



CLOSE THE GAP

www.FightForHealthEquity.com

VISION

To have a world where all patients – regardless of gender, age, race, ethnicity, socio-economic status and sexual orientation – understand their medical conditions and have access to therapies to help them live better lives.

MISSION

To close the health inequity gap through provider education and collaboration, advocacy and society partnerships, and patient disease state awareness.

THE HEALTHCARE LANDSCAPE WE LIVE IN TODAY

In the United States, health disparities exist, especially amongst women and people of color, that oftentimes leads to poorer outcomes.

This disparity is what we call “the gap” and it’s what we’re trying to eliminate – with your help.

WOMEN REPRESENT APPROXIMATELY **51%** OF THE U.S. POPULATION

— YET —

ONLY MAKE UP AROUND **20%** OF ENROLLED PATIENTS IN CLINICAL TRIALS¹

HEART DISEASE & STROKE ARE THE **NO. 1** CAUSES OF DEATH IN THE USA²

MINORITIES ARE **48%** LESS LIKELY TO GET PREVENTIVE TREATMENT FOR HEART DISEASE THAN CAUCASIANS³



1 Mehta, L.S., et al. (2016). Acute Myocardial Infarction in Women: A Scientific Statement From the American Heart Association. Circulation 133(9): 916-947.
2 CDC, NCHS. Underlying Cause of Death, 1998-2013 on CDC WONDER Online Database, released 2015. Data are from the Multiple Cause of Death Files, 1998-2013, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed Feb. 3, 2015.
3 Bonow, R., Grant, A., Jacobs, A. The Cardiovascular State of the Union: Confronting Healthcare Disparities. Circulation. 2005; 111: 1206-1207.

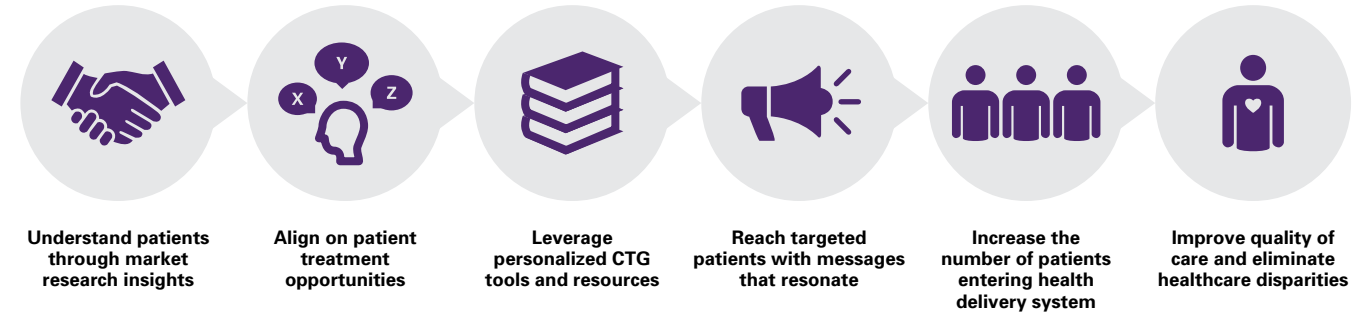
OUR APPROACH TO REDUCING HEALTH DISPARITIES

We believe that collaborative methods to understand and address health disparities are needed and that is why Boston Scientific offers the Close the Gap initiative. We know that by working together with you, we can support getting care to those that are in need.

When you partner with Close the Gap, we will provide you with customized prevalence data that can help inform and shape your practice’s strategy in reaching out to patients within your geographic treatment areas. This data can identify specific disease state or diagnosis targets that in turn, have the potential to influence the actions needed to engage and support these patient groups along their treatment journeys.

With your partnership, we can also provide support for going out into the community, allowing you and your peers to interact directly with people who may be experiencing a lack of connection with healthcare providers. Close the Gap also works with community leaders and physician societies to have presence at local health fairs and screening events to help educate and inspire individuals to take an active role in managing their long-term health.

PARTNER WITH CLOSE THE GAP TO BUILD A PERSONALIZED PATIENT OUTREACH PROGRAM THROUGH THIS TURNKEY PROCESS:



OUR ULTIMATE GOAL

IS TO SUPPORT PREVENTIVE CARE AND EMPOWER HOSPITALS TO DIAGNOSE, REFER AND TREAT ALL PATIENTS AS A MEANS TO REDUCE GAPS IN OUTCOMES.



