

Digital Media/Print

Client: Boston Scientific

Project: *Close the Gap*



The Program:

To create both online media and print materials to support the Boston Scientific “Close the Gap” initiative. This initiative’s purpose is to improve the adoption rates of available implant therapy for Heart Failure in underserved populations, such as ethnic minorities and women.

The Challenge:

To provide both training and support materials that would demonstrate to physicians the causes for this gap in care, and outline the benefits these physicians could realize from addressing this issue. The physicians could then use these tools not only to speak to their patients, but also to their own peers about why implant therapy for Heart Failure is often rejected by members of these patient groups.

The Solution:

CBC wrote and produced five video “vignettes” for web based delivery that demonstrated the verbal and non verbal skills required to communicate effectively to the targeted patient groups, and designed and delivered for production a print “tool Kit” including materials aimed towards both physicians and patients.

The Result:

Boston Scientific has received industry accolades for this work and is helping to grow this significant market in which they own a major share.

