

# How-To: Creating WATCHMAN Device Therapy Awareness

## MAKE YOUR PLAN

Assess Marketing  
Channels



## STEP 1

Develop Your  
Infrastructure



## STEP 2

Compile Educational  
Resources to  
Facilitate Consult



## STEP 3

Educate Your  
Relationships



## STEP 4

Extend Your Outreach  
Through Media



# MAKE YOUR PLAN: Assess Marketing Channels

Now that the WATCHMAN™ Device has more than 600,000 patient implants, it is more important than ever to educate both patients and physicians about the device and therapy on a global scale. Our mission is to provide access to the therapy for every patient who may need it. You have opportunities to educate and increase awareness of the WATCHMAN Device. The team at

Boston Scientific has worked to provide easy-to-use templates, guides and best practices on how to market and educate others about the WATCHMAN Device.

Before beginning, assess available marketing channels to identify what you have done and what other channels you can explore. **Let's get started!**

# 600K+



## Patients Implanted and Counting



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## STEP 1 Develop Your Infrastructure

« To ensure a seamless patient experience, make sure it is easy for patients and referring physicians to know your facility is currently performing the WATCHMAN™ Implant procedure and how to connect with you. This infrastructure for your WATCHMAN Device marketing plan will be critical to the success of subsequent steps.

## STEP 2 Compile Educational Resources to Facilitate Consult

Boston Scientific has created many resources that can help partnering health care professionals identify potential patients, and educate those patients with unique materials, videos and even a peer-to-peer connection.

## STEP 3 Educate Your Relationships

Creative events and resources help make education more efficient and impactful.

## STEP 4 Extend Your Outreach Through Media

» Once you have exhausted the educational opportunities in previous steps, it is appropriate to start thinking on a larger scale. Use advanced marketing strategies to reach both physicians and patients through social media, radio or even TV. Brand your institution as a leader in WATCHMAN Device procedures.



# STEP 1

## Develop Your Infrastructure

« To ensure a seamless patient experience, make sure it is easy for patients and referring physicians to know your facility is currently performing the WATCHMAN™ Implant procedure and how to connect with you. This infrastructure for your WATCHMAN Device marketing plan will be critical to the success of subsequent steps.

When creating materials, make sure to clearly outline the benefits and risks. See Boston Scientific's Important Safety Information for more details.

Start with any of these opportunities:

- » Call Line: Create a Dedicated Line with a WATCHMAN Device-Educated Contact
  - » Website: Create a WATCHMAN Device-Specific Page and Call to Action for Patients
  - » Website: Embed WATCHMAN Eligibility Survey
  - » Website: Enhance Your Educational WATCHMAN Device Page with Video Content
  - » Patient Testimonials: Create Your Own or Use One of Boston Scientific's
  - » Hospital-Driven Education
- »



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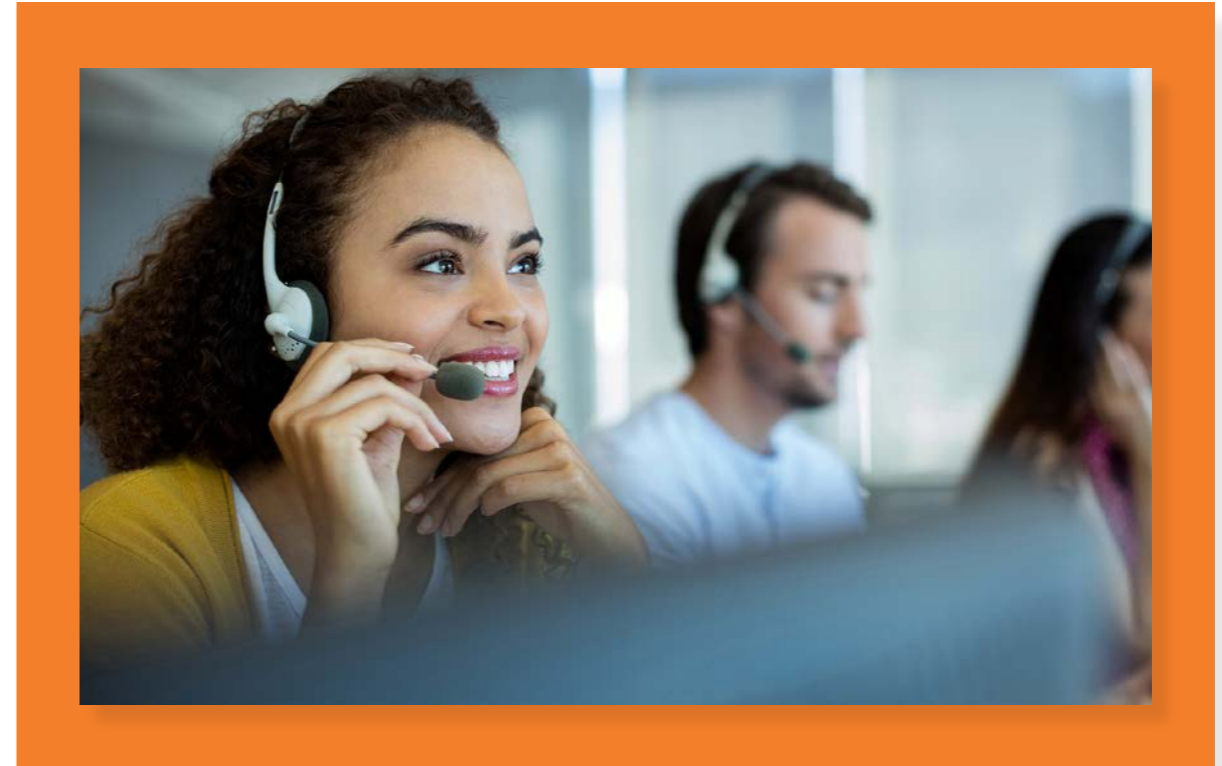


## Call Line: Create a Dedicated Line with a WATCHMAN™ Device-Educated Contact

When a patient calls to discuss the WATCHMAN Device, it is important to have an individual on the line who is educated on which physicians are performing the procedure.

Identify the phone number that will be used when a patient or physician calls about the WATCHMAN Device (these can also be distinct lines). The best practice is to have this line routed directly to the WATCHMAN Coordinator. If that is not feasible and a standard hospital call center is used, complete training with that team that includes:

1. Name of the facility/department performing the WATCHMAN Implant procedure.
2. The implanters completing the procedure.
3. The routing plan (if a patient or physician does not specify the implanter they wish to speak to).



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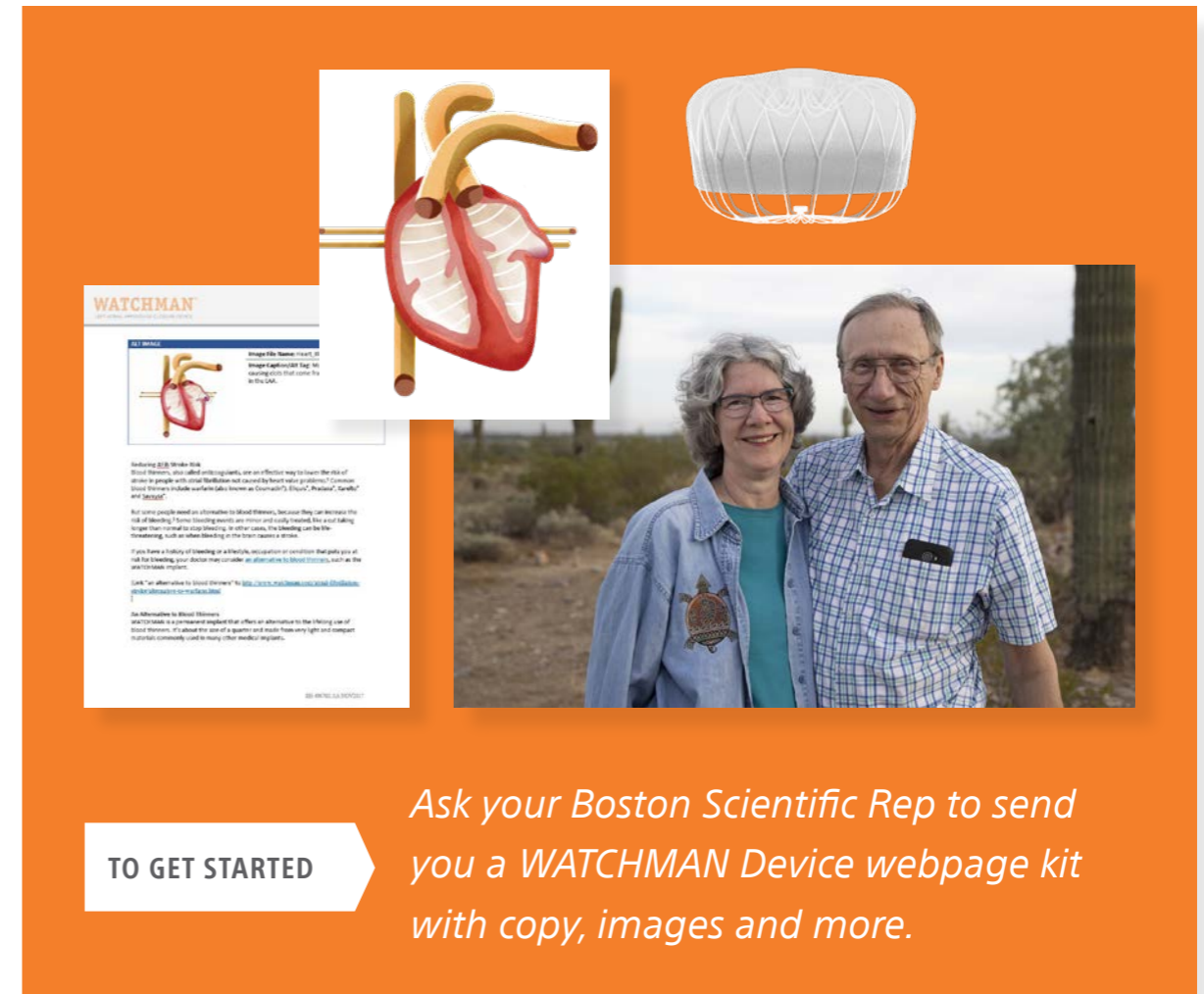


# Website: Create a WATCHMAN™ Device-Specific Page and Call to Action for Patients

Boston Scientific has created templated content and images you can download and simply copy and paste to create your own WATCHMAN Device page on your hospital website. This page should be easily found on the hospital's website and accessible by searching keywords like 'WATCHMAN,' Atrial Fibrillation (AFib), or left atrial appendage closure.

A few key pieces to always include in a dedicated WATCHMAN Device page:

1. A summary of how the device works.
2. Who might be right for the WATCHMAN Device.
3. Who is performing the procedure at your facility.
4. A way for patients to reach out to your facility regarding the WATCHMAN Device (Dedicated Line with WATCHMAN Device Educated Contact).



**TO GET STARTED**


*Ask your Boston Scientific Rep to send you a WATCHMAN Device webpage kit with copy, images and more.*

## Website: Embed WATCHMAN™ Eligibility Survey

Many patients search online for information regarding their stroke risk treatment options. Boston Scientific has designed an online survey to help potential patients understand if they may be a candidate for the therapy. This survey has helped thousands of patients explore their eligibility for an alternative to blood thinners, connect with patients like them and spark a conversation with their physician.

Hospitals find using this survey with their own websites helpful for their patients to understand their alternatives to life-long blood thinners. Patients can also opt-in to receive support from trained WATCHMAN Educational Specialists who continue to support the patient throughout their WATCHMAN Device journey.

Request a unique URL from your Boston Scientific Representative and work with your website team to integrate this as a call to action for patients.



Click [here](#) to see the survey thousands of patients have already completed to find out if they are a candidate for the WATCHMAN Device therapy.

*Please note this link is intended for use by actual patients. If you fill out the survey, please use "test@test.com" as your email address to ensure patients who need education are prioritized by our Educational Specialists rather than your submission.*



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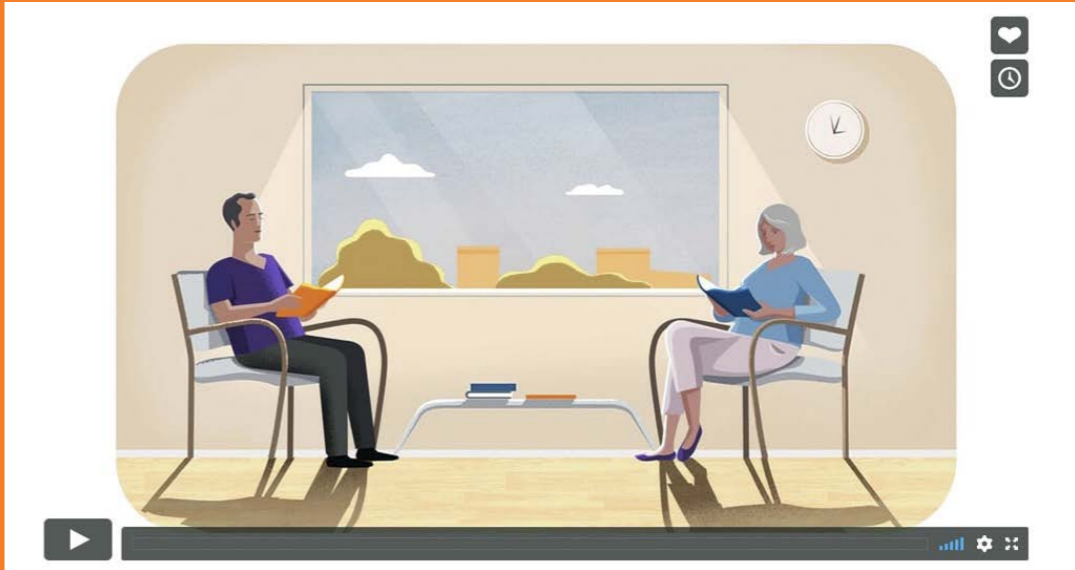


## Website: Enhance Your Educational WATCHMAN™ Device Page with Video Content

As a potential patient is doing research, video can be very helpful to visualize and explain the WATCHMAN Device procedure. You can create your own video and feature a physician from your hospital.

