Boston Scientific | ADVANTICS™ Innovative Healthcare Solutions

CASE STUDY – ADVANTICS™ LAAC Solution

Growing and Optimising the Left Atrial Appendage Closure (LAAC) Service to Become a Center of Excellence

Insights.
Collaboration.
Impact.

Advancing partnership
for better outcomes



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EXECUTIVE SUMMARY

Client

Over 24,000 healthcare professionals

530+ LAAC procedures performed by 2023

Challenges

1. Clinical knowledge & communication gaps
2. Weak referral infrastructure
3. Operational & management inefficiencies

Deployed Solutions

ADVANTICS™ LAAC Solution

- Patient communication
- \+ Referral acceleration
- \+ Patient pathway efficiency

Impactful Outcomes

x4.7 MORE — Referrals increased

MORE THAN **4x** — LAAC volume increase vs. baseline

20% REDUCTION — in average length of stay

About the Hospital

For more than 200 years, the university hospital group has been delivering care as the second-largest of its kind in the country. The group comprises 13 hospitals and over 24,000 healthcare professionals, with an annual revenue of €2 billion, 119 operating theatres, and more than 1.8 million consultations each year.Within this group, one of its cardiovascular specialist hospitals began implanting LAAC devices in 2013 and had performed more than 530 procedures by 2023.Located in a region where LAAC care was fragmented across 20 providers and remained under-penetrated (only 1.4 procedures per 100,000 inhabitants in 2016), the hospital sought to expand its offering.

Customer Challenges

The hospital faced several key obstacles that constrained the growth and effectiveness of its LAAC program:

- Limited documentation to educate patients and their families
- Lack of therapy education for physicians in all specialties regarding real therapy potential
- Lack of referral tools to enable them to present the therapy to their patients
- Unfocused in referral engagement strategy while competing private centres had implemented referral networks
- Absence of performance indicators to steer the programme
- Inefficiencies in the care process such as on procedure duration or length of stay

The customer wanted to be supported in order to better understand the LAAC patient pathway, evaluate obstacles facing the therapy and implement an action plan enabling them to expand access to LAAC therapy and ensure the best possible care for more patients.

Deployed Solutions

As the global leader in LAAC, leveraging its know-how of the procedure and the challenges healthcare institutions face when delivering therapy, Boston Scientific designed a personalized advisory program to assist the hospital in three pillars:

PILLAR 1
PATIENT COMMUNICATION

Multichannel marketing strategy
Designing a multichannel marketing strategy to promote the therapy, working with their communication department and interfacing with third parties (such as patient associations)

Branded marketing materials
Supporting the development of specific hospital-branded tools (educational flyers, video, online presence, etc.)

Strategic partnerships
Collaborating with a patient association, to increase awareness of LAAC therapy on their website.

PILLAR 2
REFERRAL ACCELERATION

Specialist outreach
Partnering with geriatricians at national congresses to educate key decision-makers on LAAC therapy potential.

Analysis of referral dynamics
Analysing regional competitive trends and understanding referral dynamics

Referrer events
Facilitating of referrer engagement actions both internal (e.g. meetings in various departments) and external (e.g. 100th implantation anniversary, referral survey, etc)

PILLAR 3
PATIENT PATHWAY EFFICIENCY

Patient eligibility assessment
Flagging potentially eligible patients for the therapy and associated insights within anonymised past activity history of the hospital, based on query criteria defined in collaboration with the clinical team

Process engineering
Optimising current processes, including support in communication around the deployment of mini echography probe imaging and the modelling of patient flow

OVERARCHING STRATEGY

In order to conduct those actions over 2 years, the programme started with an analysis of current obstacles to the procedure, identification of best practices from high volume centres and prioritization of key actions to increase LAAC volume and access.

To that extent, it included the creation of an action plan enabling the hospital to improve its reach in and out, ranging from improved communication or activation to better patient identification.

Impactful Outcomes

Increased LAAC volume, expanded referral network and more efficient patient care*

1 Increased LAAC volume

4x MORE LAAC PROCEDURES

Increased LAAC volume – more than x4 versus baseline

+223 MORE POTENTIAL PATIENTS IDENTIFIED

Raised awareness of the care team, both within the interventional cardiology department and in other specialties through the identification of 223 potential patients in the 12 months history of hospital activity prior to the programme

2 Expanded Referral Network

+35% PATIENT CONVERSION RATE

Higher therapy penetration with 35% increase in patient conversion rate through the expansion of the referrers network

4.7x MORE REFERRING CONTACTS

Increased number of referrers by x4,7.



Improving referrer awareness and patient education, resulting in better access to care

3 More Efficient Delivery of Care

-20% LENGTH OF STAY

Enhanced care delivery efficiency to foster therapy sustainability and patient satisfaction, delivering 20% reduction in procedure duration and Length of Stay (LoS), along with faster referral to procedure time

* Outcomes from a real ADVANTICS™ LAAC programme. Results from case studies are not predictive of results in other cases. Results in other cases may vary.

ADVANTICS™ Solutions



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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



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Outcomes from a real ADVANTICS™ LAAC advisory programme from October 2018 to April 2023. Results from case studies are not predictive of results in other cases. Results in other cases may vary.