it as the movement evolves.

E-Sister Angie Fimalino wrote an op-ed where she described how Medical Device Problems intends to use the website moving forward: *"It will be a platform to share knowledge and support. It will teach groups how to organize and be successful advocates. It will be a think tank for everyone who wants to make change. We hope to use this platform to educate medical device advocates and help them organize their campaigns, as Essure Problems did."*

The website has received 3,656 users in 9,456 sessions, and has been promoted by partner groups and journalists including CTV's Medical Correspondent.

## WEBSITES

We created two new websites for the campaign—one to promote *The Bleeding Edge* and one to promote the new Medical Device Problems initiative.

## E-BLASTS + SMS

While we chose not to invest much time into email communications since our audience is already so active on social media, we did build an email list of 1,051 subscribers and sent six e-blasts promoting the film, with a 33% average open rate.

We also created an SMS list with 204 subscribers, where we texted updates on the Essure victory and encouraged people to stream the film on Netflix.

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**33%**  
AVERAGE  
OPEN RATE

---

**204**  
SUBSCRIBERS

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## TRENDS AND LESSONS LEARNED

We paid close attention to the comments and messages we received on social media as a simple way to determine what our audience wanted, and subsequently produced high engagement rates.

For instance, after the Tribeca Film Festival premiere, people wanted to share their stories and find answers to questions about device safety. As a result, we created the StoryCorps resource (and pivoted to the #IWasntWarned campaign when the StoryCorps app proved too challenging), as well as the Medical Device Problems website.

When we saw high numbers of comments on news stories we shared about misogyny in healthcare, we worked with Chain Camera to create an original video on this topic, which received more views than any other video we posted. Content like this video that related to people's lived experiences, and helped them feel seen and heard, prompted sharing and engagement.

Finally, we tracked and outreached to aligned groups or influential individuals who tweeted about the film, resulting in screenings and partnerships that furthered the campaign's reach.

# Press

To supplement publicity efforts led by Chain Camera, Netflix, Cinetic, and PR Collaborative, we identified and pitched seven categories of media properties in the month leading up to the film's Netflix release:

- **Medical blogs**
- **Feminist outlets**
- **Progressive women's health publications**
- **Mainstream women's health and wellness magazines**
- **Mainstream women's magazines (those not yet pitched)**
- **Consumer-oriented blogs**

We ultimately pitched 67 outlets, resulting in six published pieces and one television placement:

- **"The human tragedy of poorly regulated medical devices gets the spotlight in a Netflix film"**  
— Consumer Affairs
- **"How a faulty medical implant helped tear a family apart"**  
— Consumer Affairs
- **"Confronting the Dangers of Medical Sexism at *'The Bleeding Edge'*"**  
— Ms. Magazine
- **"*'The Bleeding Edge'* Exposes Medical Implant Horrors"**  
— Jewish Journal
- **"*'The Bleeding Edge'*: This Birth Control Harms Thousands"**  
— Make Muse
- **"*'The Bleeding Edge'*, a New Netflix Documentary"**  
— Public Radio Tulsa
- **Local nightly news coverage on ABC7 Washington**

# Conclusion

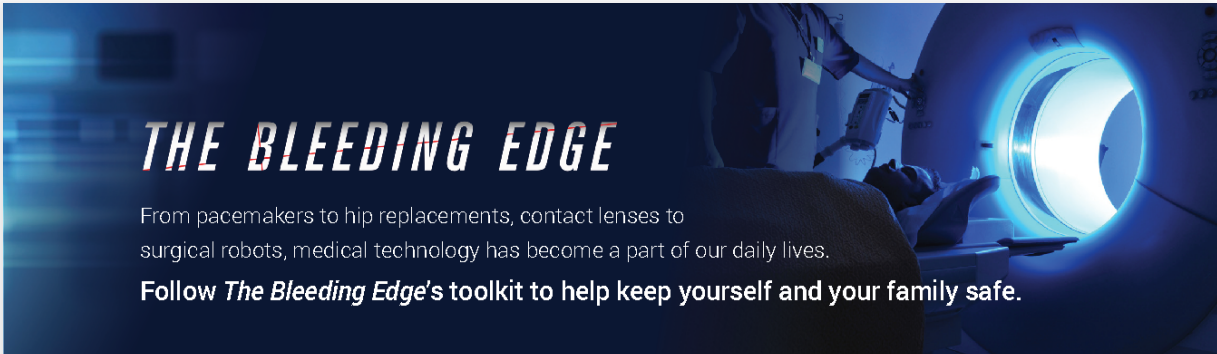
## Looking Ahead

In just eight months, the medical device landscape is markedly different than before *The Bleeding Edge's* release and impact campaign. Essure is being discontinued after a seven-year-long battle with one of the most powerful medical industry giants in the world. The FDA publicly admitted their device regulatory system is flawed. The film sent shockwaves through the medical device industry and initiated heated debates among healthcare insiders about how to remedy this systemic problem.

The groundwork we laid over the course of this campaign will enable aligned groups to continue using the film and resources we created as tools to keep pushing this issue forward. Most notably, the new Medical Device Problems coalition will take over *The Bleeding Edge's* social media channels (rebranded to clearly differentiate its new owner), increasing their public social media reach from 302 to a new audience of more than 14,000 highly-engaged people. In addition, they will gain full control of [MedicalDeviceProblems.com](http://MedicalDeviceProblems.com), and can use it as Angie Firmalino envisioned—to unify the movement, and to educate and train others to become advocates for change.

## APPENDIX

# Campaign Handout: General Audiences



## THE BLEEDING EDGE

From pacemakers to hip replacements, contact lenses to surgical robots, medical technology has become a part of our daily lives.