PROGRAM OFFERINGS

In an effort to eliminate health disparities at the local level, Close the Gap offers healthcare professionals a wealth of data and information regarding personalized patient outreach programs and health disparities.

PERSONALIZED OUTREACH PROGRAMS

Boston Scientific supports healthcare professionals that want to address health disparities through awareness building, outreach and education. We invite you to work with our Health Equity Consultants to build a program to help you meet your community's unique needs, at no cost to you.

WE OFFER A WAY TO HELP IN THREE EASY STEPS:



Media Toolkit Overview

Boston Scientific created this media kit as a resource to help your institution proactively design your health equity program and drive attendance at your screening events. The kit includes several documents that will enhance your content marketing and SEO efforts, with specific instructions on their use.

- I. Media Outreach Guide:** This guide can be used to learn how to engage with reporters to increase awareness of health disparities in your community, and when you are training spokespersons for media interviews.
- II. Health Research Guide:** This guide outlines how to effectively communicate details about your program to engage investors. In working with the media, you can increase awareness of your health equity program and show your working to improve underserved populations to start being advocates for their health.
- III. Targeted Media Pitch Email:** This document includes a template email pitch that can be sent to reporters when you are reaching out to them to proactively discuss health disparities.
- IV. Template Press Release:** This is a sample press release that can be customized to announce your institution's interest in addressing health disparities and provide information about screening events.
- V. Talking Points:** These are key messages about health disparities, which can be used to train guide spokespersons and reporters during interviews.
- VI. Social Media Guide:** This document includes best practices for utilizing social media channels to spread awareness of health disparities, encourage patient advocacy, and to encourage community members to attend screening events.
- VII. Advertising Guide:** Advertising is a powerful and effective way to get the word out. This guide details how to do so successfully, in both print and digital formats.
- VIII. Healthcare Media Budget:** Budgets provide a clear picture to all stakeholders of your community, with detailed lists to share information and get your message out. We've included copies for Email, Print, and Radio second editions.
- IX. Demographic Insights:** These findings provide further education and information regarding the specific disease states and how they affect different audiences.

1 An epidemiological disparity report of heart disease prevalence and treatment disparities in your region, with benchmarking data.

2 Recommendations on how to reach undertreated patients to advance your outreach efforts.

3 Marketing and communication tools that offer empowering patient messages, enabling them to seek care.

HEALTH DISPARITY RESOURCES

To help you deeply understand factors driving your patient population's risk for inequal diagnostic care and treatment, Boston Scientific has compiled at-a-glance reports to help guide interventions using clinical research and demographic data.

UNDERSTAND YOUR PATIENTS WITH ATRIAL FIBRILLATION (A-Fib)

AS A HEALTH CARE PROVIDER, YOU UNDERSTAND WHAT NEEDS TO BE DONE, BUT DO YOU KNOW YOUR PATIENTS?

There's health care professionals in your community and throughout the United States who are struggling with Atrial Fibrillation (A-Fib). In order to care for your patients, you need to understand the disease and how it affects your patients. This infographic provides you with the information you need to know about A-Fib and how it affects your patients.

KNOW YOUR PATIENTS: DIVERSE PATIENT PROFILE

WHO: Atrial Fibrillation (A-Fib) is a common heart condition that affects people of all ages and ethnicities. It is most commonly diagnosed in people aged 65 and older, but it can also affect younger people.

WHERE: Atrial Fibrillation (A-Fib) is a common heart condition that affects people of all ages and ethnicities. It is most commonly diagnosed in people aged 65 and older, but it can also affect younger people.

WHEN: Atrial Fibrillation (A-Fib) is a common heart condition that affects people of all ages and ethnicities. It is most commonly diagnosed in people aged 65 and older, but it can also affect younger people.

HOW: Atrial Fibrillation (A-Fib) is a common heart condition that affects people of all ages and ethnicities. It is most commonly diagnosed in people aged 65 and older, but it can also affect younger people.

WHY: Atrial Fibrillation (A-Fib) is a common heart condition that affects people of all ages and ethnicities. It is most commonly diagnosed in people aged 65 and older, but it can also affect younger people.

Market Research Reports

WOMEN AND HEART DISEASE

WHAT IS CORONARY ARTERY DISEASE (CAD)?

Coronary artery disease, or CAD, happens when cholesterol-containing plaques build up on the inner surface of coronary arteries. This causes the arteries to narrow and stiffen, which decreases blood flow to the heart. As a result, your heart doesn't get the blood it needs to function. Coronary artery disease is the most common cause of heart disease in the United States.