Or, if you're looking for materials that have already been created, your Boston Scientific Representative can send you a patient-friendly educational animation that includes information on AFib stroke risk and the WATCHMAN Device procedure.

There are two different lengths: 60 seconds and 4 minutes. Choose the length that fits best within your webpage. These are also available in Spanish!



**TO GET STARTED** *Ask your Boston Scientific Rep to get the best video for your website.*



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# Patient Testimonials: Create Your Own or Use One of Boston Scientific's

Despite intricate websites, elaborate targeting strategies, and fancy digital experiences, word-of-mouth advertising is still extremely powerful. WATCHMAN™ Device prospects are often curious about how others like them have approached the procedure and how they are doing after treatment; **testimonial videos** are a great way to convey success stories by presenting real stories from patients and providers.



## How Do I Use Testimonial Videos?

- Testimonial videos can be leveraged across several channels with the purpose of delivering highly sought-after first-hand experiences and accounts of successful WATCHMAN Device patients.

## When Do I Use Testimonial Videos?

- Testimonial videos can be used for and at different moments.
- Videos can be used to celebrate certain milestones in your hospital/Implant center's history, patient successes, and first-hand accounts from your staff.
- Share videos with patients who are considering a WATCHMAN Implant so they can hear from others like them who went through the procedure.



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### CONTINUED Patient Testimonials: What Are Testimonial Videos and How Do I Use Them?

Hearing from another person who has gone through the same medical journey is motivational to patients who are considering undergoing a procedure. The most impactful testimonial would include a real patient from your hospital and their treating physician.

If you are unable to create your own patient testimonial video, Boston Scientific has several you can use. These testimonials are available for use on your hospital website, or may be shown at Patient Education Events or even in-office during a patient consult.



TO GET STARTED

*Ask your Boston Scientific Rep to get the best video for your website.*

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CONTINUED Patient Testimonials: Dos and Don'ts

Do

- Optimize videos to best fit each channel type. Long-form videos (≈60–90s) are best placed on your website or YouTube, while short-form videos (≈15–30s) are great content for social media. Make sure to include subtitles for video.
- Consider different settings and contexts for the style of your video. A self-shot, “selfie” style production works well for YouTube and other user-generated platforms. A multi-camera, high-quality video is best on your website as it conveys a sense of professionalism and credibility.
- Align content to each channel’s behavioral objectives. If you are using a short-form testimonial video as a social media ad, consider content that highlights new lifestyles post-procedure, as your audience will have these topics top-of-mind while on social media.
- Prepare a script that probes for informative answers and tells a cohesive story.

Don't

- Rely on a single video type to be used across multiple channels.
- Allow testimonial content to be too broad. While patients may have interesting experiences, only capture the most relevant points.

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### CONTINUED Patient Testimonials: Example



Celebration of the hospital's milestone of treating 200 patients with the WATCHMAN™ Device.

Long-form video is strategically placed on their website and YouTube channel.

Featured patient provides her personal experiences with the WATCHMAN Device and her care team.

Inclusion of personal content speaks to your target audience about their treatment goals of "being there for their family."

[CLICK TO WATCH THE YOUTUBE VIDEO](#)

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CONTINUED Patient Testimonials: How Will You Know Your Testimonial Video Approach Has Been Successful?



**Completion Rate**

Track how many times your testimonial videos have been viewed to completion; strive for a 70% completion rate.



**Clickthrough Rate**

Track website traffic generated by providing links in your video and measure the clickthrough rate to gauge the effectiveness of the video.



**Engagement**

If your testimonial videos are placed on YouTube, you can track how many people engaged with the video by either watching it, liking it, sharing it, or commenting on it.



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## Hospital-Driven Education

Your hospital/Implant center can develop and deliver its own prospect-facing education curriculum about the WATCHMAN™ Device and its ideal candidates. **Hospital-driven education** helps build value for your facility by establishing credibility within your immediate community — and potentially across regions via virtual delivery.

### How Do I Use Hospital-Driven Education?

- Your content can be used across personal channels (e.g. in-hospital, live social media streaming) to personally deliver this education to your audience.
- Developing and delivering your own content through these channels can help draw and convert more prospects because of perceptions of commitment toward your institution.

### When Do I Use Hospital-Driven Education?

- The impact of delivering your own educational content can be greatest during relevant times of year, e.g. AFib awareness month.
- If you are using live streaming platforms, the content can be made available on an on-demand basis (but it is best to “go-live” during relevant times).

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CONTINUED Hospital-Driven Education: Dos and Don'ts

Do

- Develop your own educational content and use your staff to present it to your audience.
- Deliver in-hospital demonstrations, speaker panels, and testimonials by your WATCHMAN™ Device specialists and actual patients.
- Engage in strong communication with the community (i.e. your audience) by live Q+A or other contact opportunities.

Don't

- Rely on generic or syndicated educational content as it does not have any personal connection with your institution.
- Forget to record your live presentations and make them available for on-demand streaming.
- Neglect your audience or their questions, concerns, or comments.

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## STEP 1: Develop Your Infrastructure

### CONTINUED Hospital-Driven Education Example: Direct Mail



**REDUCE STROKE RISK AND BLEEDING WORRY...FOR LIFE.**

**For those who need an alternative to blood thinners: We're offering WATCHMAN™**

[insert hospital name here] is implanting WATCHMAN in people with non-valvular AFib. It's a one-time, minimally invasive procedure that reduces stroke risk and bleeding worry for life.

As with any medical procedure, there are risks involved with WATCHMAN. Ask your cardiologist to fully understand the benefits and risks of WATCHMAN.

Call [XXX-XXX-XXXX] or visit [insert hospital website here] to learn more

**LOGO HERE**

**MORE THAN 150,000 PEOPLE** worldwide have left blood thinners behind with WATCHMAN.

**96% OF PEOPLE** were able to discontinue their blood thinner at 45 Days<sup>1</sup>

1. PINNACLE FLX 12-month primary safety and efficacy endpoint results, Doshi, SK, presented at HRS 2020 Science.

**TO GET STARTED** Ask your Boston Scientific Rep to access a Direct Mailer template.

### Send a Letter to Patients

Many patients may not know your center is performing the WATCHMAN™ Implant. To make their search easier, consider sending a note directly to potential patients letting them know your hospital is performing the implant and where to turn for questions. Use an EMR query to filter for potentially qualified patients and create a narrow list to reach out to. This can come in the form of email or direct mail. Include photos of the implanting team, a description of why the patient is receiving this letter, and a clear call to action on what the patient should do after receiving the letter.

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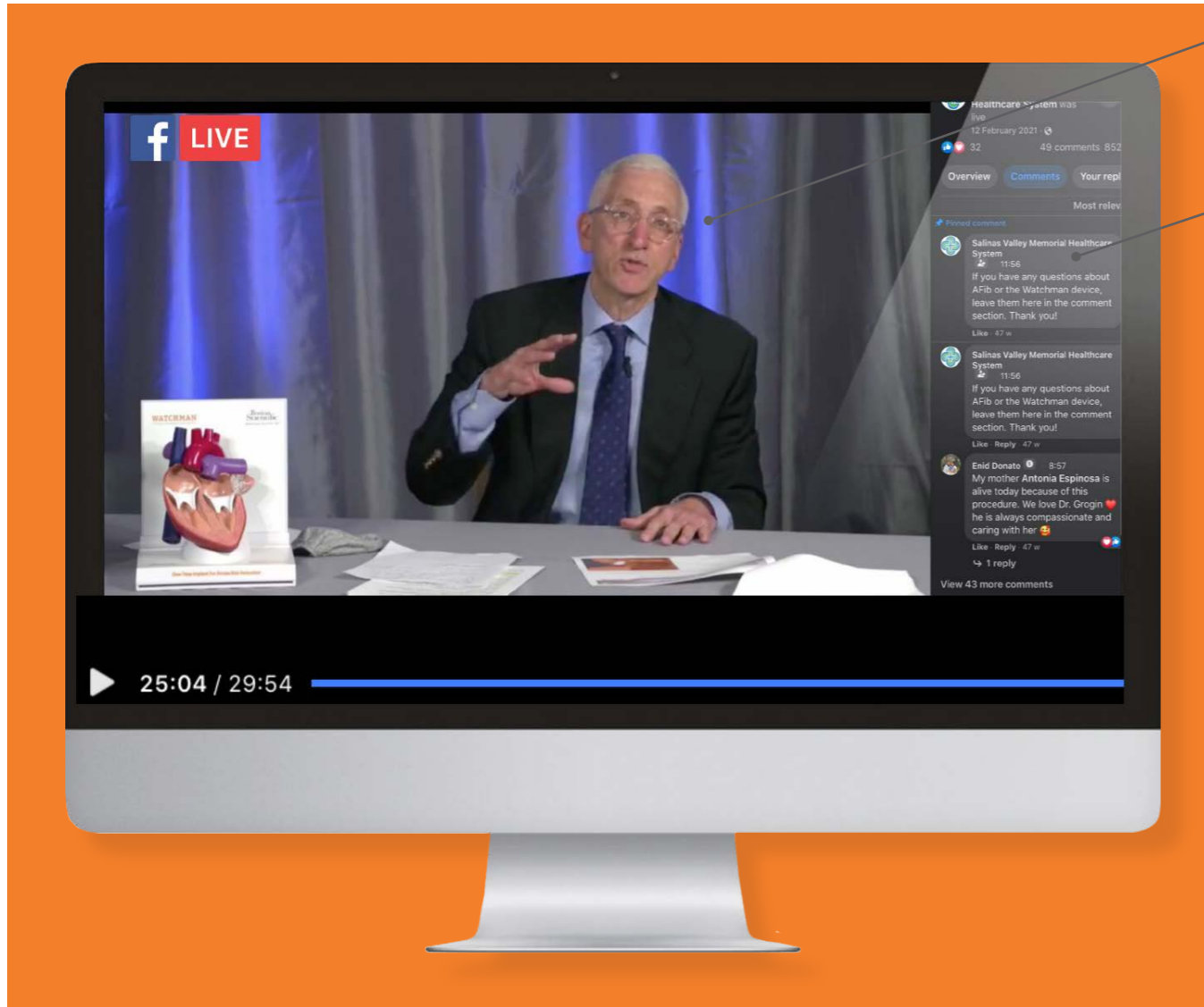
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## STEP 1: Develop Your Infrastructure

### CONTINUED Hospital-Driven Education Example: Patient Education Events



Feature your resident staff to help you connect more closely with your community.

Engage with the community and other stakeholders by holding live Q+A during streams.

[CLICK TO WATCH THIS PATIENT EDUCATION EVENT](#)

The Salinas Valley Memorial Healthcare System has executed a Facebook Live event which they continue to make available for on-demand viewing as a part of their Facebook content.

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CONTINUED Hospital-Driven Education: How Will You Know Your Hospital-Driven Education Approach Has Been Successful?



**Live-Stream Engagement**

Measure the number of views, likes, shares, and volume of live-chat activity.



**In-Person Attendance**

Measure the number of attendees.



**Customer Surveys**

Survey your audience who have watched or attended your education sessions.

“The jolt of the pandemic fast-tracked the shift to online content consumption ... US consumers show no signs of pulling back from their online channels.”

“Post-Pandemic Media Consumption: Online Streaming Accelerates A New Content Experience.” *Forbes*, 2021



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## STEP 2

# Compile Educational Resources to Facilitate Consult

Boston Scientific has created many resources that can help partnering health care professionals identify potential patients, and educate those patients with unique materials, videos and even a peer-to-peer connection.



When creating materials, make sure to clearly outline the benefits and risks. See Boston Scientific's Important Safety Information for more details.

Start with any of these opportunities:

- » **Brochure: Create an Easy-to-Understand Brochure about AFib and the WATCHMAN™ Device**
- » **Screening and Referral Tool: Create a Process to Help Partners Identify Potential WATCHMAN Device Patients**
- » **Use WATCHMAN Eligibility Survey to Qualify Patients During Consult**
- » **In-Office Posters: Use Posters to Create Awareness of the WATCHMAN Device at Your Facility**
- » **Have Patients Connect with a Patient Ambassador**



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## STEP 2: Compile Educational Resources to Facilitate Consult

# Brochure: Create an Easy-to-Understand Brochure about AFib and the WATCHMAN™ Device

We have made content and images available for you to design your own branded brochure. Or request printed materials from a Boston Scientific Representative.

- **WATCHMAN Patient Education Brochure:** focuses on the WATCHMAN Device, procedure and qualifications. Also available in Spanish, Traditional Chinese, Vietnamese and Russian.
- **Slim Patient Education Brochure:** 4x9 brochure provides a brief overview and allows for easy placement into folders and brochure stands.

When creating materials, make sure to clearly outline the benefits and risks. See Boston Scientific's Important Safety Information for more details.

**TO GET STARTED** Ask your Boston Scientific Rep for printed materials or content.



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# Screening and Referral Tool: Create a Process to Help Partners Identify Potential WATCHMAN™ Device Patients

You can create standard processes among partnering clinics and specialists to identify potential patients. By asking the four questions below, your teams can quickly recognize the patients who may benefit from education on the WATCHMAN Device.



- YES / NO** Patient has non-valvular atrial fibrillation.
- YES / NO** Patient has an increased risk for stroke and is recommended for oral anticoagulation (OAC).
- YES / NO** Patient is suitable for OAC therapy for at least 45 days. DAPT-only post-implant drug regimen now available.
- YES / NO** Patient has an appropriate rationale to seek a non-pharmacologic alternative to OAC.

