

WITH YOU

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 personalised patient communication may help allay fears and promote access to care.

Support

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

FOUNDATIONAL MESSAGING GUIDANCE

1. Immediate: Encourage Care & Rebuild 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 CLEAR RESCHEDULING PROCESS AND PATIENT ROLE

2. Future State: Amplify New Paths for Connection

Promote the use of new digital platforms for patients to maximise 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



EMPHASISE CONFIDENTIALITY AND EASE OF VIRTUAL PLATFORM SUPPORT



CONSIDER RE-PURPOSING EXISTING EQUIPMENT TO LOWER PHYSICAL INTERACTION

BEST PRACTICES FOR COMMUNICATING WITH PATIENTS



Lead With Empathy and Personalise Messaging. After communicating safety reassurances, the next wave of provider messaging to patients may benefit from a more personalised 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 society or organisation has shown to be a viable communications strategy during this time as it may amplify the reach and enhance the credibility of your messaging.

WHAT YOU CAN EXPECT

We remain committed to tackling the future together with you and your team, as we have done throughout the COVID-19 crisis, always guided by the unifying goal of improving patient outcomes. For more information on the steps we have taken in response to COVID-19 see our [website](#) or contact your local Boston Scientific representative.

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