Follow *The Bleeding Edge's* toolkit to help keep yourself and your family safe.

### 70 MILLION

Over the past decade, nearly **70 million Americans** have used medical devices.



An estimated **1 in 10** people will be implanted with a device over their lifetime.\*

### I just saw the film, and I have a medical device. Should I call my doctor?

#### DON'T PANIC!

If you are concerned about your medical device, please consult your physician. Do not try to remove a device that's functioning fine, as this may cause unnecessary harm.



### I've been harmed by a medical device. What should I do?



**CONTACT** your doctor to discuss the cause and next steps.



**REPORT** an adverse event of a medical device to the FDA at [bit.ly/ReportDevice](https://bit.ly/ReportDevice). (Learn how to make a report with this Med Watch tutorial: [bit.ly/LearnReport](https://bit.ly/LearnReport))



**VISIT** the Medical Device Problems website to connect with patient advocacy groups and find additional resources: [medicaldeviceproblems.com](https://medicaldeviceproblems.com)



**SHARE** your story. Add your voice to the medical device safety movement: [bit.ly/TBEStory](https://bit.ly/TBEStory)

\*Statistics from *The Danger Within Us*, by Jeanne Lenzer

## APPENDIX

### My doctor is recommending a medical device. What should I do?\*

**ASK** your doctor:

How many procedures have you done?

Have any patients had problems?

Has this device ever been recalled?

Have you ever removed this device?

What are the risks and alternative treatments?

Does this device have a black box warning or contraindications?

Have you had any kind of financial relationship with the manufacturer of the device you're recommending?

What is the device made of, and what can be done if an adverse reaction to the materials occurs?

**LEARN** about the device. **Remember: new is not always better.**

Look up device recalls:  
[bit.ly/FDARecalls](http://bit.ly/FDARecalls)

Read about studies, problems, and adverse effects:  
[drugwatch.com/devices](http://drugwatch.com/devices)

**RESEARCH** your doctor. **Remember: be your own advocate.**

Find out if your doctor received money from device manufacturers at ProPublica's Dollars for Docs:  
[projects.propublica.org/docdollars](http://projects.propublica.org/docdollars)

Learn more about your surgeon's experience before your procedure at ProPublica's Surgeon Scorecard:  
[projects.propublica.org/surgeons](http://projects.propublica.org/surgeons)

\*\*A portion adapted from the Patient Safety Action Network resources [bit.ly/PSAN12Things](http://bit.ly/PSAN12Things).

Join the movement to put patients above profits!

By providing my cell phone number, The Bleeding Edge may send occasional, recurring text messages. The Bleeding Edge will not charge for alerts, but carrier message and data rates may apply. Text STOP to 33222 to stop receiving messages.

Text **EDGE** to **33222**

Watch *The Bleeding Edge* on **NETFLIX** on July 27

This content is not intended to provide medical advice. Please be sure to discuss your individual medical issues with a qualified physician to determine the best treatment for you.



@bleedinggedoc  
bleedinggedoc.com

## APPENDIX

# Campaign Handout: Medical Audiences



### The Issue at-a-Glance

*With contributions by former FDA analyst and Device Events CEO Madris Tomes*

Device safety touches **almost every American** at some point in their lives.

Doctors and healthcare providers **are not required to report** medical device adverse events, making underreporting commonplace.

The overwhelming majority of high-risk devices **never undergo a clinical trial or a stringent approval process** due to current FDA regulations.

The majority of health professionals are **unaware of the medical device approval process**, including if a clinical trial took place, and/or if the product was tested on humans or animals.

**It may take years for the FDA to identify problems** and initiate enforcement action, in part because device manufacturers can conceal risks from doctors and patients for years.



The latest data available to the public, from 1986, estimates that only **3-4%** of all medical device adverse events were reported to the FDA.

**2,368 Deaths**  
**58,784 Injuries**

Class III devices such as pacemakers, hip implants, breast implants, and surgical mesh have likely contributed to a large number of deaths and injuries **in the first 4 months of 2018**.

Given that only a fraction of events are ever reported, **the actual number of deaths and injuries is likely much higher.**

January

February

March

April

\*Statistics from *The Danger Within Us*, by Jeanne Lenzer

# APPENDIX

## How to Support Device Safety



**REPORT** medical device adverse events to the FDA via MedWatch: [bit.ly/ReportDevice](https://bit.ly/ReportDevice)



**FOLLOW** recent trends in medical device adverse events on the Device Events website: [deviceevents.com](https://deviceevents.com)

## How to Support Patient Safety

- ENCOURAGE YOUR HOSPITAL OR PRACTICE** to join a patient safety membership organization, such as the Institute for Healthcare Improvement/National Patient Safety Foundation's **Stand Up for Patient Safety Program**: [bit.ly/PatientSafetyProgram](https://bit.ly/PatientSafetyProgram)
- BECOME AN UNBRANDED DOCTOR** and join the **National Physicians Alliance's** network committed to reducing the influence of pharmaceutical marketing in the field: [bit.ly/UnbrandedDoctor](https://bit.ly/UnbrandedDoctor)
- SUPPORT** the **Medical Device Safety Act** and sign a petition to Congress: [bit.ly/MedDeviceSafetyAct](https://bit.ly/MedDeviceSafetyAct)






Join the movement to put patients above profits!

*By providing my cell phone number, The Bleeding Edge may send occasional, recurring text messages. The Bleeding Edge will not charge for alerts, but carrier message and data rates may apply. Text STOP to 33222 to stop receiving messages.*

Text **EDGE** to **33222**

Watch *The Bleeding Edge* on **NETFLIX** on July 27

    
[@bleedinggedoc](https://twitter.com/bleedinggedoc)  
[bleedinggedoc.com](https://bleedinggedoc.com)