Many facilities have found that using the WATCHMAN screening tool is an easy way to identify if these four characteristics are met for each AFib patient.

The image shows a screenshot of the WATCHMAN Patient Screening Form, a document from Boston Scientific. The form includes fields for Patient Name, DOB, Phone Number, Email, and Onc Regimen. It contains several sections with checkboxes for screening criteria, such as 'Patient has Non-Valvular Atrial Fibrillation (NVAf)', 'Patient has an increased risk for stroke', and 'Patient meets any of the following example scenarios with documentation supporting medical necessity'. A callout box on the right says 'TO GET STARTED' and contains the text: 'Ask your Boston Scientific Rep to provide you a print or digital copy of the Screening and Referral Tool along with the WATCHMAN Device Referral Form.'

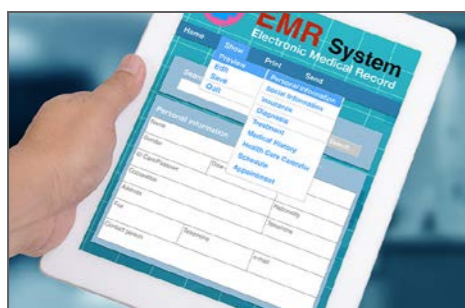


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## STEP 2: Compile Educational Resources to Facilitate Consult

### CONTINUED Screening and Referral Tool: Create a Process to Help Partners Identify Potential WATCHMAN™ Device Patients

There are many ways that this process could be implemented within your system. Some examples are:



#### EMR System

*Work with your IT team to create alerts for patients who meet all four criteria on the previous page.*

#### Dialysis Clinics

*Many clinics struggle with the time needed for hemostasis in patients that are currently on oral anticoagulants. Ask these clinics to screen for potential WATCHMAN Device patients.*

#### Coumadin Clinics

*Many patients struggle to maintain the INR range needed for proper anticoagulation. Work with clinic staff to screen patients who need an alternative leveraging the criteria on the previous page.*

#### Partnering Physicians

*Many times it's those within the practice who see patients who may benefit from WATCHMAN Device education. Work with internal partners to create a screening process as part of routine AFib patient visits.*

#### Pacer Clinics

*Many AFib patients require a pacemaker for other diseases. Implement a screening process during these regularly scheduled appointments to increase education about the WATCHMAN Device therapy.*



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## STEP 2: Compile Educational Resources to Facilitate Consult

# Use WATCHMAN™ Eligibility Survey to Qualify Patients During Consult

Receiving a WATCHMAN Device is a shared decision between the patient and their physicians. Boston Scientific has developed a short online survey to help patients understand if they may be a candidate for the therapy—helping to facilitate a robust conversation with their physician. Patients can take this survey while in the waiting room or in the exam room. This digital survey also gives patients educational material and follow up after their consult.

Request a unique URL from your Boston Scientific Representative.



TO GET STARTED

Click [here](#) to see the survey thousands of patients have already completed to find out if they are a candidate for the WATCHMAN Device therapy.

*Please note this link is intended for use by actual patients. If you fill out the survey, please use "test@test.com" as your email address to ensure patients who need education are prioritized by our Educational Specialists rather than your submission.*



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## STEP 2: Compile Educational Resources to Facilitate Consult

# In-Office Posters: Use Posters to Create Awareness of the WATCHMAN™ Device at Your Facility

In-office educational content is a great way to start the conversation. Boston Scientific research found that patients are 14X more likely to discuss the WATCHMAN Device with their physician after seeing in-office content. WATCHMAN Device posters can raise awareness and be used as a teaching tool.

Contact your Boston Scientific Representative to order these posters with adhesive backing so you can place them on exam room doors or display them in the waiting room. *The more exposure the better!*

Or, ask your Boston Scientific Representative for design files so your hospital marketing team can customize the posters with your logo and a unique call to action.

**TO GET STARTED**

Ask your Boston Scientific Rep for print materials or digital files.



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## Have Patients Connect with a Patient Ambassador

« The most impactful WATCHMAN™ Device education often comes in the form of hearing another patient's story. Boston Scientific has a team of Patient Ambassadors who are eager to share their story with potential patients. This conversation is facilitated via phone call on a neutral, unmonitored conference line for privacy and convenience. WATCHMAN Education Specialists facilitate the interaction, hand-picking matches between patients and Ambassadors.

Have a post-implant patient who is excited to share their WATCHMAN Device story? Nominate them to become an Ambassador!



TO GET STARTED

*Work with your Boston Scientific Rep to obtain resources for prospective patients and Ambassadors that explain more about this opportunity.*



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## STEP 3

# Educate Your Relationships

Creative events and resources help make education more efficient and impactful.

When creating materials, make sure to clearly outline the benefits and risks. See Boston Scientific's Important Safety Information for more details.

Start with any of these opportunities:

- » Call Center: WATCHMAN™ Education Specialists
- » Host a Patient Education Event: The AFib-Stroke Risk Connection
- » Referring Physician Letter: Create an Email or Letter to Let Partners and Staff Know You are Currently Implanting
- » Referring Physician Outreach: Start a Quarterly Newsletter
- » Close the Loop: Communicate Procedural Outcomes with Referring Physicians



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## Call Center: WATCHMAN™ Education Specialists

### WATCHMAN Implant Education Takes Time

Our data suggests that thoroughly describing and answering questions related to the device can take upwards of 30 minutes.

WATCHMAN Education Specialists help by offering one-on-one patient education regarding the WATCHMAN Implant and procedure. This personalized interaction is provided by WATCHMAN Education Specialists and can be facilitated over phone or email.

The goal of each conversation is to educate patients about the device and the key milestones included in their journey. WATCHMAN Education Specialists encourage the patient to always consult with their physician regarding their medical care.

The specialists do not promote specific hospitals or physicians, nor do they provide any medical advice or medical care specific to the caller.

Key discussion points include:

- Disease Education
- WATCHMAN Implant Education
- Shared Decision Making
- Cost and Coverage
- Physician Appointment Reminders
- Other Educational Resources

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## STEP 3: Educate Your Relationships

### CONTINUED Call Center: WATCHMAN™ Education Specialists

#### Integrating WATCHMAN Education Specialists into Your Practice

A Boston Scientific Representative will work with you and your staff to customize a process that works for your office. Establishing the program is simple: Offer the patient a CARE Card and encourage them to utilize the QR codes to learn more about WATCHMAN or call 1.855.637.9423 to get connected with a WATCHMAN Education Specialist.

A WATCHMAN Education Specialist will only contact patients that have provided their consent, ensuring the program is compliant with applicable privacy laws.

Hi! I'm Kim, a WATCHMAN Education Specialist.

**ONE TIME. FOR A LIFETIME.**  
The one-time, minimally invasive procedure for people with non-valvular AFib who need an alternative to blood thinners.  
Non-valvular AFib can mean a lifetime of blood thinners. It can also mean a lifetime of worry about bleeds from falls, other medical issues, or an unexpected surgery.

**WATCHMAN**  
Boston Scientific  
Advancing science for life™

**TALK TO AN EDUCATIONAL SPECIALIST**  
Our trained professionals have healthcare experience. They're here to answer your questions about the WATCHMAN Implant and help you get ready to talk to your cardiologist.  
**1-855-637-9423**  
Monday to Friday, 8AM to 5PM Central Time

**SEE IF YOU'RE ELIGIBLE FOR A WATCHMAN IMPLANT**  
Take a short survey to see if the WATCHMAN Implant may be right for you and receive a customized doctor discussion guide.  
[Eligibility.WATCHMAN.com](https://www.eligibility.watchman.com)

**LEARN ABOUT THE WATCHMAN IMPLANT DIFFERENCE**  
See how the WATCHMAN Implant works and how the procedure is done or find real stories from real people who have already gotten a WATCHMAN Implant.  
[WATCHMAN.com](https://www.WATCHMAN.com)

**TO GET STARTED**

Ask your Boston Scientific Rep to order these cards for your clinic and Patient Education Events.



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## Host a Patient Education Event: The AFib-Stroke Risk Connection

High-quality patient education plays an important role in helping patients understand complex medical conditions and procedures to reduce anxiety and increase compliance with physician recommendations. Boston Scientific has developed resources to support Patient Education Events, a patient-centric program designed so that physicians can extend the reach and impact of their patient education efforts.

A successful program combines a balanced presentation with thorough patient materials for attendees to keep. After attending a Patient Education Event, many patients report that they become more involved in their treatment pathway and are motivated to take action and make an appointment with their physician for consultation.



TO GET STARTED

*Work together with your Boston Scientific Rep to coordinate a Patient Education Event.*

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## STEP 3: Educate Your Relationships

### CONTINUED Host a Patient Education Event: The AFib-Stroke Risk Connection

Work together with your Boston Scientific Representative to coordinate a Patient Education Event. Programs are typically 1 hour in duration and cover 3 main sections:



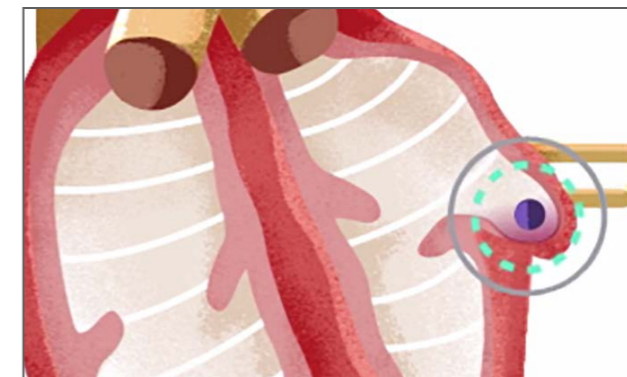
#### Physician Delivered Content

*Physicians review how the heart works, the connection between AFib and stroke risk and treatment options including information about Left Atrial Appendage Closure (LAAC) therapy.*



#### Patient Testimonial

*Do not underestimate the power of a heartfelt testimonial. Whether you show a patient video or have one of your patients speak about his/her own unique journey and decision to get a WATCHMAN™ Device, the first-hand perspective is immediately impactful for attendees.*



#### Question and Answer

*Open discussion between patients and physicians helps provide the opportunity to address common questions as well as clear up any misconceptions patients may have.*



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# Referring Physician Letter: Create an Email or Letter to Let Partners and Staff Know You are Currently Implanting

The quickest way to let referring physicians know your center is offering this procedure is to send an email or letter describing the implant, the patient type and the implanting team. Work with your Boston Scientific Representative to create an education strategy for referrers in your area.

A best practice letter should provide information on the following:

- Your center
- The appropriate patient
- The implant process
- The implanting team
- How to refer
- Ways to get further education

Make sure these letters are personalized and if possible follow up with an educational event that allows for a deeper conversation.



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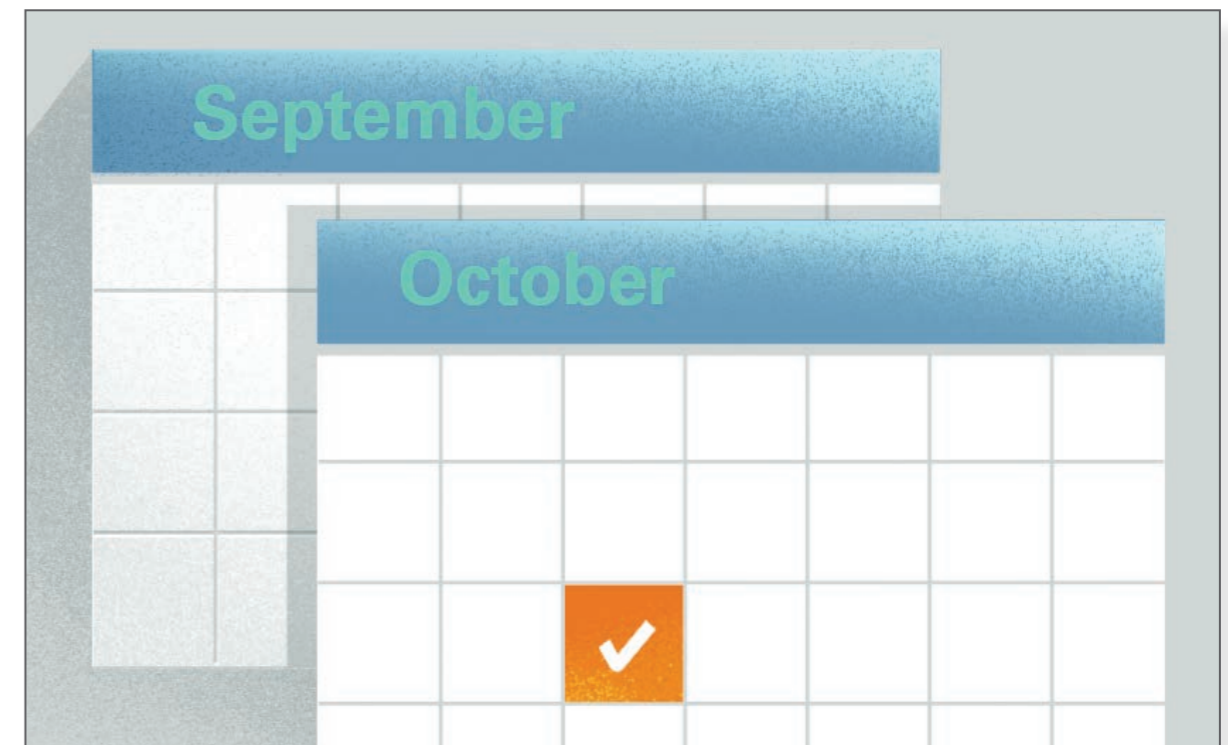


## Referring Physician Outreach: Start a Quarterly Newsletter

Keeping the WATCHMAN™ Device top of mind for cardiologists can be challenging. One way to combat this is with routine communication to this audience. Create a quarterly newsletter that outlines:

- Who is performing the implant and how to refer to them
- The indicated patient
- The amount of implants the center or physician has completed
- The implant success rate of the center or physician
- The safety data specific to the center or physician

Send this via email or letter on a quarterly basis to ensure your referring physicians keep the WATCHMAN Device top of mind as a stroke treatment option for their NVAF patients.



