



## About Boston Scientific

Boston Scientific (BSC) transforms lives through innovative medical solutions that improve the health of patients around the world.

As a global medical technology leader for 40 years, they advance science for life by providing a broad range of high-performance solutions that address unmet patient needs and reduce the cost of healthcare.

With over 13,000 life-changing products, Boston Scientific treats over 30 million patients each year in over 120 countries.

In 2018, Boston Scientific treated only 1.3 million patients of Latin America's approximately 600 million people. Boston Scientific knew a different strategy was needed to acquire more customers, so they engaged OpenExo to discover innovative strategies to meet their customers' needs.

### LOCATION

Miami, FL, USA

### DATE & TIME

10 Weeks  
February 2019– April 2019

### PARTICIPANTS

24 People





## BSC's Challenges

### BSC's Challenges Prior to the ExO Sprint

- Due to regulations in the Latin American market, Boston Scientific was struggling to effectively deploy their resources to benefit a much larger population of patients. Recognizing their strategy needed to change, they decided to participate in an ExO Sprint.
- Innovative ideas and projects were primarily concentrated between two-three areas of the company and there was a lack of multi-level engagement in successful implementation of innovative ideas.
- The company had the drive and creativity to innovate, but they did not have a structure in place to foster the growth of those innovations and bring them to market.





## BSC's Goals

### BSC's Desired Outcomes from the ExO Sprint

- After creating their MTP of "Democratize access to care in Latin America," Boston Scientific's overall goal with the ExO Sprint was to treat 10x more patients in the next 5 years in Latin America.
- They wanted to leverage emerging technologies, empower internal and external talent, and develop processes that could drive initiatives from a disciplined, balanced portfolio approach during and beyond the ExO Sprint.
- Improving access to information, care, and affordability was key to growing the market of consumers they impacted, and rethinking how they engaged and sold to the stakeholders was equally necessary to deliver their health solutions and increase revenues.

## The Solution

### Initiatives Created

ExO Sprint participants were led through the innovation process. During their journey the participants created 8 initiatives with the potential to change the current environment of the company, its relationship with customers, and the entire healthcare ecosystem.

Boston Scientific defined and developed internal innovative processes that helped the company identify customer needs and create marketable solutions for those needs. Some ideas included telemedicine and health monitoring applications, mobile applications for virtual reality training, and health subscription services.

### Increased Collaboration

The Sprint allowed for wider involvement in innovation, increasing collaboration and creativity within the organization. Participants were able to bring their knowledge back to different regions and act as innovation resources for their particular area.



## Follow Up

- A year after the Sprint, Boston Scientific's use of ExO methodology has helped the company create 15 additional active projects in the Latin American region alone right now.
- Most initiatives are in their infant stages, although COVID-19 has accelerated a few of them, including the VR Learning Platform currently in use. This allows Boston Scientific to educate 19x more physicians at a 95% cost reduction in the rate per physician. This adoption of VR came at a crucial time for Boston Scientific, as COVID-19 necessitates online training and Boston Scientific now offers one of the most effective methods.
- In Q1 2020 Boston Scientific premiered its first release of an end-to-end patient engagement solution called MyHealth for post discharge Covid19 patients in collaboration with a large insurer. The platform makes personalized medicine a reality for healthcare providers and patients by helping select the most appropriate treatment strategies that can deliver improved efficiencies and outcomes.

### To Be Continued...

\*OpenExO highly respects the privacy of our clients' initiatives, so we have intentionally omitted confidential details of the business cases that BSC developed during the ExO Sprint. We will only release information regarding the status of initiatives with approval and/or after the product/service has been launched and made publicly available.



"It was such a mixture of functions between the members that participated in the entire Sprint. The teams involved brought the methodology back to their countries, and inspired others by teaching it to them and creating projects locally."

**ANDREA DELAMARQUE**

Business Strategy, BOSTON SCIENTIFIC