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CASE STUDY – ADVANTICS™ Referral Acceleration

Supporting Endobariatric Therapy Growth Through Referral Acceleration at Clinique Jules Verne

Insights.
Collaboration.
Impact.

Advancing partnership
for better outcomes



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EXECUTIVE SUMMARY



Client

Clinique Jules Verne, Nantes, France

High level expertise in **interventional** specialties

>400 beds and places

~65,000 hospital stays per year

~230 surgical procedures per day

Challenges

1. Absence of a structured endobariatric patient referral pathway
2. Increasing competitive pressure
3. Need to support strategic ambition to position the clinic toward a Center of Excellence model

Deployed Solutions

ADVANTICS™ Referral Acceleration

- Complete endobariatric patient pathway, from awareness to follow-up
- \+ Standardized patient education, communication, and digital assets
- \+ Targeted external communication campaigns

Impactful Outcomes

+110K people reached

+5K article views in one week

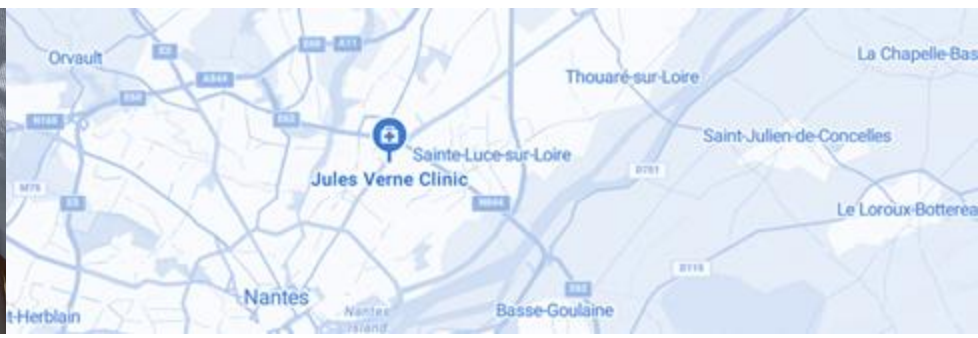
4.7% CTR vs. 3% benchmark

About the Hospital

Clinique Jules Verne is a large private healthcare clinic located in **Nantes, France**. The organization is recognized for its high-level expertise in interventional specialties, including **interventional endoscopy and minimally invasive procedures.** The organization operates as a **multispecialty center** with more than 400 beds and places. Its annual activity includes approximately **65,000 hospital stays per year** and performs around 230 surgical procedures per day. This positioning has established Clinique Jules Verne as a **reference private center** for complex procedures typically associated with university hospitals.

Within this environment, endobariatric therapy development represents a strategic focus area led by **Dr Brieau, gastroenterologist**, aligning clinical ambition with evolving public health priorities in obesity management.





Customer Challenges

Clinique Jules Verne faced significant challenges in developing its endobariatric therapy activity. Although clinical expertise was available, the absence of a **structured and clearly defined patient referral pathway** limited the clinic's ability to translate awareness into consistent patient flow. Patient access to endobariatric therapy was impacted by **fragmented navigation**, making it difficult for potential candidates to understand the therapy, the required steps, and how to engage with the care team.

From an operational perspective, this lack of structure created **workflow inefficiencies and constrained capacity utilization**. Without an organized referral and communication process, the clinic risked under utilizing its procedural capabilities while facing increasing competitive pressure.

The situation became a priority as Dr Brieau, an active member of the **SFED*,** sought to strategically develop endobariatric activity and position the clinic toward a **Center of Excellence model**. While the customer's previous efforts such as media exposure and interviews helped raise awareness, the next step was to create a **sustainable, scalable referral pathway**. At the same time, growing environmental and economic pressure to offer effective, less invasive obesity treatments, alongside evolving public health priorities and clinical guidelines, further underscored the urgency of addressing these challenges.

*French Society of Digestive Endoscopy/Societe Francaise d'Endoscopie Digestive

Deployed Solutions

To address these challenges, Boston Scientific worked closely with Dr Brieau and the clinical teams at Clinique Jules Verne to align on shared objectives and co-develop a structured approach to endobariatric therapy development.

1 . Structured Endobariatric Patient Pathway

A complete patient pathway was designed and structured, covering the journey from initial awareness and referral to procedure and follow up. This work was conducted in close collaboration with physicians, dietitians, and communication teams.

2 . Patient Education and Communication Assets

Standardized and customizable brochures and flyers were developed to support consistent patient education and facilitate deployment across sites and countries.

3 . Digital Visibility and Conversion

The clinic's website content was optimized to clearly explain endobariatric therapy, outline the patient journey, and support appointment booking, improving visibility and patient understanding.

4 . Multimedia and External Communication

High-quality video assets, including therapy explanations and patient testimonials, were produced for reuse across different clinical contexts. Targeted external communication campaigns, including sponsored articles and social media, were executed to increase regional awareness.

5 . Professional Education and Partnerships

Multidisciplinary educational webinars were organized for physicians, dietitians, and general practitioners. Partnerships with external organizations, including NGOs, were established to extend outreach and ensure consistent educational messaging.

Impactful Outcomes

Through the implementation of a structured endobariatric patient pathway and targeted communication initiatives, the collaboration delivered measurable improvements:

Regional awareness and patient engagement

1

Patient Pathway & Experience

The newly structured endobariatric pathway improved **patient visibility and navigation** from awareness and referral to procedure and follow up.

Clear, standardized communication tools (website content, educational materials, and videos) helped patients better understand the therapy and next steps, supporting **more consistent conversion from interest to care.**

2

Communication & Awareness

Targeted regional communication initiatives delivered strong engagement and visibility results:

+110K people reached through targeted regional communication campaigns

+5K article views in one week, indicating high regional interest in endobariatric therapy content

4.7% CTR vs. 3% benchmark, demonstrating above average audience engagement with campaign materials

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Outcomes from a real ADVANTICS™ Referral Acceleration programme from September 2024 to February 2026. Results from case studies are not predictive of results in other cases. Results in other cases may vary.

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CORP-2574804-AA