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## Close the Loop: Communicate Procedural Outcomes with Referring Physicians

It is important that referring physicians get timely and accurate patient follow up after a WATCHMAN™ Implant procedure to ensure they can provide patients with the best possible care. The WATCHMAN Device can lead to a change in AFib stroke management by way of differing post-procedure drug regimens. It's important that all providers that participate in a patient's care are aware of changes that impact treatment recommendations for a patient.

After every case, provide the details such as case outcomes, post-implant drug regimen and key appointments to the patient's referring provider. Boston Scientific can help with additional in-person communication and customized letters to provide the best patient care.

### CLOSE THE LOOP

Patient Follow-Up Program

TO GET STARTED

*Ask your Boston Scientific Rep how to make the communication pathway seamless.*



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## STEP 4

# Extend Your Outreach Through Media

Once you have exhausted the educational opportunities in previous steps, it is appropriate to start thinking on a larger scale. Use advanced marketing strategies to reach both physicians and patients through social media, radio or even TV. Brand your institution as a leader in WATCHMAN™ Device procedures.

Based on what we know about the target WATCHMAN patient, we've selected a range of channels to both reach and engage these targets. When creating materials, make sure to clearly outline the benefits and risks. See Boston Scientific's Important Safety Information for more details.

Let's take a closer look at each channel and how to best utilize it:

- » Multi-Channel Snapshot
- » Search Engine Optimization
- » Search Engine Marketing
- » Banner Ads
- » Social Media Marketing
- » Website Promotion
- » Print Marketing
- » Television Marketing: Commercials
- » Out-of-Home Marketing
- » Media Interviews
- » Glossary of Media Terms



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# Multi-Channel Snapshot: Leverage Available Channels to Connect to Patients

Multi-channel efforts connect Implant Centers and Hospitals to the patients that would benefit from WATCHMAN™.

Connecting with patients using the right message at the right time is critical for success.

- Promoting your center as a WATCHMAN Device provider can expand your reach to your target audience.
- Live, digital, and print channels are available to promote your center's experience and expertise.
- The WATCHMAN Device audience is highly digital and uses several platforms for research and social connections.

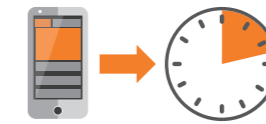
## The WATCHMAN Device Target Audience is Highly Digital:



100% have access to internet



98% own computer or tablet; 6.7 hours/day on computer or tablet



94% own a smartphone; 2.5+ hours/day on smartphone



87% satisfied with information from MD

## Preferred Channel Utilization Among Your WATCHMAN Device Target Audience:



Email



Websites



Search



Facebook



YouTube



Testimonial Videos

## Channels with Low Utilization:



Twitter



TikTok



Reddit



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# Search Engine Optimization

JUMP TO NEXT  
MEDIA CHANNEL

**SEO (search engine optimization)** marketing relies on optimizations to your site to drive organic visits. These optimizations help search engines like Google or Bing discover and index your website so they can present it to readers searching for that content.

## How Do I Use SEO?

- Implementing SEO requires modifying website elements such as content (making it relevant to your audience), site structure and speed, and designing for mobile usage. These modifications, and others, will satisfy search engine requirements for a favorable search result ranking.

## When Do I Use SEO?

- SEO can be implemented at anytime — ideally it happens before your website launches. When you decide to carry out an SEO strategy, it is important to know that results do not happen overnight. On average, SEO takes effect between 4–6 months after implementation, as search engines need time to discover and rank your site.

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## CONTINUED Search Engine Optimization: Distinguishing the Different Types of Optimizations

### Technical SEO

- Search engines rank your website based on different criteria, including the optimization of technical elements. When these technical elements are optimized, it allows search engines to discover, understand, and ultimately assign a search result ranking based on the quality of the elements.
- Technical SEO focuses on optimizing these elements, which in turn improves site speed, mobile-friendliness, security, and indexing (to name a few).
- Ensuring your site's technical elements are optimized means your website is easy to use and has the information your audience is searching for.

### On-Page SEO

- The "obvious" elements of SEO are the ones found on-page. These are factors that help search engines understand the content in context, including: page title, keywords, page headers, image alt tags, and meta tags.
- These elements are seen and actively engaged with by your audience; so, if they are optimized, then the website experience will be better.
- Optimizing these on-page elements delivers a useful and valuable experience of your website to your audience and plays a key part in the search engine's determination of your site's ranking.

### Off-Page SEO

- In addition to how relevant your website's content is to your audience, search engines want to know how authoritative it is on the subject matter; one way they measure this is if they detect reputable and relevant websites linking to your site.
- Ways to build your website's authority:  
**Link building:** Earn quality links by establishing your site as a trusted and relevant source of information.  
**Content marketing:** Publish content beyond your website that will drive readers to click through to your website.  
**Social media:** Establish and maintain a social media presence that links back to your website.

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CONTINUED Search Engine Optimization: Getting Started

Step 1: Planning

- Insights and keyword research
- Technical requirements
- Information architecture and site map planning
- URL redirects (automatically sending a user from one URL to another)

Step 2: Development

- Content optimization and metadata (unseen HTML elements that communicate and clarify website information for search engines) implementation
- Image and video optimization

Step 3: Pre-Launch

- Technical SEO QA
- Add analytics and setup Google Search Console
- Add robots.txt and xml site map (a file that lists a website's essential pages, making sure Google can find them)

Step 4: Post-Launch

- Track website metrics
- Optimize site elements accordingly

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CONTINUED Search Engine Optimization: Dos and Don'ts

Do

- Perform keyword research to inform what kind of copy and content to use on your WATCHMAN™ Device page(s).
- Track site metrics to verify the optimizations are working. The following metrics can help determine what parts of your site need improvements:  
**Conversion rate:** Used to improve overall content.  
**Traffic flow:** Used to improve meta descriptions and title tags.  
**Bounce rate:** Used improve header tags and content hierarchy.
- Optimize your content by including videos and photos to increase your perceived reliability.

Don't

- "Set it and forget it." SEO must be monitored regularly and recommended doing so quarterly.
- Neglect your metadata (i.e. on-page SEO elements). Failure to optimize and include appropriate metadata will result in a decrease in rankings.

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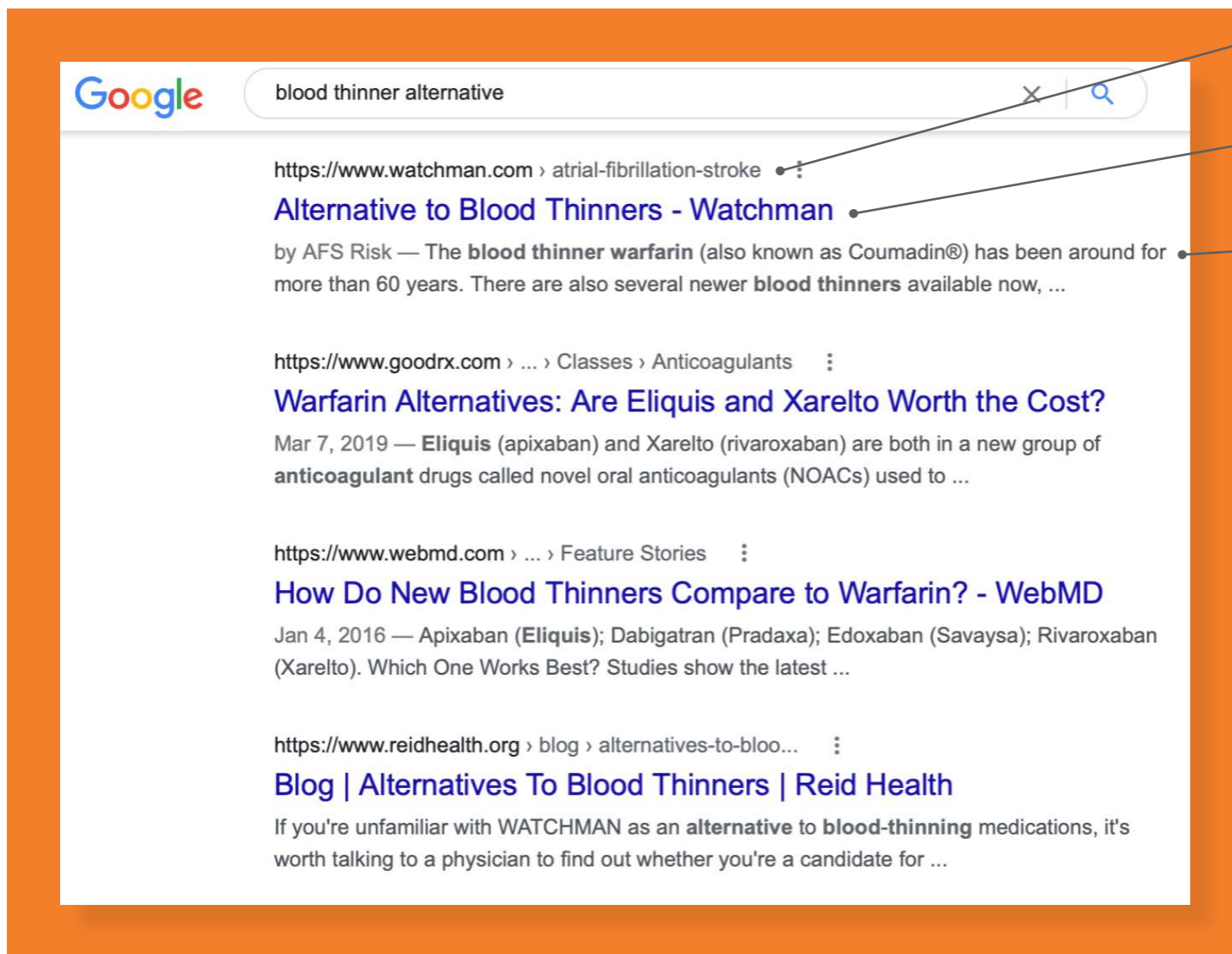
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## STEP 4: Extend Your Outreach Through Media

### CONTINUED Search Engine Optimization: Example



First position search result

Title tag

Metadata

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CONTINUED Search Engine Optimization: How Will You Know Your SEO Approach Has Been Successful?



**Favorable Result Ranking**

« Appearing on the first page of the search results is considered successful.



**Increased Organic Traffic from Search Engine Sources**

This means that more of your audience is finding your website in the search results and clicking through.



**Heightened Domain Authority**

Your website has earned backlinks from other reputable sites and your off-site content is being shared and clicked. »



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# Search Engine Marketing

JUMP TO NEXT MEDIA CHANNEL

**SEM (search engine marketing)** is a strategy using paid tactics to gain visibility on search engines. These paid tactics are fundamentally different from SEO's organic tactics in that SEM can drive immediate results due to the paid nature (whereas SEO results take time as the website builds organic relevance, usefulness, and authority).

It is recommended that SEO and SEM be executed in tandem.



## How Do I Use SEM?

- Executing an SEM campaign requires keyword research, bidding on relevant keywords, and copy development of the ads.

## When Do I Use SEM?

- SEM campaigns can be implemented at anytime and are effective immediately.

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CONTINUED Search Engine Marketing: Getting Started

Step 1: Planning

- Research and analyze keywords to identify words your audience will use to try to search for you and the WATCHMAN Device at your hospital. Consider misspellings and similar words or phrases in your keyword choices. You'll also want your SEM to be geo-targeted so you reach a local audience and not waste money outside of your area.
- Bid on your keywords

Step 2: Development and Deployment

- Create ad copy that relates to the audience's pain-points and the value your hospital and the WATCHMAN Device can provide. Keyword, ad copy and landing page relevancy is extremely important as paid search is priced on a cost-per-click model. The stronger your relevancy score, the lower costs you will pay per click. Don't forget to include a short call to action to tell the audience what action you'd like them to take.
- Set targeting
- Launch campaign

Step 3: Optimization

- Track measurement
- Optimize keywords, ad copy, and/or targeting

TO GET STARTED

*Ask your Boston Scientific Rep to access an SEM template.*

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CONTINUED Search Engine Marketing: Dos and Don'ts

Do

- Perform keyword research to inform what kind of copy and content to use on your WATCHMAN™ Device page(s).
- Track site metrics to verify the optimizations are working. The following metrics can help determine what parts of your site need improvements:  
**Conversion rate:** Used to improve overall content.  
**Traffic flow:** Used to improve meta descriptions and title tags.  
**Bounce rate:** Used improve header tags and content hierarchy.

Don't

- "Set it and forget it." Using tools such as SEMRUSH.com will help you keep a pulse on your site's structure quality and keyword relevance as well as competitive activity.

