# **BoneMed Online Digital Support pack**

Thanks to a generous donation by The Wigoder Family Foundation, The Royal Osteoporosis Society is launching a new online service called **BoneMed Online**. This innovative service will give people with osteoporosis information about the medicine they’ve been offered when they need it most.

Osteoporosis medicines are often taken for many years and thousands of people with osteoporosis have difficulties with decisions about their medicine or practical problems with continuing to take them. Nationally, only 20% of people prescribed medicine actually start and continue taking it for at least a year.

That’s where our BoneMed Online service comes in.

After a five minute survey, users receive an online medicine summary and six emails over a year tailored to the medicine they’ve been prescribed. Topics covered include:

* why they’ve been offered an osteoporosis medicine
* how to take their medicine
* fitting their medicine into their routine
* possible side effects.

Over the next two years, we’ll support up to 15,000 people to start and stay on their medicine, aiming for at least 50% to still be on treatment after one year (compared to a national average of 20%).

**Getting started**

1. Read our [FAQ](#_Frequently_Asked_Questions) to understand more about the service.
2. Share the slide deck in this pack with colleagues.
3. Start signposting your patients
   1. Share the link ***theros.org.uk/mybonemed***
   2. Use our [copy](#_Copy_for_patient) in texts, emails and letters to patients or
   3. Click [here](https://theros.org.uk/healthcare-professionals/clinical-quality-hub/bonemed-online/) to order BoneMed Online business cards to hand to patients or visit [www. theros.org.uk/healthcare-professionals/clinical-quality-hub/bonemed-online/](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftheros.org.uk%2Fhealthcare-professionals%2Fclinical-quality-hub%2Fbonemed-online%2F&data=05%7C02%7CBeth.Jones%40theros.org.uk%7Ce7dc03f1981449c9885108dd939552b6%7Cfeda8d1b9c134c5da3d98c688ad9c7a2%7C0%7C0%7C638828991765390501%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=X3b5yeM8pIsb1%2FBH%2F3XBi9%2FN%2BWaO8xQd2HGLVq%2BSED8%3D&reserved=0).

**Frequently Asked Questions**

**Who is BoneMed Online for?**

BoneMed Online is for patients starting, taking, or changing osteoporosis medicines. For more information and support about osteoporosis medicines, follow this link [here](https://nosonline-my.sharepoint.com/%7blocalLink:umb:/document/cc582e9b8d054cb0aca182f79f5e7f36%7d).

BoneMed Online is aimed at UK residents. This is because our information reflects UK based health care which may not be appropriate for people living overseas. For information about overseas organisations who may be better placed to help patients outside of the UK, please [click here](https://www.osteoporosis.foundation/patients#who-is-fighting-with-us).

**Does it cost anything to use?**

The service is free and will not require any payment. There will be information signposting patients to other free support services from the Royal Osteoporosis Society throughout their email journey. We will also signpost patients to our paid [membership](https://theros.org.uk/how-you-can-help/membership/become-a-member/?_gl=1*qqdc73*_up*MQ..*_gs*MQ..&gclid=EAIaIQobChMIv5704KysiwMVg4tQBh3rsBAhEAAYASAAEgIWivD_BwE) offer, but whether they choose to sign up is completely up to them.

**How was BoneMed Online developed?**

The content for the service was developed by our expert Health Information team, clinical staff and committee, and trustees from across the organisation. It was also reviewed by people living with osteoporosis. The service itself was then tested by ROS volunteers, staff and new audiences.

We’ve been excited to have Keele University on board as our academic advisor. They’ve generously supported us with insights from their studies into Improving uptake of Fracture Prevention drug treatments (iFraP) and worked with us to ensure the programme complements Osteoporosis Options, Keele’s suite of tools that help patients and clinicians make shared decisions about osteoporosis medicines.

We are also grateful to Professor Rob Horne at University College London whose research informed our approach and to Personia Health Ltd, a UCL Business Company, for sharing their work with us on how to help people take their medicines more effectively.

**How does BoneMed Online work?**

Once signposted to BoneMed Online, users will complete a **brief online survey** consisting of 11 questions. On the basis of the information provided, users will be placed on one of 48 user journeys determined by the level of confidence they have in medicine and the medicine they have been prescribed.

Having completed the survey, users are immediately invited to begin a 25-minute walk through of their **medicine summary** which is tailored to their confidence level and medication type. The summary includes information in written and video form on the following topics:

* Introduction page
* Why have I been recommended an osteoporosis medicine?
* How do osteoporosis medications work?
* Are osteoporosis medication effective?
* How do I take my medication?
* What if I have problems taking my medication?
* Are there any side effects of my medicine?
* Are there long-term side effects?
* How long will I need to take my medicine for?
* How will my treatment be monitored?
* How can I get the most from medicine?
* What else can I do to help my bone strength?
* What happens next?

