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ENHANCING PATIENT OUTCOMES. DELIVERING TOTAL VALUE.™



➤ **Education materials focus on the patient.**

The Making of a More Ergonomic Handle

Expect™ Slimline (SL) Needle addresses physician preference.










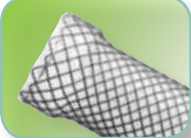


New Slimline Handle

Original Handle

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Designing the Expect™ Slimline (SL) Handle

A novel approach to physician engagement yields new options for meeting their needs

In its very first year on the market, the Expect™ Endoscopic Ultrasound Aspiration Needle commanded an impressive market share, and was widely praised for its superior needle penetration and ability to retain its sharpness and form through multiple passes.

But word came back from the marketing and field sales groups that not all customers had the same ergonomic and actuation preferences — and some were looking for a different shape or tactile feel to accommodate their individual techniques. That set Boston Scientific off on a unique journey to uncover and meet their customers' needs.

The company had a novel idea: Instead of only engaging the company's satisfied customers, what if they also reached out to physicians who preferred the competition? And what if they gave them a chance not only to suggest iterative changes, but to actually "blue sky" their idea of the perfect EUS Needle? "By engaging physicians who liked the original Expect needle, physicians who didn't, physicians who regularly use our devices and physicians who didn't, we hoped to get a variety of opinions and allow them to define their ideal EUS device," explained Kurt Geitz, vice president of research and development at Boston Scientific.

“Working with marketing and sales, we engaged more than 50 physicians from the U.S., Europe, Japan and Latin America to better understand what they liked and didn't like about the current handle.”

— **Brandon Alexopolous**
R&D Technical Team Lead



A FRESH APPROACH TO PHYSICIAN ENGAGEMENT

Boston Scientific reached out to a wide range of thought-leading physicians, from the needle's biggest fans to its toughest critics. "Working with marketing and sales, we engaged more than 50 physicians from the U.S., Europe, Japan and Latin America to better understand what they liked and didn't like about the current handle," explains Brandon Alexopolous, R&D technical team lead on the Expect Slimline Handle design project.

The team promised to meet with these physicians consistently over a short period of time. "We held regular interviews and developed multiple rounds of prototypes based on their feedback, which they then used in animal labs to simulate real life experience," Alexopolous says. "We worked with physicians in our R&D facility, in their hospitals, at conferences such as DDW and UEG, and at live courses held around the world."

Dr. David Robbins, associate chief of endoscopy, Lenox Hill Hospital, recalls being particularly impressed with the integrity of the process. "In the lab, we spent a lot of time trying to quantify things like resistance, tissue compliance and ergonomics," he says. "It was a really well-designed analysis, not a one-size-fits-all proposition."

What doctors are saying about the Expect™ Slimline Needle

Early Clinical Outcomes

“With this new needle, because it's so sharp, you immediately go exactly where you want to go. And in small lesions, we found in the early experience, cases where I was pretty sure it was going to be very difficult to get a diagnosis, we actually got a diagnosis.”

— **Anand Sahai, M.D.**

Ergonomic Comfort

“Ergonomics have been sort of a lost art in endoscopy and this needle is a step forward. The Slimline has several positions that I can assume during the course of a fine needle aspiration that will reduce fatigue and probably yield better samples. This is probably the most comfortable needle I've used.”

— **David Robbins, M.D.**

Enhanced Tissue Feedback and Tactile Feel

“There's an intimate connection between what you feel in the handle and what's happening at the tip. It translates into really amazing precision.”

— **Anand Sahai, M.D.**

“Tactile feel allows you to feel the hardness of or softness of a lesion, and gives you a clue as to what that lesion could possibly be. The ability of the Slimline Needle to give us that nice one-to-one motion and to allow that feel in the handle was a great improvement in the product.”

— **Adam Goodman, M.D.**