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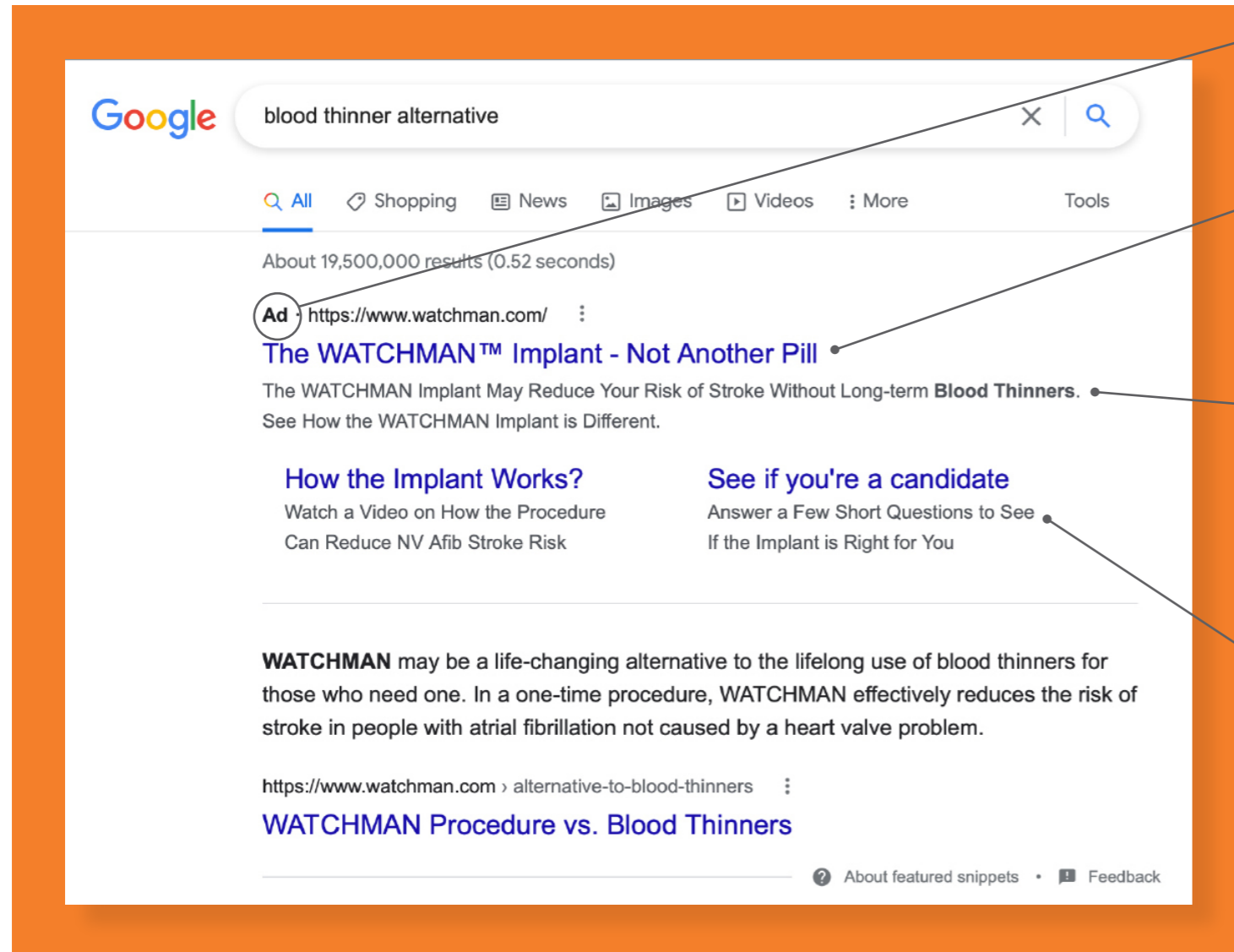
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## STEP 4: Extend Your Outreach Through Media

### CONTINUED Search Engine Marketing: Example



Paid ad search result is featured at the top of the results page.

**Headline** hooks in the audience so they can determine if the link satisfies their intent.

**Text Ad Descriptions** provide more detail on the page/what your user can do once they are on your site. Descriptions make your ad more useful to your audience.

**Site Link Extensions** give the audience more relevant landing page options.

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CONTINUED Search Engine Marketing: How Will You Know Your SEM Approach Has Been Successful?



**Favorable Result Ranking**

« Appearing on the first page of the search results is considered successful.



**Increased Paid Website Traffic from Search Engine Sources**

This means that more of your audience is finding your website in the search results and clicking through.



**Heightened Domain Authority**

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# Banner Ads

JUMP TO NEXT MEDIA CHANNEL

**Banner ads**, also known as display ads, are placed on high-traffic areas on websites — generally along the top, side, or bottom of a page. Banner ads can increase awareness for your facility and can drive traffic to your website, where a patient could learn more about the WATCHMAN™ Device or even schedule an appointment.

## How Do I Use Banner Ads?

- Pricing for banner ads can vary based on size and website location but a large budget is not typically needed.
- Banner ads are generally small, so messaging needs to be succinct. Stick with a single image or a simple message.
- Make sure your banner ads look professional and are eye-catching. Animation or GIF may help viewers notice and click on your ad.

## When Do I Use Banner Ads?

- Use banner ads to let viewers know that you are offering the WATCHMAN procedure or celebrate a relevant WATCHMAN milestone.
- Banner ads could also link to patient testimonial videos or promote patient education events.

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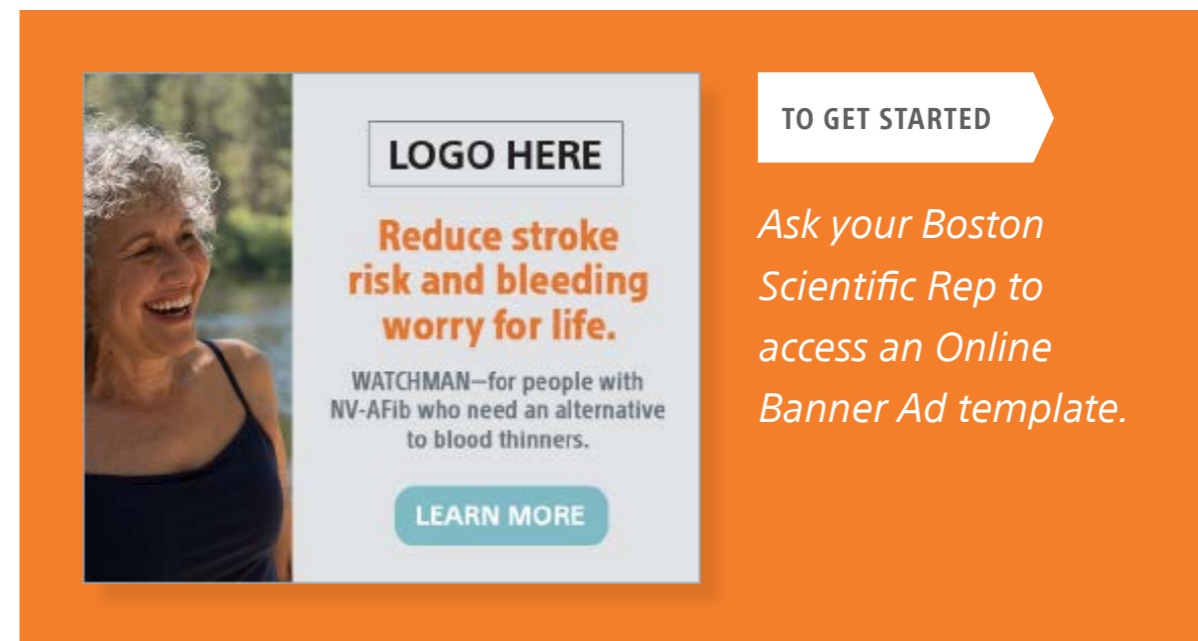
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### CONTINUED Banner Ads: Getting Started

There is a lot to consider when exploring online banner advertising. Below are points to discuss with your media vendors:

- Geo-targeting options
- Retargeting options
- Defining your targeting parameters to ensure your ad is seen by the right audience
- Websites your ads will appear on
- Static, animated or interactive placements
- Metric benchmarks and your campaign key performance indicators

Make sure to include an impactful call to action to motivate your audience to engage with the banner and your landing page.



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CONTINUED **Banner Ads: How Will You Know Your Banner Ads Have Been Successful?**



**Impressions and Clickthrough Rate**

Impressions and clickthrough rate (CTR) will give you an idea of how many people have seen your ad or clicked through to visit your site.



**Increased Conversions**

People are clicking on your ad and taking the desired action on your site.



**Site Visits Within a Defined Time Window**

Many people may see your ad and not click through but they navigate to your site organically. This is very common and you should look at the other avenues people got to your site after potentially seeing an ad.



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# Social Media Marketing

JUMP TO NEXT MEDIA CHANNEL

**Social media marketing** refers to the use of social media and social networks such as Facebook and YouTube to promote your WATCHMAN™ Device offering.

## How Do I Use Social Media Marketing?



- Promote your hospital/Implant center to your target audience by either running paid ads, posting organically, or a mixture of both.
- Optimize content for each social platform; this is important because your target audience uses each platform differently.
- Use platforms that are being used by your target audience.

## When Do I Use Social Media Marketing?



- Social media can be used to promote your hospital/Implant center when you want to qualify your reach to local audiences.
- Marketing on social media allows you to target and engage your audience on a much more personal level.

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## STEP 4: Extend Your Outreach Through Media

### CONTINUED Social Media Marketing: Components of a Social Media Strategy

Objective	Audience	Strategy	Content
<p>What are we trying to achieve with this campaign? <b>Tip: Make a SMART (Specific, Measurable, Achievable, Relevant and Time-Bound) goal.</b></p> <p><b>Example:</b> By end of year, drive XX people to engage with our Facebook page.</p>	<p>Define primary and secondary audience.</p> <p><b>Example:</b> Patients — equip them with information about the facility and procedures.</p>	<p>How are you going to achieve it?</p> <p><b>Example:</b> Organically post on Facebook to build community and awareness about the facility and physicians; Leverage paid social media advertising to gain followers and amplify your reach.</p>	<p>What types of information will you share? How often will you share it? <b>Consider developing an editorial calendar.</b></p> <p><b>Example:</b> Therapy awareness, physician highlights, news and events, etc. See page 62 for a milestone calendar.</p>

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CONTINUED Social Media Marketing: Components of a Social Media Strategy

Resources

What roles do people play in the process — who develops the content, who executes the strategy, who does community management?

**Example:** XX person is responsible for content development and scheduling of posts on a weekly basis; XX person will monitor the channels twice a day and respond as appropriate.

*Consider employing a community manager to operate your social media accounts. Visit [bit.ly/3s3T0qk](http://bit.ly/3s3T0qk) and [bit.ly/3sVrxpE](http://bit.ly/3sVrxpE) for more platform best practices.*

Escalation Process and Protocol

How do we prepare for positive and negative scenarios? Consider developing a response protocol so it's easy to engage ongoing.

**Example:** For positive comments, engage via a comment or like; for negative comment, share with XX with a recommendation on how to mitigate the problem.

Measurement/Success

What does success look like?

**Example:** By end of year XX people have liked our page; On average get XX engagements on each post; By end of year, XX people have called the facility and mentioned they saw us on social media.

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CONTINUED Social Media Marketing: Getting Started

Step 1: Planning

- Determine which social channels you will use

Step 2: Development and Deployment

- If your hospital doesn't already have one, create your page
- Create your content calendar. See page 62 for a milestone calendar
- Create your post copy and an accompanying image or video asset
- Set targeting (choose who will see your ad, based on demographics, interests or geography)
- Schedule and launch

Step 3: Optimization

- Identify your key metrics (clicks, engagement, etc.) and track performance
- Optimize ads and content calendar based on metrics



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## STEP 4: Extend Your Outreach Through Media

### CONTINUED Social Media Marketing: Creating a Facebook Page



#### Step 1

**Name your Facebook page** that makes it easy to search — how will someone search for you on Facebook (physician page, facility page?)

#### Step 2

**Fill out all the details** — cover photo, profile photo, about section, location, etc.

#### Step 3

**Start posting content regularly** — give the audience some information that will make them opt-in via liking your page.

#### Step 4

**Invite people in your network to like the page** — word of mouth and organic networking is easy. Your loved ones are your biggest allies.

#### Step 5

**Community management** — address questions or comments you receive on the page in a timely, respectful and HIPAA-compliant manner.

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CONTINUED Social Media Marketing: Facebook Dos and Don'ts



Do

Facebook

- Regularly tease out your website's long form content on your social channels, giving your audience an opportunity to gain interest in your message and then click to your website to complete further actions, such as watch a full video or make an appointment.
- Keep your local audience informed of what's going on in your community with event updates, patient/staff spotlights, and local happenings.
- Solicit (and monitor) reviews about your community from your current patients, staff, and stakeholders.

Don't

Facebook

- Duplicate your content across your website and your social accounts. Optimizing content per channel reduces content fatigue and allows you to segment your audience based on desired actions you want them to take.
- Reach a wide, general audience. By leveraging the targeting capabilities of Facebook, you can qualify your reach by engaging specific geographies and demographics.
- Post content or serve ads that don't consider the voice of your audience. Social media engagements should be personal.

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## STEP 4: Extend Your Outreach Through Media

### CONTINUED Social Media Marketing: Examples of Facebook Posts



The screenshot shows a Facebook post from Sentara RMH Medical Center dated June 16, 2020. The post text reads: "The Watchman, a closure device, helps patients with AFib who are at a greater risk of having a stroke. Hear from Dr. Robert VerNooy on why this minimal risk procedure is a good alternative to being on a long-term blood thinner:". Below the text is a video thumbnail of Dr. Robert VerNooy, a cardiologist, speaking. To the right of the video is a sponsored ad for Hospital X. The ad text says: "For people with NV-AFib, WATCHMAN is a one-time, minimally invasive procedure that reduces stroke risk and bleeding worry for life." The ad image shows a scenic view of a lake with people on a dock. The ad text continues: "In need of an alternative to blood thinners?" and "[HOSPITAL NAME] is now implanting WATCHMAN™". At the bottom of the ad, it says "[INSERT HOSPITAL URL HERE] Learn about WATCHMAN" with a "LEARN MORE" button. Below the ad are icons for Like, Comment, and Share.

Using testimonial content, like in this example that features one of Sentara RMH Medical Center's WATCHMAN™ Device practitioners, produces a more personal experience between the audience and the hospital.