Users of BoneMed Online will then receive **six tailored emails over the course of one year**. Emails are more heavily weighted towards the beginning of the user's journey when challenges with medication initiation and adherence are most likely to occur.

|  |  |
| --- | --- |
| **Email** | **Content** |
| **Day 0** | How to save your BoneMed Online plan  Common questions about osteoporosis medicines |
| **Two weeks** | How do I get the most from my medicine?  How do I know if my medicine is improving my bone strength?  What can I expect when I first start taking my medicine?  What can I do if I experience side effects?  How do I remember to take my medicine?  How can I cope with the emotional impact of osteoporosis?  Common questions about medicines  Your path to stronger bones |
| **One month** | How will my medicine be monitored?  What can I do if I’m still experiencing side effects that disrupt my daily life?  Do I need to collect more medicine from the pharmacy?  What should I do if I’ve missed doses of my medicine?  Can I travel with my medicine?  What else can I do to keep my bones strong?  Your path to stronger bones |
| **Four months** | How are you doing with your medicine?  Should I be feeling better?  What can I do if I’m still experiencing side effects?  Do I need to organise my next injection/infusion?  I’m worried about the risks of long-term (personalised medicine) use  I’ve started a new osteoporosis medicine. Is there anything I need to know?  Common questions about medicines  Your path to stronger bones |
| **Eight months** | Living well for strong bones  How is my treatment being monitored?  Can I stop taking my medicine?  What does it mean if I’ve broken a bone while taking my medicine?  Common questions about medicines  Your path to stronger bones |
| **One year** | How are you doing with your medicine?  What can I expect over the next few years?  How can I tell if my medicine has been working?  Do I have to continue taking my medicine?  How can I stay connected with the ROS now I’ve finished my plan? |

**What if the medicine prescribed changes for a user?**

Users are welcome to complete the initial survey again for their new medicine. This will restart the user journey and they will receive a new medicine summary and begin a new email journey relevant to their current medicine.

**How will we use the data provided by users?**

We use the personal data user provide us in the initial survey to tailor the information they receive as part of the BoneMed Online service. Anyone can unsubscribe and opt out of receiving BoneMed Online communications at any time.

We also want to ensure we reach everyone who needs our help so, and if a user have given their consent to do so, we use some of the details they give us to support the evaluation of the service. To find out more, please refer to our  [Privacy Policy](https://strwebprdmedia.blob.core.windows.net/media/malaxza4/privacy-policy.pdf).

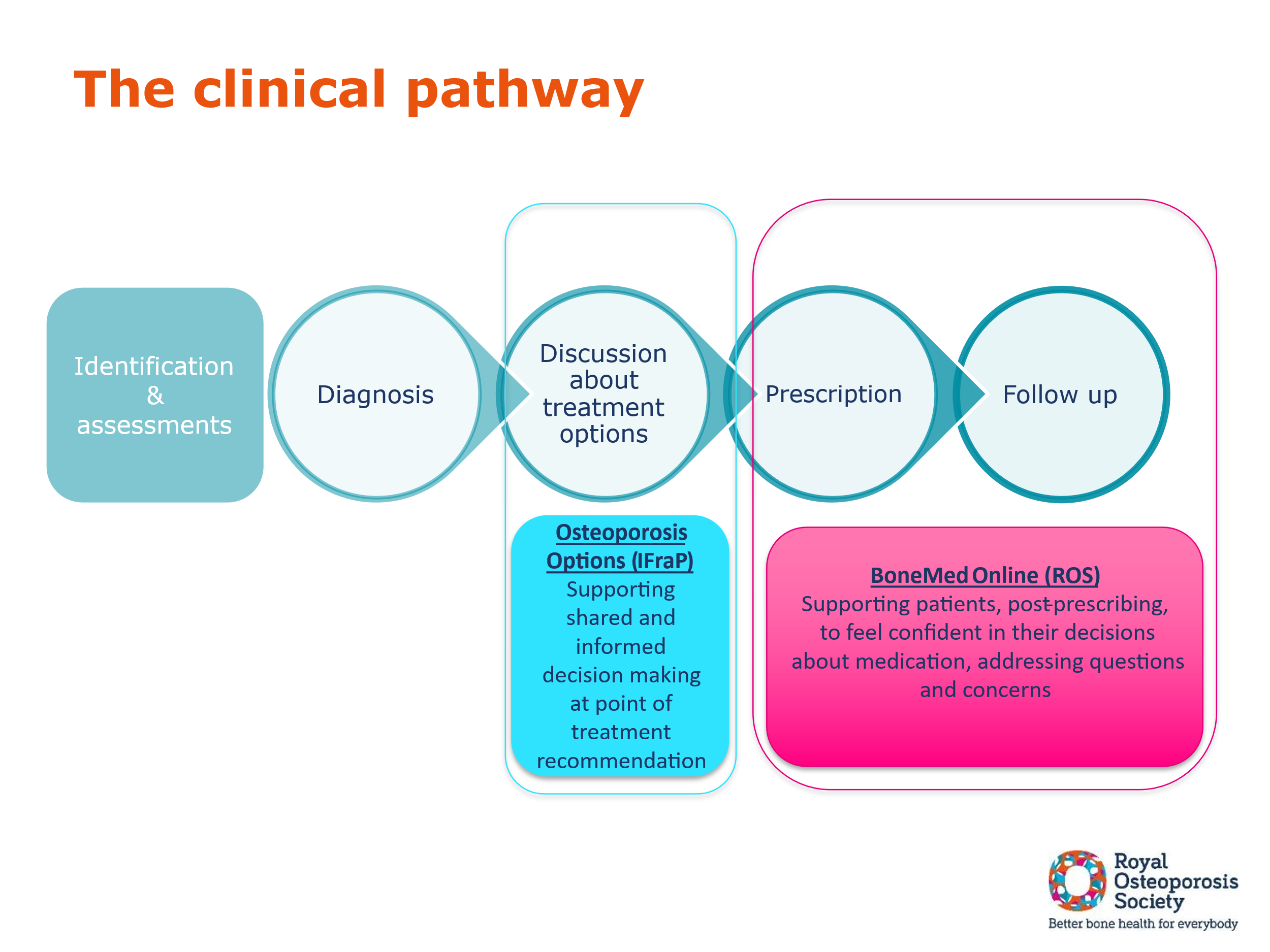
**How is BoneMed Online different to Osteoporosis Options?**

