

Media & Outreach Request Form

If you would like to educate patients regarding your use of the WATCHMAN Therapy, advertisements and educational resources are available. Simply complete and submit this form and a member of the Boston Scientific Marketing Team will contact you regarding next steps.

Date _____

* Required Fields

Account Information	*Hospital Name _____
	*City _____
	*State _____
Contact Information	*Requestor Name _____
	*Title _____
	*Phone Number _____
	*Email Address _____
	*WATCHMAN Representative Name _____










Please provide the following information so that we can better understand your marketing needs

Intent of Use	Challenge _____
	Target audience _____
	Strategy _____








	Relevant Context / Background _____

	*Desired time in market _____ to _____
	*Budget _____

Please select all campaign assets from the following list

Requested Assets	Category	Tactic	Description	Thumbnail image
	Digital	Patient Animation: This is How WATCHMAN Works	Educational animation for patients that includes information on AF stroke risk and the WATCHMAN implant procedure. (4:32)	
	Digital	Patient Animation: This is How WATCHMAN Works in 60 Seconds.	Quick animation for patients that includes information on AF stroke risk and the WATCHMAN implant procedure.	
	Broadcast Media	TV Commercial	0:60 Video Spot	
	Newspaper	Full Page Newspaper Ad	1 full page, 4 color ad	
	In-Office Media	Digital Wallboard	Static Digital Ad	
	In-Office Media	Waiting Room TV Screens	:60 Video Spot	
	In-Office Media	Print Education Wallboard / Health Panel	Print Wallboard Asset	
	In-Office Media	Time Inc. Cover Wrap	4 Pages	
	In-Office Media	Banner Media - Mobile Geofencing and Retargeting	Main In-Office Banner	

Please select all campaign assets from the following list

Requested Assets	Category	Tactic	Description	Thumbnail image
	In-Office Media	Banner Media - Static	Static Banners	
	In-Office Media	Patient Brochure Distribution	4x9 Patient Brochures	
	Digital Media	Banner Media - Desktop, Mobile, Retargeting	YES Banner	
	Digital Media	Banner Media - Desktop, Mobile, Retargeting	Perspectives Banner	
	Digital Media	Banner Media - Desktop, Mobile, Retargeting	Static Banner	
	Digital Media	Digital Pre-roll	:60 TV Video w/custom End Card & AVO	
	Digital Media	DTP Website	Patient Website	

Questions? Please contact WatchmanSalesandMarketingCommunications@bsci.com

Upon completion of this form, you will receive a tailored media recommendation including available placements and associated budget. Please allow 7-10 business days for a response.