Best Practice: Ensure target audience can easily and quickly self identify with ad (in this example, leveraging "an alternative to blood thinners" helps to quickly allow your audience to self identify that this ad is directed towards them).

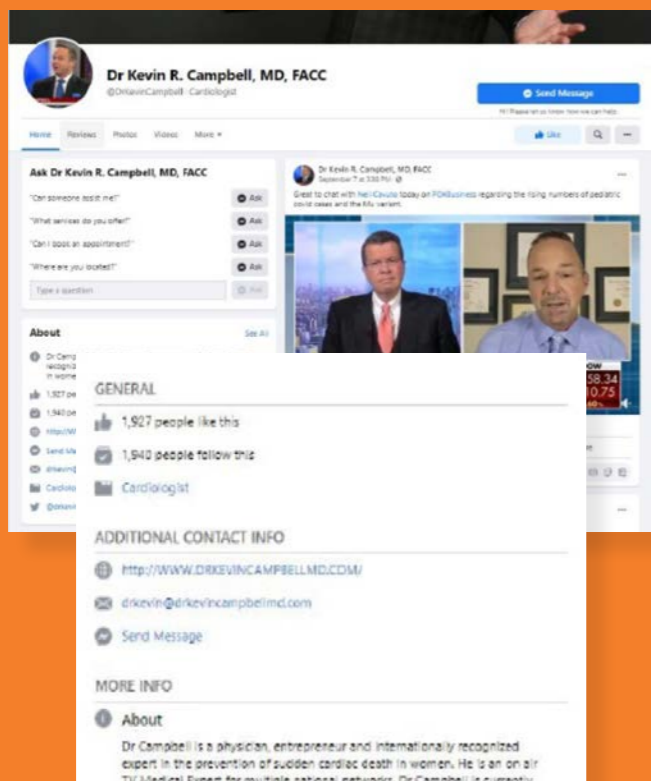
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# STEP 4: Extend Your Outreach Through Media

## CONTINUED Social Media Marketing: Facebook Page Examples

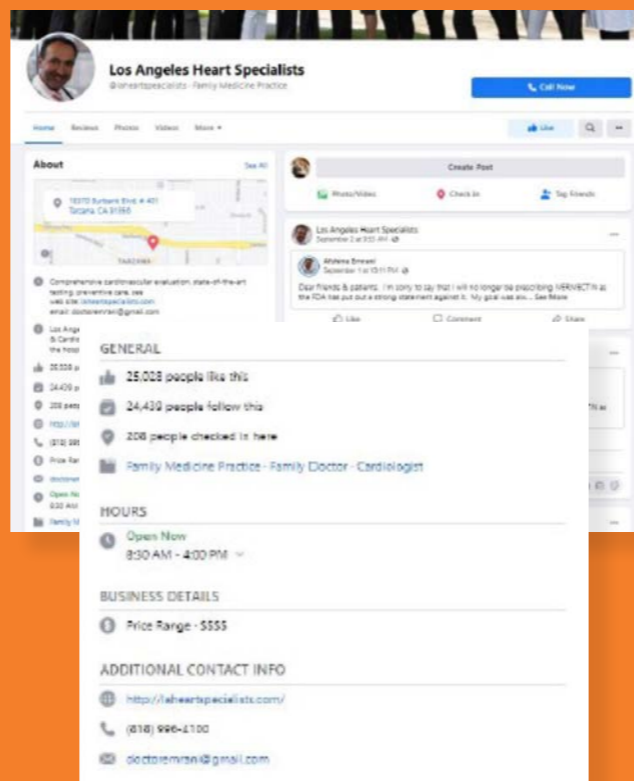


### Dr. Kevin Campbell



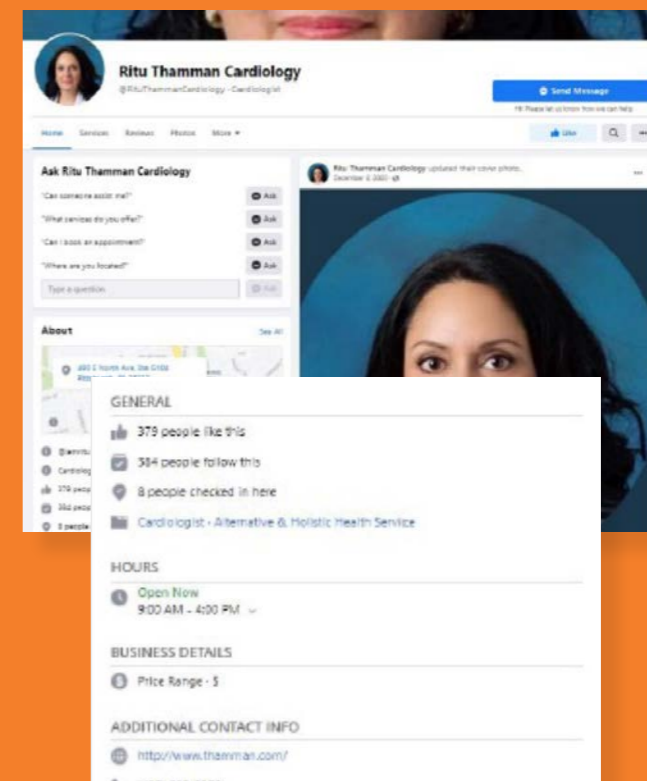
VISIT FACEBOOK PAGE

### Dr. Afshine Emrani



VISIT FACEBOOK PAGE

### Dr. Ritu Thamman



VISIT FACEBOOK PAGE

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## STEP 4: Extend Your Outreach Through Media

### CONTINUED Social Media Marketing: YouTube Dos and Don'ts



#### Do

##### YouTube

- Launch your own YouTube channel if there is an adequate volume of content.
- Upload specific videos about a singular topic.
- Link to other videos, websites, or social media profiles in the description of your videos — or added on-screen to the end of videos.

#### Don't

##### YouTube

- Abandon your channel. Keep content current and fresh.
- Publish videos that are too broadly focused on different topics. Since YouTube can act as video library you can tailor videos to specific areas of interest, making it easier for your audience to find and consume your content.
- Isolate your audience to single videos — let them explore your ecosystem by cross-linking to other content and channels.

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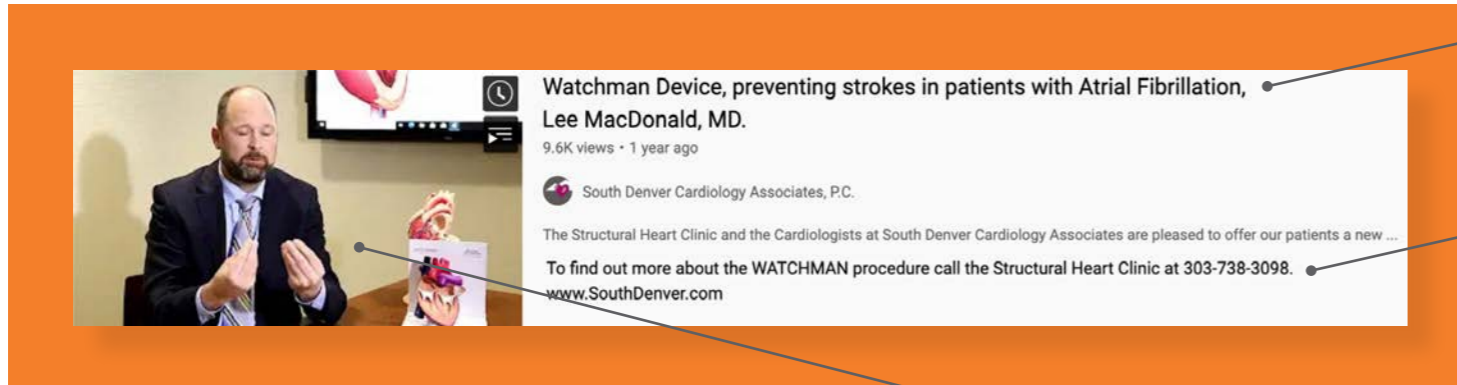
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## STEP 4: Extend Your Outreach Through Media

### CONTINUED Social Media Marketing: YouTube Example



Singular topic focuses on how the WATCHMAN™ Device prevents strokes.

Cross-link to the hospital's main website and include a direct number patients can call to schedule an appointment where patients can book an appointment.

Use of local doctor showcases the staff and creates a more personalized connection with their audience.

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## STEP 4: Extend Your Outreach Through Media

### CONTINUED Social Media Marketing: Paid Advertisements (Facebook, LinkedIn and Twitter)

« Social media advertising is an opportunity to engage with current and potential audiences in an informal, conversational format. Research shows 62% of 65+ year olds use Facebook and engage with paid advertising, and many younger caregivers are active on the channel. Facebook offers capabilities to target niche audience based on location, demographics, interests, occupation, etc. The ads can be served in-stream in your audience's Facebook timeline to make it feel more organic.

You are encouraged to incorporate images and videos in ads to increase engagement. Ads should also contain quick and easy-to-understand messaging with an impactful call to action to motivate the audience to click through. Facebook's user-friendly analytics dashboard provides key insights into your audience's behaviors, allowing you to quickly and easily optimize

ads based on results. Budget for social media advertising is scalable, making it easy to pilot new campaigns.

LinkedIn and Twitter also provide paid advertising opportunities, but Facebook is the most patient-friendly platform to use.



**TO GET STARTED**

*Ask your Boston Scientific Rep to access Facebook and Twitter Ad templates.*

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## STEP 4: Extend Your Outreach Through Media

### CONTINUED Social Media Marketing: Organic Posts (Facebook, LinkedIn and Twitter)

For major milestones (first implant, number of patients implanted, an awareness day or month, etc.), you can increase engagement with your social media audiences by creating timely and impactful messages and updates. It is also an opportunity to highlight innovations, partnerships, programs and events coming out of your facility.

Create engaging content through video, patient stories, thought-provoking questions or inspiring user-generated content. As long as you have Facebook, LinkedIn and Twitter profiles for your facility, the organic posts do not cost any additional budget. Consider making an editorial calendar for each month to have a steady stream of content (see milestone examples on next page). Be sure to monitor comments on your posts and engage with audience as appropriate.

You can post the WATCHMAN™ Device eligibility survey as well. This survey will help patients qualify themselves and receive additional education so they come to you better prepared to have a discussion about their stroke risk treatment options.



The screenshot shows a social media post from 'Hospital X @hospitalx'. The text reads: 'Ready for a life without blood thinners? [Insert hospital name] is now implanting WATCHMAN in people with NV-AFib! It's one time. For a lifetime. Learn More: [insert hospital site link here]'. Below the text is a graphic with a photo of a person's legs and the text: 'Reduce stroke risk and bleeding worry for life. [Hospital Name] is now implanting WATCHMAN™'. The post has 3 comments, 10 shares, and 99 likes.

**TO GET STARTED**

*Ask your Boston Scientific Rep to access Social Media templates.*

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CONTINUED Social Media Marketing: Milestone Calendar for the WATCHMAN™ Device



Feb.	May	June	Sept.	Oct.
National Heart Health Month	National Stroke Awareness Month  National Women's Health Week	National Men's Health Month/Week	National Atrial Fibrillation Awareness Month	World Stroke Day

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## STEP 4: Extend Your Outreach Through Media

### CONTINUED Social Media Marketing: Content Thought Starters

Highlight your experiences and successes as being a WATCHMAN™ Device provider:

Topic	Objective
WATCHMAN Implant Awareness and Education	Educate your audience about why the WATCHMAN Device may be right for them and what the procedure entails.
Now Offering WATCHMAN Device Procedure!	Announce/remind your audience about your facility's capabilities in the WATCHMAN Device procedure.
Milestones (100 Procedures, 200, anniversaries, etc.)	Promote your facility's experience/expertise as a WATCHMAN Device provider.
WATCHMAN Device Surgeon Profiles	Celebrate your staff and WATCHMAN Device experts.
WATCHMAN Device Patient Success Stories	Celebrate your patients with bios, testimonials, and follow ups.

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CONTINUED Social Media Marketing: How Will You Know Your Social Media Approach Has Been Successful?



**Ad and Post Engagements**

Audience engagement (e.g. likes, shares, comments) indicates that your content is driving interest and effective awareness.



**Referral Website Traffic**

Your website will benefit from successful social media efforts by leading your audience from your social posts and ads to the site via cross-links.



**Audience Growth and Volume**

If your accounts generate more likes and subscribers, you can attribute this growth to the effectiveness of your content and ad strategy.



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# Website Promotion

JUMP TO NEXT MEDIA CHANNEL

**Website promotion** is the strategic promotion of a website to drive your target audience to visit and take desired actions.

## How Do I Use Website Promotion?

- You can promote your WATCHMAN™ Device offering on your website by dedicating a page — or section — to information about the Device and your hospital/ Implant center’s experience and capabilities.

## When Do I Use Website Promotion?

- Adding WATCHMAN Implant content to your website should happen as early as possible. When content is added or refreshed it is recommended to also update associated media drivers and SEO elements to reflect these additions.

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CONTINUED Website Promotion: Dos and Don'ts

Do

- Dedicate space on your website to your WATCHMAN™ Device offering.
- Optimize your website for search engines.
- Get personal. Showcase your WATCHMAN Device staff.
- Offer testimonials from patients and staff. Your audience is seeking information on how the WATCHMAN Device reduces limitations on life that blood thinners cause; promote stories that convey these successful results.
- Provide easy ways for patient to request an appointment or call for more information.

Don't

- Add WATCHMAN Device content across your website with no established goals or audience considerations. Organize content with intention!
- Neglect your audience's search intents. Design your website with audience needs in mind so you can deliver the most valuable and relevant experience for them.
- Rely on templated content. Templates can be a great place to get started but it's always best to personalize your content with local and personalized flair.
- Leave your audience hanging! Failure to provide a call-to-action will result in missed conversion opportunities.

