Boston Scientific | ADVANTICS™ Innovative Healthcare Solutions

CASE STUDY – ADVANTICS™ Referral Acceleration

Improving Referral Awareness and Expanding Access to LAAC Care

Insights.
Collaboration.
Impact.

Advancing partnership
for better outcomes



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EXECUTIVE SUMMARY

Client

Part of a **private healthcare network in France**

Challenges

1. Limited awareness of LAAC among some referring physicians
2. Inconsistent flagging of eligible patients
3. Need to strengthen visibility of the clinic's LAAC programme within the regional care pathway

Deployed Solutions

ADVANTICS™ Referral Acceleration

- Regional opportunity assessment
- \+ Referral-network analysis and prioritization
- \+ Educational resources for physicians and patients
- Regional engagement meetings

Impactful Outcomes

45.5% INCREASED — In LAAC procedure volume between 2023 and 2025

Improved awareness of LAAC among referring physicians

More structured referral processes and patient-flagging discussions

About the Hospital

The customer is part of a private hospital group in France. It operates more than 210 hospitals and clinics nationwide, employs approximately 28,000 staff, works with around 7,500 physicians, and provides care to nearly 4 million patients each year.

At the hospital, a team of four cardiologists was focused on expanding the hospital's left atrial appendage closure (LAAC) programme and strengthening its role within the regional referral pathway. Operating in a region where LAAC services were already established, the customer recognized an opportunity to improve awareness of its capabilities among referring physicians and expand access to eligible patients. The programme was designed to support referral-network development, increase understanding of patient eligibility, and help create a more consistent pathway for patients who may benefit from LAAC treatment.

Customer Challenges

Prior to the initiative, the referral pathway was fragmented and unstructured. While the hospital had the clinical expertise necessary to perform LAAC procedures, awareness of the programme among some referring physicians remained limited. As a result, eligible patients were not always flagged consistently, and some were referred to alternative centres. The cardiology team also faced limitations in time and communication resources needed to educate referring physicians about LAAC indications and patient selection criteria. Without dedicated educational materials, maintaining consistent engagement across the regional network was challenging. These factors created barriers to efficient patient flagging and prevented the hospital from fully realizing its potential LAAC treating capacity within the regional care pathway. Improving awareness, referral quality, and collaboration with the broader physician community became a key objective to enhance patient access to local treatment options.

Deployed Solutions

To address referral and awareness challenges, Boston Scientific (BSC) implemented ADVANTICS™ Referral Acceleration solution, focused on understanding regional opportunity, supporting physician education, and strengthening communication within the referral network.

PHASE 1

Regional Opportunity Assessment

A regional analysis was conducted to better understand LAAC potential and identify areas where additional eligible patients could be recognized.

PHASE 2

Referral Network Mapping

Priority referral network connections and engagement opportunities were identified to support more effective outreach throughout the region.

PHASE 3

Educational Content Development

Educational and communication materials were developed, including brochures, presentations, and patient-focused resources designed to improve understanding of LAAC and patient eligibility.

PHASE 4

Referral Engagement Activities

Regional meetings helped facilitate discussions with referring physicians, improve awareness, and encourage a more consistent approach to flagging appropriate patients.

Impactful Outcomes

The partnership helped increase awareness of LAAC outside the Cardiology department, improve engagement with referring physicians, and support growth in patient treatment activity.

1

Increased Awareness of LAAC



The programme helped increase understanding of LAAC among referring physicians through educational materials and regional engagement activities. This supported broader awareness of treatment eligibility and available care pathways.

2

More Structured Referral Pathways



The initiative supported a more consistent approach to patient flagging and referral discussions across the regional network, helping clinicians better understand which patients could benefit from LAAC.

3

Downstream Resource Optimisation

45.5%
INCREASED
LAAC VOLUME

Total LAAC procedure volume increased from 33 procedures in 2023 to 48 procedures in 2025, reflecting continued programme development and increased treatment of eligible patients.

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