



HELP HIM GET BACK TO

Bob

Complex PCI Therapy Awareness Event Checklist

Thank you for taking on a pivotal role in the Boston Scientific Therapy Awareness Program for Complex Percutaneous Coronary Intervention. Our customizable communications—three email invitations, a presentation, and a follow-up letter—will help you have a more successful event.

4+ Weeks before the Event

- Identify invitees and gather email addresses.
- Choose and reserve your venue.
- Recruit a member of your clinic staff to help with the event.
- Secure patient and therapy materials from your Boston Scientific representative.

2 Weeks before the Event

- Customize and send the first invitation email.

Helpful Hints

- Avoid Monday and Friday evenings.
- Consider a private dining room with AV capabilities.
- Expect a duration of 90 minutes to allow time for questions.
- Expect approximately 15% of invitees to attend.
- Know who is attending—Interventional Cardiologist vs. General Cardiologist.
- Tailor the presentation to the slides that are most relevant.

1 Week before the Event

- Customize and send the second invitation email.
- Review the presentation and customize it for your practice and your audience.
- Provide a preliminary headcount to your venue.
- Make sure you understand the AV capabilities of the venue.

1 Day before the Event

- Customize and send the third invitation email.
- Rehearse your presentation.

Day of the Event

- Verify your venue's WiFi, presentation and AV equipment, if needed.
- Bring business cards, pens and notepads for your guests.
- Confirm the venue is prepared with sufficient food and beverages, utensils and drinkware.
- As you talk with your guests, take note of which individuals may be interested in referring cases to you and/or learning more about complex PCI.

Post-Event Follow-up

- Customize the post-event letter and send it to everyone who attended.
- Consider inviting interested guests to see a complex PCI procedure in person.