TO GET STARTED

*Find more useful website best practices and examples here.*

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## STEP 4: Extend Your Outreach Through Media

### CONTINUED Website Promotion: Example



Link to hospital location and provider directory gives the audience an opportunity to take a desired action.

Video celebrating the hospital's 200th WATCHMAN™ Device patient offers a testimonial into a successful patient and the hospital's legacy as a WATCHMAN Device provider.

VISIT THIS WEBSITE

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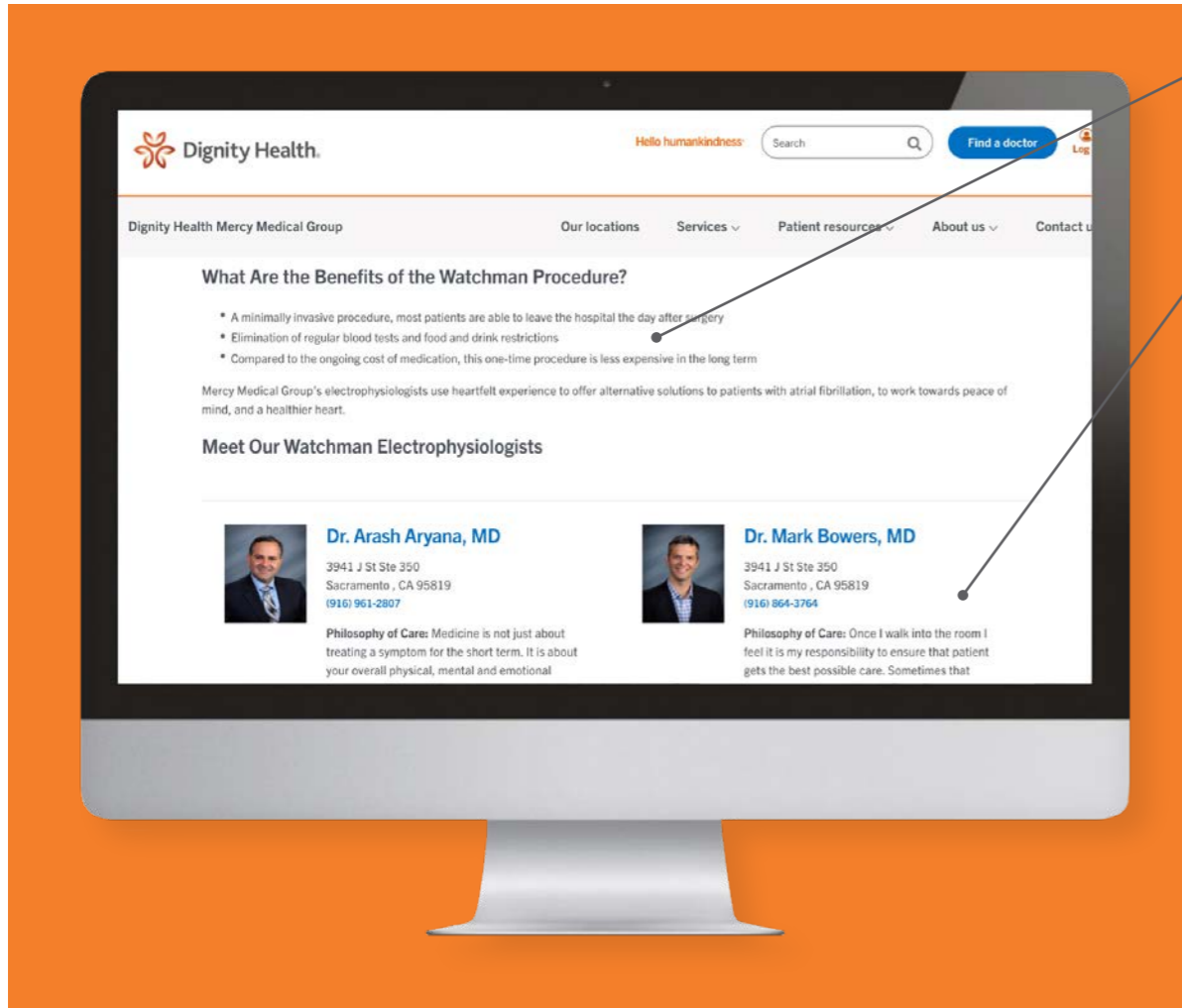
## STEP 4: Extend Your Outreach Through Media

### CONTINUED Website Promotion: Example

Overview of the WATCHMAN™ Implant procedure.

Biographical content on the specialists.

VISIT THIS WEBSITE



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CONTINUED Website Promotion: How Will You Know Your Website Approach Has Been Successful?



**Number of Visits**

One way to measure the effectiveness of your website is to track the volume of visits your website generates through your efforts in channels such as search, social media, and print.

Once you have a significant number of visitors, then you can look to other metrics to see how impactful the content on your website is.



**Bounce Rate**

First impressions matter. Track your bounce rate, which is the number of visitors who immediately exit your site after only landing on a single page and taking no additional action, to see how compelling your landing page content is — or isn't.

$$\text{Bounce Rate formula} = \frac{\text{Total number of single-page visits}}{\text{Total number of visits}}$$



**Conversion Rate**

The conversion rate measures how many of your visitors perform any of the available site actions such as CRM sign ups, hotline calls, or appointments scheduled.

$$\text{Conversion Rate formula} = \frac{\text{Total number of actions}}{\text{Total number of visits}}$$



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# Print Marketing

JUMP TO NEXT MEDIA CHANNEL

**Print marketing** uses printed media to advertise your WATCHMAN™ Device offering. Print media includes advertisements found in newspapers and magazines, brochures, and posters.

## How Do I Use Print?

- It is critical to consider the context of where your print advertisements are placed when you are designing your ad so you can ensure your messaging and call-to-actions are relevant to your audience's behavior within each placement. This will help facilitate and awareness and conversion.

## When Do I Use Print?

- Print advertising should be used when you are focused on raising awareness to your local target audience about your WATCHMAN Device offering. You can even optimize your print ads to facilitate conversion by including call-to-actions.

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CONTINUED **Print Marketing: Dos and Don'ts**

**Do**

- Design and version for specific ad sizes and types (e.g. black and white newspaper ad or full color magazine ad).
- Balance content between imagery and text — visuals can be attention grabbing and text provides the pertinent messaging and information.
- Keep content across ad types “evergreen” (i.e. general and not too specific) to avoid extra costs needed to make frequent — or even semi-regular — refreshes and updates.
- Leverage technology and optimize ads for multichannel engagements by using QR codes, vanity URLs, and hotlines to drive ecosystem traffic.

**Don't**

- Reuse designs across placements. This is not a one-size-fits-all approach, and each ad type needs to be designed to fit and be visually effective.
- Use only imagery or only text as this may be hard for the reader to engage with and recall.
- Design your print ads in a vacuum. Always consider your ecosystem and make your ads complement each other, e.g. sequential messaging.

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## STEP 4: Extend Your Outreach Through Media

### CONTINUED Print Marketing: Paid Advertisements

The 65+ audience spends time reading newspapers and magazines, and those can be effective channels for driving someone to contact a health care provider. The key is frequency. These channels require multiple impressions to be successful. Consider this when creating your strategy and purchasing placements.

**LOGO HERE**

**Reduce stroke risk and bleeding worry for life.**  
**WATCHMAN™**

For people with non-valvular AFib who need an alternative to blood thinners, [insert hospital name] is now implanting WATCHMAN.

More than 100,000 people worldwide have left blood thinners behind with WATCHMAN.

**One time. For a lifetime.**

Call [XXX-XXX-XXXX] or visit [insert hospital website here] to learn more

**TO GET STARTED**

*Ask your Boston Scientific Rep to access a Print Ad template.*

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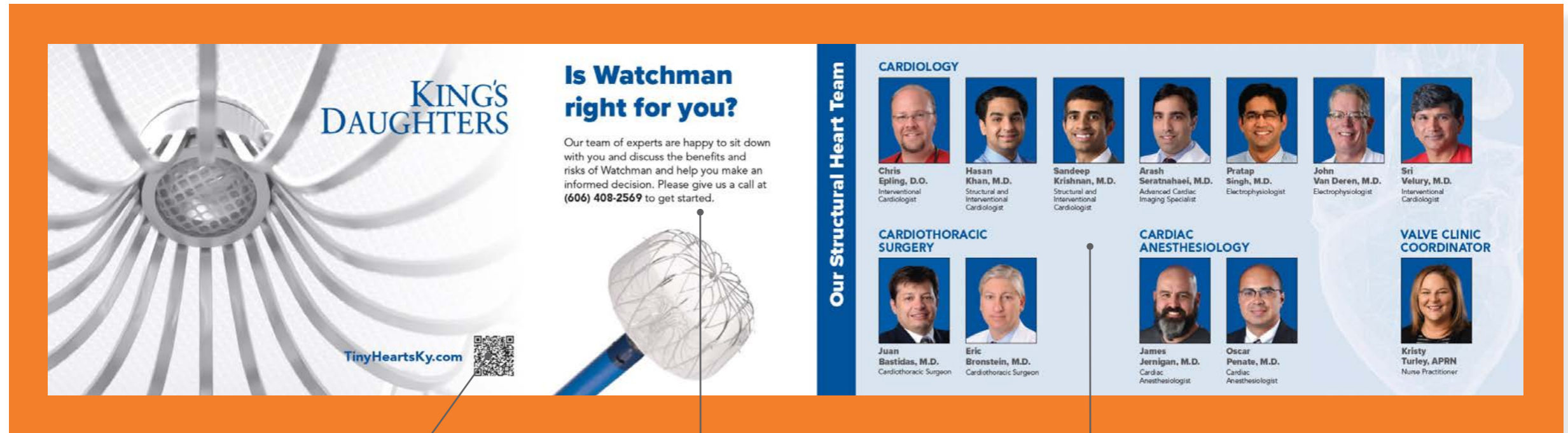
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### CONTINUED Print Marketing: Example



QR codes are an effective way to earn qualified visitors to your website.

Providing a call-to-action directed at scheduling an appointment helps facilitate conversion.

This print piece example introduces the hospital's WATCHMAN™ Device staff with inviting head shots and brief descriptions of their specialties.

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## STEP 4: Extend Your Outreach Through Media

### CONTINUED Print Marketing: Example



Branded headline creates brand awareness and sub headline speaks to the unmet needs of your audience.

Balanced content between imagery and text.

Introduction to WATCHMAN™ Device provider staff.

Use of a behavioral CTA directing audience to contact the facility to learn more.

**Possible improvement:** Provide vanity URL or QR code that drives directly to the WATCHMAN Device section of your website — not to the general homepage.

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CONTINUED **Print Marketing: How Will You Know Your Print Marketing Approach Has Been Successful?**



**Vanity URL/QR Code Utilization**

Drive your audience from your print ad to your website with vanity URLs/QR codes and you'll be able to track where this traffic is coming from and thus the effectiveness of the ad.



**Custom Hotline Call Volume**

Similar to vanity URLs/QR codes, custom hotlines can track the phone call volume to your facility generated by exposure of your print ads.



**Customer Surveys**

Ask patients how they heard about the WATCHMAN™ Device being offered at your facility and track their responses.



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# Television Marketing: Commercials

JUMP TO NEXT MEDIA CHANNEL

**Television marketing** refers to any advertising displayed on network, cable, satellite, or closed-circuit television. Television marketing can help you reach large audiences in a targeted fashion, using a delivery method consumers know and trust.



## How Do I Use Television Marketing: Commercials?

- Create a compelling, custom commercial that would be shown in your local network market in order to reach patients in your geographic area.
- If your hospital has a closed-circuit television system, ask to include visuals and information about what the WATCHMAN™ does, and encourage viewers to ask their doctor about it during their next appointment.

## When Do I Use Television Marketing: Commercials?



- Use television commercials to let viewers know that you are offering the WATCHMAN procedure, feature your staff and a patient who had a WATCHMAN procedure or celebrate a relevant WATCHMAN milestone.
- Cross-post commercials on social media channels for greater exposure.

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## STEP 4: Extend Your Outreach Through Media

### CONTINUED Television Marketing: Commercials

« The target WATCHMAN™ Device audience consumes high volumes of television media and it is an effective channel for driving someone to contact a health care provider. Adults aged 65+ on average watch more than 48 hours of television per week. Consider placing your ads during the day to accompany popular TV shows such as local news, The Price is Right and Jeopardy.



**TO GET STARTED** Ask your Boston Scientific Rep to access messaging and images.

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CONTINUED **Television Marketing: How Will You Know Television Marketing Has Been Successful?**



**Vanity URL Utilization**

Drive your audience from your TV commercial to your website with a vanity URL and you'll be able to track where this traffic is coming from and thus the effectiveness of the ad.



**Custom Hotline Call Volume**

Similar to vanity URLs, custom hotlines can track the phone call volume to your facility generated by exposure of your print ads.



**Customer Surveys**

Ask patients how they heard about the WATCHMAN™ Device being offered at your facility and track their responses.



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# Out-of-Home Marketing

JUMP TO NEXT MEDIA CHANNEL

Hospitals attract patients from varied geographic regions, and the physical spaces in and around hospitals provide great opportunities for **out-of-home marketing**. Examples include billboards and elevator wraps, as well as mass transit ads like bus wraps and bus stop graphics. These ads can be powerful as your audience will see them as they are going to your facility, making WATCHMAN™ Device top of mind during their hospital visit.



## How Do I Use Out-Of-Home?

- Based on your audience's channel preferences and behavioral habits you will decide on what ad placement types to include in your media plan.
- Each placement type is optimized for specific audiences and conversion goals.
- Develop your ad's content based around your audience's behaviors and your conversion goals.

