

REBUILDING PATIENT CONFIDENCE TOGETHER

PATIENT HESITANCY DURING COVID-19

Situation

External market research shows patients are afraid to see their healthcare providers face-to-face for fear of contracting COVID-19.

Opportunity

Prescriptive and personalized patient communication may help allay fear and promote access to care.

Support

Boston Scientific conducted research to better understand patient hesitancy drivers and develop patient resources to support customer efforts.

FOUNDATIONAL MESSAGING GUIDANCE

1. Immediate: Encourage Care & Build Trust

Empower patients to continue to seek care for health issues. Drive transparency around new patient experience and set expectations.



PROMOTE SAFETY PRECAUTIONS IN PLACE



COMMUNICATE EMERGENCY SYMPTOMS SPECIFIC TO PATIENT HEALTH CONDITION



MAKE RESCHEDULING PROCESS AND PATIENT ROLE CLEAR

2. Future State: Amplify New Paths for Connection

Promote the use of new digital platforms for patients to maximize healthcare connections in the "new normal." Offer tools that enable all patient populations to maintain provider relationships and support treatment compliance.



SHARE EXAMPLES OF PATIENT STORIES TO HELP OTHERS



EMPHASIZE CONFIDENTIALITY AND EASE OF DIGITAL PLATFORM SUPPORT



CONSIDER LEVERAGING EXISTING EQUIPMENT TO LOWER PHYSICAL INTERACTION

BEST PRACTICES FOR COMMUNICATING WITH PATIENTS



Ensure Empathic and Personalized Messaging. After communicating safety reassurances, the next wave of provider messaging to patients may benefit from a more personalized approach, starting first with empathy and then highlighting individual services with tailored messaging specific to the patient's condition and / or procedure.



Leverage Partnerships to Expand Reach & Credibility. Partnering with a local patient advocacy group or organization has shown to be a viable communications strategy during this time as it may amplify the reach and enhance the credibility of your messaging.

ADDITIONAL SUPPORT YOU CAN EXPECT FROM BOSTON SCIENTIFIC

We know every market is at a different stage in reopening and Boston Scientific will continue to support you, your practice and your patients. In the coming weeks, you can expect to receive new patient reactivation tools and resources to leverage when the time is right for your practice.

PHASE 1 – JUNE DELIVERY:

- Patient hesitancy market research infographic
- Unbranded patient marketing templates, inclusive of radio and video ad scripts, direct mailers, emails, digital and social ad copy and website copy
- Patient FAQ document

PHASE 2 – JULY DELIVERY:

- Society and patient advocacy language
- Success stories for patient re-engagement
- Referrer letter
- Telehealth tips for patients

Resources will be delivered via digital communication from your Boston Scientific sales associate.