

Marketing Survey



The purpose of this marketing survey is to help you assess your program’s current market education plan and therapy awareness activities.

Use this resource to understand which activities you’ve already completed, prioritize next steps, and create an action plan to drive awareness for the WATCHMAN™ Left Atrial Appendage Closure Implant in your program.

COMPLETED	WANT TO COMPLETE	NOT AT THIS TIME	
			Step 1: Develop Your Infrastructure
			Call Line: Create a dedicated line with a WATCHMAN Implant-educated contact
			Website: Create a WATCHMAN Implant-specific page and call to action for patients
			Website: Enhance your educational WATCHMAN Implant page with video content
			Website: Add Patient Testimonials: Create your own or use one of Boston Scientific’s
			Owned Educational Content: Create your own patient-facing education about the WATCHMAN Implant
			Step 2: Compile Educational Resources to Facilitate Consult
			Brochure: Create an easy-to-understand brochure about non-valvular AFib and the WATCHMAN Implant
			Screening and Referral Tool: Create a process to help partners identify potential WATCHMAN Implant patients
			In-Office Posters: Use posters to create awareness of the WATCHMAN Implant at your facility
			In-Office Video Brochures: Use video brochures to help effectively and efficiently educate patients
			Patient Ambassadors: Have your patients connect with a WATCHMAN Ambassador or nominate one of your own
			Step 3: Educate Your Network
			WATCHMAN Education Specialists: A supplemental education resource available to patients
			Host a Patient Education Event: Reach and educate local patients on the non-valvular 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: Follow up with referring providers on procedural outcomes to facilitate better patient care

Clear All

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Step 4: Extend Your Outreach Through Media

			<p>Search Engine Optimization (SEO): Update your WATCHMAN Implant website to include more search keywords that drive organic visits via search engines like Google or Bing</p>
			<p>Search Engine Marketing (SEM): Use paid tactics to gain visibility on search engines</p>
			<p>Banner Ads: Implement paid digital banner ads to drive efficient traffic to your website</p>
			<p>Social Media Marketing:</p> <ul style="list-style-type: none"> - Channels: Choose key social channels to reach your audiences and create those channels - Content Calendar: Create a content calendar and engage your audiences by posting regularly - Paid Advertising: Establish a paid advertising strategy and launch your ads
			<p>Print Marketing: Create your own print ad or direct mailer, or use a Boston Scientific template</p>
			<p>Television Marketing: Create a TV commercial to let local patients know they can get the WATCHMAN (implant/device) at your center</p>
			<p>Out-of-Home Marketing: Create billboards, elevator wraps, or other ads to reach your local audience</p>
			<p>Engage with local media about your center's WATCHMAN Implant program using Boston Scientific templates and guides</p>

Clear All