



Digital Health Application Improves Atrial Fibrillation (AF) Ablation Patient Care Experience and Pre-and-Post-Procedure Patient Education at Leading Heart Centre in Germany

Herz- und Diabeteszentrum NRW Bad Oeynhausen (HDZ NRW), a leading international institution in the treatment of cardiovascular and diabetic diseases, manages one of the biggest European AF Ablation programs with a further increasing number of procedures being performed. To meet the growing demand and continue providing optimal patient care, the hospital needed an efficient way to communicate with patients about pre- and post-procedure needs.

With the introduction of the ADVANTICS™ AFIB Ablation Solution with Digital Patient Engagement, HDZ NRW was able to digitalize their AF Ablation care pathway and enhance the patient and clinic team experience.

Customer Challenges

With a team of nearly 2,500 employees, HDZ NRW guarantees top medical services and high-performance medicine and technology in all areas for more than 35 years. Each year, the team performs more than 3,500 heart and heart-related vessel operations, as well as 1,300 AF Ablation procedures, which makes HDZ NRW one of the leading European centres for this treatment. Thanks to their expertise, the hospital is also a Centre of Visit to educate other hospitals on their best practices for AF Ablation.

Determined to provide the best patient care and procedural education possible, the secretary team of the Clinic for Electrophysiology (EP)/Rhythmology (RM) clinic were working at maximum capacity to field the number of questions and requests from patients before their procedures. This contributed to the ongoing administrative burden placed on the secretaries and their attempt to mediate any concerns from the patient. The team wanted to ensure patients are well educated before their procedure, share the relevant info at an optimal point in time and reduce patient anxieties.

Deployed Solutions

Working together with the Director of the Clinic for Electrophysiology (EP)/Rhythmology at HDZ NRW, Univ.-Prof. Dr. med. Philipp Sommer, to understand the department's situation, Boston Scientific devised a custom 4-phase project to implement the ADVANTICS™ AFIB Ablation Solution with Digital Patient Engagement:

Phase 1: Assessment

The Healthcare Solutions and Partnerships (HS&P) delivery team at Boston Scientific began with an evaluation of HDZ's current AF Ablation patient workflow to identify process steps, responsibilities and existing patient educational material. Ahead of implementing the digital solution, the team identified potential areas of

optimisation for the engagement of AF Ablation patients.

Phase 2: Develop

The HS&P team quickly enabled the design of a standardized optimal digital pathway reflective of the AF Ablation patient journey at HDZ NRW.

Phase 3: Education and Adoption

The HS&P team began by providing the resources for healthcare professional training and patient enrolment. Onboarding materials were developed to enhance the patient and clinical team experience, including personalised training by physicians and nurses to learn how to use the app, a welcome video by Univ.-Prof. Dr. med. Philipp Sommer and Prof. Dr. med. Christian Sohns to serve as the introductory greeting, a customised SMS messaging for activation of the application, and an information package with Frequently Asked Questions (FAQs) for clarity and education of what to expect before, during and after an AF Ablation procedure.

In addition, the team at BSC developed a set of patient education materials for the EP secretary to leverage and explain the activation and engagement process.

Phase 4: Monitor

The next important step was driving change management to facilitate the introduction of the app. As a part of the ongoing guidance provided, the HS&P team delivered continuous support to foster the digital pathway adoption, optimise the app based on initial findings and enhance the patient and clinical team experience. This included a weekly key performance indicators dashboard, a weekly Jour Fixe with the EP secretaries, and satisfaction surveys to evaluate success of the test process.



69% of Patients Felt Stress Reduction with Access to App Content



90% of Patients Felt Clarity from Educational Content



98% of Patients Found Digital Health App Easy to Use



Impactful Outcomes

Overall, the EP/RM team at HDZ NRW witnessed tangible results from implementing the recommendations by the team at Boston Scientific. The HDZ team were already highly efficient, but mapping the pathway process and evaluating the patient educational materials distributed during the care journey provided more clarity on it. The digital application was considered a “digitalized standard operating procedure” of the AF Ablation care path.

The patient care team praised improved patient satisfaction due to patients having access to more information ahead of admission and being able to acknowledge the information on their own schedule while using the application. Patients felt better informed and pending questions were characteristically on a more unique basis level.



Univ.-Prof. Dr. med. Philipp Sommer

Director of the Clinic for Electrophysiology/Rhythmology,
HDZ NRW Bad Oeynhausen, Germany

“The welcome video of HDZ NRW has helped a lot to better engage with and educate patients via the app. I’ve had many patients approaching me regarding the video, saying that they already know the team and the rooms from the video. They like how friendly the team appears and to see the cleanliness of our facility. It helps to reduce anxieties before the procedure.”



AFIB Ablation Patient and Caregiver

HDZ NRW Bad Oeynhausen, Germany

“My father told me that he finds the app very intuitive to use (despite his not particularly strong smartphone affinity). In terms of content, his questions have also been answered well with the app. The app is well-rounded and also well-suited for someone who does not usually get along so well with such digital applications.”

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Outcomes from a real ADVANTICS™ AFIB Ablation Solution with Digital Patient Engagement programme. Results from case studies are not predictive of results in other cases. Results in other cases may vary.

About the Hospital

As one of the largest and most modern clinical centres of its kind in Europe, Herz- und Diabeteszentrum NRW (HDZ NRW) is renowned as one of the leading international institutions in the treatment of cardiovascular and diabetic diseases. Providing cardiac and diabetes services to more than 35,000 patients annually with nearly 15,000 inpatient treatments, the five clinics of the HDZ NRW offer a safe concept of prevention, diagnostics, therapy, and aftercare in accordance with the latest scientific findings. This is complemented by university institutes and internal service structures under one roof.



ADVANTICS™ Innovative Healthcare Solutions

Together, we have developed flexible, sustainable, data-driven advisory and digital programmes that address your most complex challenges.



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