



CASE STUDY – ADVANTICS™ Patient Satisfaction Solution with digital
**Digitalizing the AF Ablation Patient Journey:
A Framework for Clinical Efficiency
and Informed Care**

**Insights.
Collaboration.
Impact.**

Advancing partnership
for better outcomes



EXECUTIVE SUMMARY



Herz- und Diabeteszentrum NRW, Germany

One of the leading centers for
Afib Ablation in Europe

36,000+ patients annually

3,500+ cardiac operations
1,900+ AF ablation procedures

- 1 High patient throughput and **heavy demand across all staff levels**, including secretarial teams.
- 2 **Significant workload driven** by the need to personally mediate individual patient concerns.
- 3 **Recurrent patient questions** and a need for a more proactive, timely and structured information sharing.

-  + Assessment
-  + App Development
-  + Training Staff and Educating Patients
-  + Monitoring and Adjustments



Impactful Outcomes

**Increased
education**

BEFORE
PROCEDURES

**Reduced
stress**

BEFORE
PROCEDURES

90%
OF PATIENTS
FELT CLARITY

69%
OF PATIENTS
FELT STRESS
REDUCTION

96%
OF PATIENTS
FOUND THE
DIGITAL
HEALTH APP
EASY TO USE

About the Hospital

The Herz- und Diabeteszentrum NRW (HDZ NRW) in Bad Oeynhausen is one of Europe's largest and most modern clinical centers, recognized internationally for the treatment of cardiovascular and diabetic diseases.

With five specialized clinics and a team of more than 2,500 employees, the hospital

provides care to over 35,000 patients annually, including 15,000 inpatient treatments. Its comprehensive model of care – spanning prevention, diagnostics, therapy, and aftercare—is supported by integrated university institutes and the latest scientific research.

Within this high-performance environment, HDZ NRW manages one of the most extensive AF ablation programs in Europe. As the hospital continues to see a year-over-year increase in procedure volumes, it maintains its status as a leading center for specialized rhythmology and electrophysiology care.



Customer Challenges

With an annual volume of over 3,500 cardiac operations and 1,300 AF ablation procedures, the HDZ NRW operates at a scale that demands exceptional coordination.

The secretarial team at the Clinic for Electrophysiology (EP) and Rhythmology (RM) is deeply committed to maintaining the highest standards of patient care and

procedural education within this high-volume environment.

However, fulfilling this mission has pushed the team to maximum capacity. The dedication required to personally mediate every patient concern created a significant administrative demand, which eventually challenged their ability to share relevant information at the most optimal times.

To address this, the team sought to modernize their approach with three primary objectives: ensuring patients are thoroughly educated before their arrival, delivering the right information at the exact point it is needed in the patient journey, and reducing patient anxiety through more streamlined, proactive communication.

Deployed Solutions – 1/2

Univ.-Prof. Dr. med. Philipp Sommer, Director of the Clinic for Electrophysiology (EP) and Rhythmology, worked in close collaboration with Boston Scientific to address the department's administrative and educational challenges. As a means to fully understand the unique situation and clinical workflows at HDZ NRW, Boston Scientific developed a custom, four-phase project plan centered on the ADVANTICS™ Patient Satisfaction Solution, combining strategic consulting with a digital application.

PHASE 1: ASSESS

Evaluating Workflows and Educational Gaps

The Healthcare Solutions and Partnerships (HS&P) team at Boston Scientific began by evaluating the current AF ablation patient workflow at HDZ NRW. This assessment identified specific process steps, staff responsibilities, and the state of existing educational materials. Alongside this workflow analysis, the team examined how and where the digital application could most effectively optimize patient engagement and streamline administrative efforts.

PHASE 2: DEVELOP

Designing a Tailored Digital Patient Journey

Based on the assessment findings, the HS&P team designed a standardized digital pathway tailored to the specific patient journey at HDZ NRW.

This pathway was integrated into a dedicated mobile application, ensuring that the digital experience reflected the hospital's clinical protocols and provided a seamless transition for the patient from home to hospital.

Deployed Solutions – 2/2

Following the development of the digital care path, the project transitioned into the critical stages of clinical integration and long-term sustainability.

To move beyond a mere technical rollout, Boston Scientific and the HDZ NRW focused on empowering the clinical staff and establishing a framework for data-driven improvement. The following phases outline how the digital solution was adopted into daily practice and monitored to ensure it met the high standards of the Clinic for Electrophysiology and Rhythmology.

PHASE 3: EDUCATE & ADOPT

Training Staff and Empowering Patients

Onboarding materials were developed to enhance the experience, including personalized training for physicians and nurses.

Patients received a welcome video from the clinic directors and a customized SMS for app activation. To provide further clarity, a comprehensive information package was included, featuring Frequently Asked Questions (FAQs) regarding what to expect before, during, and after the AF ablation procedure.

Additionally, the team created a toolkit for the EP secretaries to help them easily explain the activation process to patients.

PHASE 4: MONITOR

Ensuring Long-Term Success through Change Management

The final phase focused on active change management to facilitate the long-term adoption of the app.

The HS&P team provided continuous support to optimize the digital pathway based on initial user feedback and clinical needs. Progress was monitored through a weekly Key Performance Indicator (KPI) dashboard and a weekly Jour Fixe with the EP secretaries to evaluate the success of the process for both the clinical team and their patients.

Impactful Outcomes



Impact of the Patient Satisfaction Solution with digital

Overall, the EP/RM team at HDZ NRW witnessed tangible results from the recommendations and solutions implemented by Boston Scientific.

1

Health Care Professionals' Perspective

While the HDZ team already operated at a high level of efficiency, the process of mapping the clinical pathway and evaluating educational materials provided a new level of clarity.



The mobile application effectively became a "digitalized standard operating procedure" for the AF ablation care path, ensuring a consistent and modernized experience for every patient.

2

Patients' Perspective

The patient care team reported a marked improvement in patient satisfaction, largely because patients could access and digest information on their own schedule before admission.

This proactive approach led to patients feeling better informed upon arrival. As a result, the nature of patient inquiries shifted; rather than asking general or repetitive questions, patients were able to ask more specific, individualized questions regarding their unique care needs.





"The welcome video of HDZ NRW has helped a lot to better engage with and educate patients via the app. I've had many patients approaching me regarding the video, saying that they already know the team and the rooms from the video. They like how friendly the team appears and to see the cleanliness of our facility. It helps to reduce anxieties before the procedure."

Univ.-Prof. Dr. med. Philipp Sommer

Director of the Clinic for Electrophysiology/Rhythmology,
HDZ NRW Bad Oeynhausen, Germany



"My father told me that he finds the app very intuitive to use (despite his not particularly strong smartphone affinity). In terms of content, his questions have also been answered well with the app. The app is well-rounded and also well-suited for someone who does not usually get along so well with such digital applications."

AFIB Ablation Patient and Caregiver,

HDZ NRW Bad Oeynhausen, Germany

ADVANTICS™ solutions



HELPING YOU TO
Achieve financial sustainability



HELPING YOU TO
Elevate efficiency in every step along the care pathway



HELPING YOU TO
Treat the right patient at the right time



HELPING YOU TO
Put the patient at the centre

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Outcomes from a real ADVANTICS™ Patient Satisfaction Solution with Digital programme.
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