## When Do I Use Out-Of-Home?

- Out-of-home ads are versatile by being able to drive both awareness and conversion.
- Depending on your campaign goals at any given time you can run out-of-home ads and tune them to specific goals.



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CONTINUED **Out-of-Home: Dos and Don'ts**

**Do**

- Practice “less is more.” Carefully plan out the goal and objective of the ad and design accordingly. Having only pointed and strategic content will avoid ad space clutter.
- Grab attention — your audience isn't expecting to be stopped in their tracks by an advertisement when they are out and about. Be sure to include clear, memorable CTAs.
- Be strategic about ad placement — focus on areas where your target audience is known to frequent as well as your hospital/Implant center's vicinity.

**Don't**

- Cover the ad with too much content — out-of-home ads don't always reach a captive audience so messaging and CTAs must be clear, concise, and memorable.
- Use general messaging and CTAs — optimize creativity to make your ad standout and be memorable so your audience can recall it and search Google for more information.
- Broadcast your out-of-home ads to unqualified audiences.

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## STEP 4: Extend Your Outreach Through Media

### CONTINUED Out-of-Home: Radio Advertisements

Many hospitals have found radio to be a successful way to promote the hospital as well as the WATCHMAN™ Device. The key is frequency. These channels require multiple impressions to be successful. Consider this when creating your strategy and purchasing placements.



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## STEP 4: Extend Your Outreach Through Media

### CONTINUED Out-of-Home: Billboard Example



Image provided by Parkview Medical Center

TO GET STARTED

*Ask your Boston Scientific Rep to access messaging and images.*

If you want to create buzz in your area, consider placing a billboard along a major highway or high-traffic area. When creating billboard materials, consider a short and sweet message, the briefer the better. The ad should not be cluttered and make sure it's easy to read. This is an opportunity to create awareness and get attention but don't expect anyone to complete a call to action.

Also, though one billboard is good, two is better, and so on. This is a channel where repetition is key.

Geographically relevant billboard targets local audience

**Possible improvement:** Include the WATCHMAN™ name to accompany the device image.

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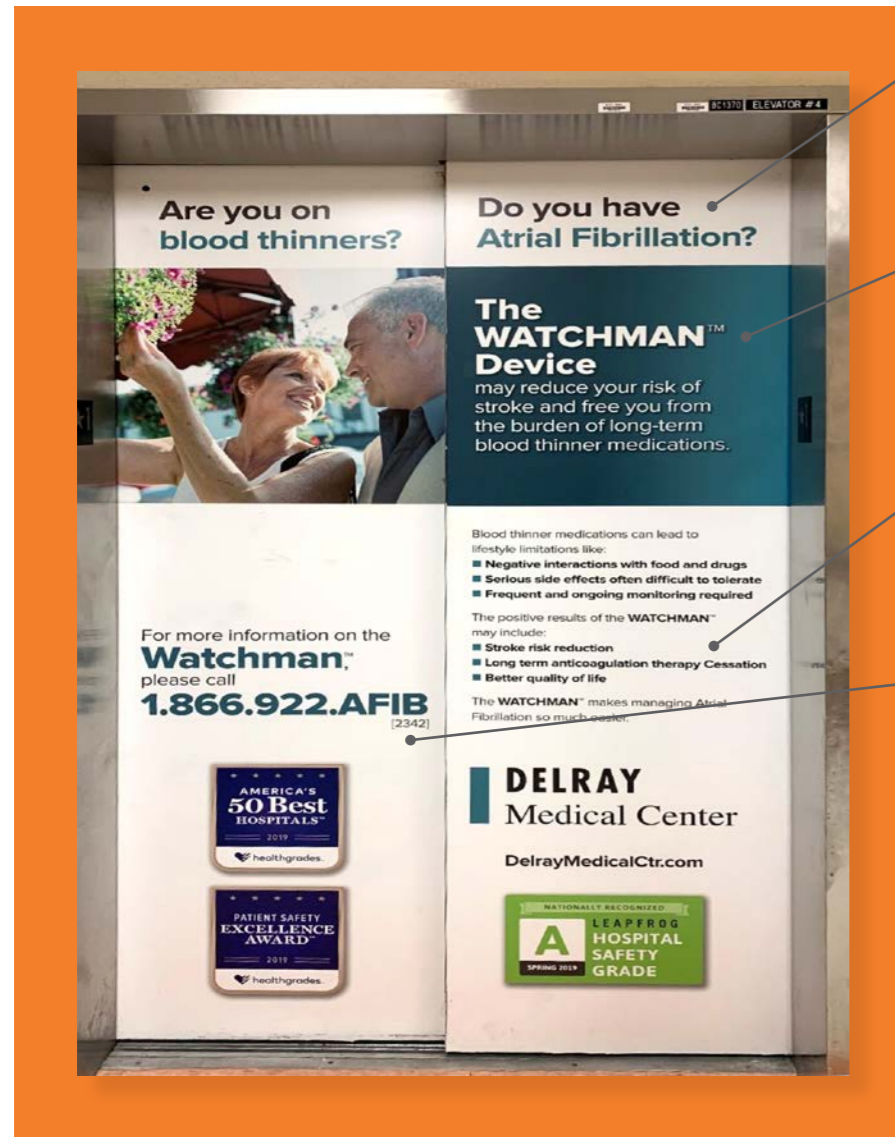
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### CONTINUED Out-of-Home: Elevator Wrap Example



An elevator wrap reaches patients while they are inside the facility.

Content balance between imagery and copy.

Description of the benefits of the WATCHMAN Implant.

Using mobile-optimized CTAs on out-of-home engagements such as hotlines and URLs enable your audience to take relevant and convenient actions appropriate to the engagement setting (e.g. within the hospital).

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CONTINUED **Out-of-Home: How Will You Know Your Out-of-Home Approach Has Been Successful?**



**Vanity URL/QR Code Utilization**

Drive your audience from your out-of-home ad to your website with vanity URLs/QR codes and you'll be able to track where this traffic is coming from and thus the effectiveness of the ad.



**Custom Hotline Call Volume**

Similar to vanity URLs/QR codes, custom hotlines can track the phone call volume to your facility generated by exposure to your out-of-home ads.



**Customer Surveys**

Ask patients how they heard about the WATCHMAN Device being offered at your facility and track their responses.



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## Media Interviews (Television, Radio and Print Outlets): Templates for Earned Media

You offer services not every hospital can provide. Use this to your advantage and engage with reporters to increase awareness of your services and the WATCHMAN™ Device. Media outlets are looking for newsworthy topics. Be sure to keep in mind unique patient stories shared by your physicians, implant milestones or awareness of months/weeks/days to help create a newsworthy pitch.



TO GET STARTED

*Ask your Boston Scientific Rep to access examples of Media Pitches, Social Media Posts, a Press Release, a Milestone Calendar and Media Outreach/Interview Guides.*

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## STEP 4: Extend Your Outreach Through Media

### CONTINUED Media Interviews (Television, Radio and Print Outlets): Templates for Earned Media

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**PITCH ONE: First to Offer WATCHMAN FLX in your area**

- If you are the first to offer the WATCHMAN FLX™ Left Atrial Appendage Closure Device in your area, use this pitch note to reach out to media contacts for awareness for your institution.

**PITCH TWO: Milestone implant announcement**

- Use this email pitch template if your hospital would like to promote the number of the WATCHMAN device at your facility.

**PITCH THREE: Disease Awareness Month/Week/Day**

- This email template is for hospitals to promote the availability of the device at their facility in conjunction with national disease awareness months/weeks/days.

**PATIENT SUCCESSFULLY IMPLANTED WITH <INSERT FACILITY NAME>'S <INSERT MILESTONE IMPLANT #> WATCHMAN FLX™ LEFT ATRIAL APPENDAGE CLOSURE DEVICE**

**OPTIONAL HEADLINE ADD ON**  
 <DURING NATIONAL STROKE AWARENESS MONTH> OR <DURING ATRIAL FIBRILLATION AWARENESS MONTH> OR <ON WORLD STROKE DAY>

*Next-generation permanent heart implant is the only FDA-approved device for the reduction of stroke risk in patients with non-valvular atrial fibrillation*

<Insert City>, <Insert State>, <Insert Month Day, Year> -- <Insert Timing>, <Insert Physician Name and title> performed the institution's <Insert Milestone Implant #> implant of the next-generation WATCHMAN FLX™ Left Atrial Appendage Closure (LAAC) Device on a patient with atrial fibrillation (AF). The hospital is one of the only/the first in <Insert state, region or city name> to offer the WATCHMAN FLX device, built upon the most studied and implanted LAAC device in the world, as an alternative to the lifelong use of blood thinners for people with AF not caused by a heart valve problem (also known as non-valvular AF).

**OPTIONAL AWARENESS MONTH ADD ON**  
 <May is National Stroke Awareness Month> OR <September is Atrial Fibrillation Awareness Month>

**Calendar of Disease Awareness Milestones**

**When to Reach Out to Reporters**

- To announce news of your practice such as a new procedure or product you offer to patients
  - Reporters are often most interested in a story when you can put them in contact with patients who can make the story "come alive" by providing interesting or unique details. (Please consult with your legal counsel about obtaining patient consent before speaking with a reporter.)
- To build upon or "piggy-back" on national news or other trends receiving media coverage
  - If a story is popular in the national news, local reporters are often looking to cover news that affects the local area.

**How to Contact Reporters**

- Make a list of media contacts at local newspaper, TV and radio stations and update it periodically
  - Include such information as the reporter's "beat" (i.e., topics he/she typically covers) and health and science editors or reporters and feature editors or reporters are typically interested in healthcare stories.
  - If you cannot reach the editor or reporter, call the general number and ask for the editor who will direct you to the best contact for the story angle.
- The best way to identify local reporters is to follow the news. Watch local TV, listen to the radio, read the local newspaper to identify the reporters who cover the kind of medical stories that interest you and your patients.
- Do online research. Nearly all newspapers, television and radio stations have a website.

#### Media Pitches

This document includes template emails that can be sent to reporters when you are reaching out to them to promote the WATCHMAN™ Device at your institution.

#### Press Release

This press release template can be used to announce an implant milestone of the WATCHMAN Device at your institution in conjunction with an awareness date.

#### Milestone Calendar

This calendar outlines applicable disease awareness months/weeks/days to which you can tie media outreach.

#### Media Outreach/ Interview Guides

These guides can be used to learn how to engage with reporters to increase awareness of the WATCHMAN Device at your institution and when you are training spokespersons for media interviews.

## Glossary of Media Terms

Term	Definition
Clickthrough Rate	Clickthrough rate (CTR) can be used to gauge how well your keywords and ads and links are performing. CTR is the number of clicks that your ad receives divided by the number of times your ad is shown. $CTR = \text{clicks} \div \text{impressions}$ .
Completion Rate	A video advertising metric that indicates the number of times that a video plays to the end.
« Earned Media	Any material written about you or your business that you haven't paid for or created yourself. This type of media is published by a third party but there are ways marketers can position themselves for earned media opportunities.
Organic Website Traffic	Organic traffic is those visitors that land on your website from unpaid sources, aka essentially free traffic. Organic sources here include search engines like Google, Yahoo, or Bing.
QR Code	A "quick response" code scanned by a smartphone acts as a trigger to virtual and online destinations. QR codes can track visits to these destinations which helps measure the effectiveness of the advertisement on which the QR code resides.
Site Link Extensions	Links that are displayed in SEO results/SEM ads that take your audience to specific pages on your website, as opposed to a general homepage link.
Text Ad Descriptions	A text ad description provides more information about your search ads and website that may result in higher clickthroughs.
Vanity URL	A vanity URL is used to help people easily remember a specific web address, especially when they may be "on the go" and do not have the time to capture or type out a longer URL. These URLs often redirect to another longer URL that contains tracking information so you can measure the effectiveness of the vanity URL's placement.



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# Document Map

## STEP 1:

### Develop Your Infrastructure

- » Call Line: Create a Dedicated Line with a WATCHMAN™ Device-Educated Contact
- » Website: Create a WATCHMAN Device-Specific Page and Call to Action for Patients
- » Website: Embed WATCHMAN Eligibility Survey
- » Website: Enhance Your Educational WATCHMAN Device Page with Video Content
- » Patient Testimonials: Create Your Own or Use One of Boston Scientific's
- » Hospital-Driven Education

## STEP 2:

### Compile Educational Resources to Facilitate Consult

- » Brochure: Create an Easy-to-Understand Brochure about AFib and the WATCHMAN Device
- » Screening and Referral Tool: Create a Process to Help Partners Identify Potential WATCHMAN Device Patients
- » Use WATCHMAN Eligibility Survey to Qualify Patients During Consult
- » In-Office Posters: Use Posters to Create Awareness of the WATCHMAN Device at Your Facility
- » Have Patients Connect with a Patient Ambassador

## STEP 3:

### Educate Your Relationships

- » Call Center: WATCHMAN Education Specialists
- » Host a Patient Education Event: The AFib-Stroke Risk Connection
- » Referring Physician Letter: Create an Email or Letter to Let Partners and Staff Know You are Currently Implanting
- » Referring Physician Outreach: Start a Quarterly Newsletter
- » Close the Loop: Communicate Procedural Outcomes with Referring Physicians

## STEP 4:

### Extend Your Outreach Through Media

- » Multi-Channel Snapshot
- » Search Engine Optimization
- » Search Engine Marketing
- » Banner Ads
- » Social Media Marketing
- » Website Promotion
- » Print Marketing
- » Television Marketing: Commercials
- » Out-of-Home Marketing
- » Media Interviews
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## WATCHMAN FLX™ Pro LAAC Referer Indications, Safety and Warnings

<https://www.watchman.com/en-us-hcp/watchman-flx-pro-brief-summary.html>



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