



Growing and optimising the left atrial appendage closure (LAAC) service to become a center of excellence

At the end of 2017, Hospices Civils de Lyon (HCL) and Boston Scientific started a collaboration to identify opportunities of growth to help the hospital achieve its vision to become a national centre of excellence in LAAC.

Challenge

In a region where LAAC care was fragmented between 20 providers, yet under penetrated (only 1.4 procedures per 100,000 inhabitants in 2016), the hospital wanted to expand its offering. They were however faced with:

- Lack of therapy education for physicians in all specialties regarding real therapy potential
- Limited documentation to educate patients and their families
- Lack of referral tools to enable them to present the therapy to their patients
- Unfocused in referral engagement strategy while competing private centres had implemented referral networks
- Absence of performance indicators to steer the programme
- Inefficiencies in the care process such as on procedure duration or length of stay

HCL wanted to be supported in order to better understand the LAAC patient pathway, evaluate obstacles facing the therapy and implement an action plan enabling them to provide the best possible care for more patients in LAAC.

Action

As the global leader in LAAC, capitalising on his know-how of the procedure and of challenges faced by healthcare institutions when delivering the therapy, Boston Scientific designed a personalised advisory programme to assist HCL in:

- Analysing regional competitive trends and understanding referral dynamics
- Identifying of patients potentially eligible for the therapy and associated insights within anonymised past activity history of the hospital, based on query criteria defined by the healthcare team
- Designing of a multichannel marketing strategy to promote the therapy working with HCL communication department and interfacing with third parties (such as patient associations)
- Supporting the development of specific hospital-branded tools (educational flyers, video, online presence, etc.)
- Facilitating of referrer engagement actions both internal (e.g. meetings in various departments) and external (e.g. 100th implantation anniversary, referral survey, etc)
- Optimising current processes, including support in communication around the deployment of mini echography probe imaging and the modelling of patient flow

In order to conduct those actions over 2 years, the programme started with an analysis of current obstacles to the procedure, identification of best practices from high volume centres and prioritization of key actions to increase LAAC volume and access. To that extend, it included the creation of an action plan enabling the hospital to improve its reach in and out, ranging from improved communication or activation to better patient identification.



About the hospital

For more than 200 years, Hospices Civils de Lyon (HCL) has been delivering care as the 2nd largest French university hospital group (14 hospitals, over 23,000 healthcare professionals, 1.6 Bn€ revenue, 123 operating theatres and 1.3 million hospitalisation days). The Louis Pradel Cardiovascular Hospital started implanting LAAC devices in 2013 and had performed 100 procedures by 2018, with about 30 patients treated that year.





Outcomes from the ADVANTICS™ LAAC Solution with advisory focus*:

- Increased LAAC volume **more than x2** versus baseline
- Raised awareness of the care team, both within the interventional cardiology department and in other specialties through the identification of **223 potential patients** in the 12 months history of hospital activity prior to the programme
- Enhanced care delivery efficiency to foster therapy sustainability and patient satisfaction, delivering **20% reduction** in procedure duration and Length of Stay (LoS), along with faster referral to procedure time
- Higher therapy penetration with **35% increase** in patient conversion rate through the expansion of the referrers network (**increased number of referrers by x4**), improving referrer awareness and patient education, resulting in better access to care

* Outcomes from a real ADVANTICS LAAC advisory programme from October 2018 to April 2020. Results from case studies are not predictive of results in other cases. Results in other cases may vary.

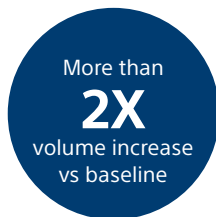


Pr. Gilles Rioufol

Head of Interventional Cardiology and Hemodynamic, Hospices Civils de Lyon, France



"We found in Boston Scientific a real partner to develop our service, combining both deep commitments to work alongside us, and real knowledge about the therapy. Working together on our communication strategy, on patient and referrer activation, on patient flow constraints and on the overall LAAC programme organisation enabled us to reach that objective."



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