COMMON SYMPTOMS OF CAD FOR WOMEN

While many people think heart disease symptoms include chest pain, shortness of breath, or even an aortic aneurysm, it is important to note that women often do not exhibit the same symptoms as men when having a heart attack.

64% OF WOMEN WHO DIE SUDDENLY OF CORONARY HEART DISEASE HAD NO PREVIOUS SYMPTOMS*

If you don't have signs, seek help with a health care provider immediately.

60% OF WOMEN WHO DIE SUDDENLY OF CORONARY HEART DISEASE HAD NO PREVIOUS SYMPTOMS*

20% OF WOMEN WHO DIE SUDDENLY OF CORONARY HEART DISEASE HAD NO PREVIOUS SYMPTOMS*

Disease State Infographics

ADDRESSING BARRIERS TO CARE: INSIGHTS TO UNDERSTANDING HISPANIC PATIENTS

Understanding patient barriers to care is essential to designing the right patient outreach programs for your healthcare system. This infographic provides you with the information you need to know about the barriers to care for Hispanic patients.

3.2 AVERAGE BARRIERS

36% LANGUAGE BARRIERS, 31% HEALTH LITERACY, 31% TRANSPORTATION, 23% AFFORDABILITY, 44% CULTURAL BELIEFS, 39% ACCESS TO CARE

40% HISPANIC PATIENTS AS LONG AS POSSIBLE

5.5 AVERAGE BARRIERS

41% LANGUAGE BARRIERS, 39% HEALTH LITERACY, 38% TRANSPORTATION, 26% AFFORDABILITY, 43% CULTURAL BELIEFS, 42% ACCESS TO CARE

46% HISPANIC PATIENTS AS LONG AS POSSIBLE

16% OTHER BARRIERS

27% LANGUAGE BARRIERS, 27% HEALTH LITERACY, 27% TRANSPORTATION, 27% AFFORDABILITY, 27% CULTURAL BELIEFS, 27% ACCESS TO CARE

WHAT COULD HELP?

47% LANGUAGE BARRIERS, 47% HEALTH LITERACY, 44% TRANSPORTATION, 38% AFFORDABILITY, 36% CULTURAL BELIEFS, 36% ACCESS TO CARE

76% HAVE NEVER BEEN ASKED

36% LANGUAGE BARRIERS, 47% HEALTH LITERACY, 42% TRANSPORTATION

Ethnicity Research Reports

ADDRESSING BARRIERS TO CARE: INSIGHTS TO UNDERSTANDING FEMALE PATIENTS

Understanding patient barriers to care is essential to designing the right patient outreach programs for your healthcare system. This infographic provides you with the information you need to know about the barriers to care for female patients.

5.5 AVERAGE BARRIERS

41% LANGUAGE BARRIERS, 39% HEALTH LITERACY, 38% TRANSPORTATION, 26% AFFORDABILITY, 43% CULTURAL BELIEFS, 42% ACCESS TO CARE

46% HISPANIC PATIENTS AS LONG AS POSSIBLE

32% OF WOMEN REPORTED THAT THEY WOULD FEEL MORE CONFIDENT IN SEEKING CARE

28% LANGUAGE BARRIERS, 27% HEALTH LITERACY, 27% TRANSPORTATION, 27% AFFORDABILITY, 27% CULTURAL BELIEFS, 27% ACCESS TO CARE

WHAT COULD HELP?

45% LANGUAGE BARRIERS, 43% HEALTH LITERACY, 37% TRANSPORTATION, 37% AFFORDABILITY, 36% CULTURAL BELIEFS, 36% ACCESS TO CARE

19% OF WOMEN STATED THAT THEY HAVE PARTICIPATED IN A CLINICAL TRIAL

37% LANGUAGE BARRIERS, 46% HEALTH LITERACY, 37% TRANSPORTATION

Gender Research Reports

CONTACT CLOSE THE GAP

Boston Scientific dedicated Health Equity Consultants are here to build a personalized Close the Gap program leveraging the program offerings above to help you target your at-risk demographics – at no expense to you. Let's close the health disparity gap together.

www.FightForHealthEquity.com



Patricia Solliday
Patricia.Solliday@bsci.com
763-494-2130



Jeri'Ann Hiller
JeriAnn.Hiller@bsci.com
508-683-4876