

Taking a New Approach to Product Development through Innovation and Collaboration

Boston Scientific received CE Marks for its WallFlex™ Biliary RX 6mm Stent and its WallFlex Esophageal Fully Covered RMV Stent System Longer Loop. These stents are additions to the WallFlex family of Self-expanding Metal Stents (SEMS) available since 2008. Boston Scientific biliary, colonic, duodenal and esophageal SEMS are recognized for supporting procedural excellence and have impacted more than one million patient lives in the U.S., Europe and other regions of the world.

“With regard to the WallFlex Biliary RX 6mm Stent, the decision to add to our existing product line was our desire to respond to physicians’ need for a smaller size but with the same features and capabilities they have come to value in our WallFlex Biliary RX Stent,” said Astrid Monteau, director of marketing for Europe, Boston Scientific Endoscopy. “This particular size is not a high-volume demand product but still an important one for treating patients with pancreatobiliary diseases.”

As important as meeting the clinical needs of physicians by delivering these smaller diameter stents, so too was the approach that was used to develop the products. Boston Scientific assembled a multinational cross-functional team focused on development of these stents. The team was also tasked with streamlining processes and making innovation a priority. Leveraging Boston Scientific’s expertise and learnings as a long-time stent manufacturer, the team took the projects from concept to delivery in six months. By delivering outcomes quickly, the team earned the nickname “Road Runner.”

More than simply a focus on internal processes, customer input was paramount to the projects.

“Innovation goes beyond technology,” explained Gary Jordan, director of research and development, Boston Scientific Endoscopy. “It’s about collaborating with our customers in a new way so we are getting the feedback we need and making decisions and adjustments in real time.”

The team continues to work with physicians from all regions of the world to evaluate new product development projects.

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The WallFlex Biliary RX 6mm and WallFlex Esophageal Longer Loop are CE Marked and available in the European Union, but have not been FDA cleared for sales in the United States.

CAUTION: Federal (USA) law restricts this device to sale by or on the order of a physician

CAUTION: The law restricts these devices to sale by or on the order of a physician. Indications, contraindications, warnings and instructions for use can be found in the product labelling supplied with each device. Information for use only in countries with applicable health authority registrations. Material not intended for use in France.

Warning: The safety and effectiveness of the WallFlex Biliary RX Stent System for use in the vascular system has not been established.

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