You may have heard of Osteoporosis Options, Keele’s suite of tools that help patients and clinicians make shared decisions about osteoporosis medicines.

Osteoporosis Options supports shared and informed, personalised decision making at point of treatment recommendation by:

* explaining bone health and the importance of fractures using animations
* supporting understanding of an individual’s relevant risk factors andpersonalised risk through displays of their bone density and fracture risk results, either as entered by health professional or patient, or estimated (fracture risk) by tool
* supporting decision making about treatment through personalised options, including visualisation of possible fracture risk reductions with different treatments.

In contrast, BoneMed Online supports patients, post-prescribing, to feel confident in their decisions about their medicine, addressing common questions and concerns.



**What if I or my patients have questions about BoneMed Online?**

In the first instance, please signpost patients to the [BoneMed Online webpage](https://theros.org.uk/information-and-support/osteoporosis/treatment/about-bonemed-online/) which will answer commonly-asked questions.

If you have further questions about the service, please [email us](mailto:bonemedonline@theros.org.uk?subject=BoneMed%20Online%20Query).

**How can someone give feedback about BoneMed Online?**

We really welcome feedback about BoneMed Online. This can be provided by [emailing us](mailto:bonemedonline@theros.org.uk?subject=BoneMed%20Online%20Feedback).

We hope that feedback will be positive and that any negative feedback can be handled informally using the above contact details. However, should someone wish to make a formal complaint they can use the procedure outlined in our [complaints policy](https://strwebprdmedia.blob.core.windows.net/media/mk4beisf/complaints-policy-march-2025-1.pdf).

## **Copy for patient communications**

Below is a range of copy you can add to your patient templates – letters, emails, text messages, etc. to support you with signposting to BoneMed Online.

**Text message templates**

We’ve noted the Accurx limit for template text messages is 450 characters. Therefore all of the below copy is under that limit:

*Register for the free one-year BoneMed Online service delivered by the Royal Osteoporosis Society. It**will give you tailored advice and support about your osteoporosis medicine when you need it most.  Click here:* <https://theros.org.uk/my-bonemed>

*Join the free one-year BoneMed Online service delivered by the Royal Osteoporosis Society. It will support you and answer your questions about your bone-strengthening medicine. Click here:* <https://theros.org.uk/my-bonemed>

*This one-year BoneMed Online service, that you can access from home, will give you additional support after you’ve left your appointment. It will answer key questions about your medicine and how it can strengthen your bones. Register now*: <https://theros.org.uk/my-bonemed>

*Do you have extra questions about your osteoporosis medicine now you’ve left your appointment? A free one-year BoneMed Online service delivered by the Royal Osteoporosis Society is here to help.* *Register now*: <https://theros.org.uk/my-bonemed>

**Copy for Emails**

*Do you have extra questions about your osteoporosis medicine now you’ve left your appointment? Join the free one-year BoneMed Online service delivered by the Royal Osteoporosis Society.*

*This easy-to-use service keeps your details confidential while providing you with trusted information to answer questions or concerns about your medicine that may come up over time.*

*After a five-minute survey, you’ll get an online medicine summary and six emails over a year tailored to the medicine you’ve been offered.*

*Topics covered will include:*

* *why you’ve been offered an osteoporosis medicine*
* *taking your medicine*
* *fitting your medicine into your routine*
* *potential side effects.*

*Click* [*here*](https://theros.org.uk/my-bonemed) *to get started.*

**Copy for Letters**

*Do you have extra questions about your osteoporosis medicine now you’ve left your appointment? Join the free one-year BoneMed Online service delivered by the Royal Osteoporosis Society.*

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* *potential side effects.*

*Sign up for BoneMed Online today*

*A qr code with a white background

AI-generated content may be incorrect.*

*scan the QR code*

*Or visit* [***theros.org.uk/mybonemed***](https://theros.org.uk/mybonemed)