



**Health Equity  
Collaboration**

**Boston  
Scientific**



# **CLOSE THE GAP**

[fightfortheequity.com](http://fightfortheequity.com)

## **MISSION**

To close the health inequity gap through improving health equity awareness, empowering healthcare providers, and increasing clinical representation.

# 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 TRIALS<sup>1</sup>

HEART DISEASE & STROKE ARE THE **NO. 1** CAUSES OF DEATH IN THE USA<sup>2</sup>

MINORITIES ARE **48%** LESS LIKELY TO GET PREVENTIVE TREATMENT FOR HEART DISEASE THAN CAUCASIANS<sup>3</sup>



<sup>1</sup> Mehta, L.S., et al. (2016). Acute Myocardial Infarction in Women: A Scientific Statement From the American Heart Association. *Circulation*, 133(9), 916-947.  
<sup>2</sup> CDC, NCHS. Underlying Cause of Death 1999-2013 on CDC WONDER Online Database, released 2015. Data are from the Multiple Cause of Death Files, 1999-2013, as compiled from data provided by the 57 vital statistics jurisdictions through the Vital Statistics Cooperative Program. Accessed Feb. 3, 2015.  
<sup>3</sup> Bonow, R., Grant, A., Jacobs, A. The Cardiovascular State of the Union: Confronting Healthcare Disparities. *Circulation*, 2005; 111: 1205-1207.

## OUR APPROACH TO REDUCING HEALTH DISPARITIES

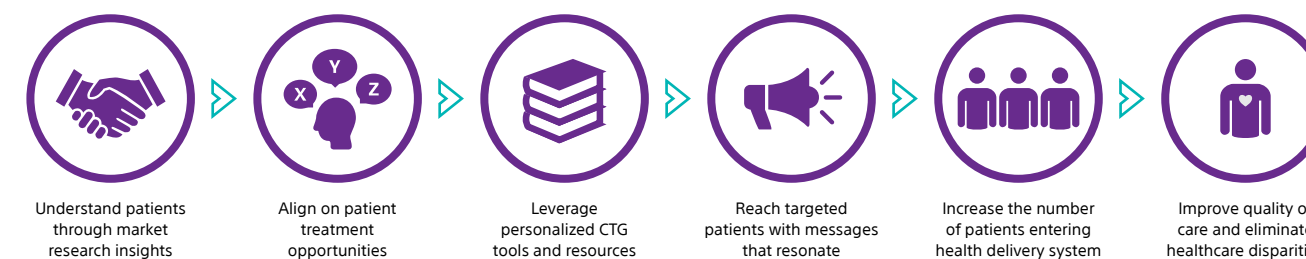
We believe that collaborative methods to understand and address health disparities are needed and that is why Boston Scientific offers the Close the Gap initiative. We know that by working together with you, we can support getting care to those that are in need.

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.

Addressing health care inequity in your community requires a multi-pronged approach, and your organization may already have equity efforts in place. In striving to make a difference where Boston Scientific has experience, Close the Gap promotes equity in advancing care using minimally invasive technology. We provide insights on healthcare disparities and create strategies so you can increase access to specialty care, as part of your overall equity efforts.

## PARTNER WITH CLOSE THE GAP

Build a personalized outreach program through this turnkey process:



## OUR ULTIMATE GOAL

IS TO HELP IMPROVE CARE AND EMPOWER PROVIDERS 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 community-based referral and outreach programs.



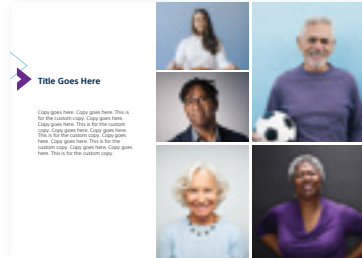
## OUTREACH PROGRAMS

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:



**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.

**Media Toolkit Overview**

Boston Scientific created this media kit as a resource to help your institution proactively discuss your health equity program and drive attendance at your screening events. The kit includes several documents that will enhance your current marketing and PR 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 inequities in your community, and where you are training healthcare for media interviews.
- II. Media Interview Guide:** This guide outlines how to effectively communicate details about your program to engage reporters. In working with the media, you can increase awareness of your health equity program and how you're working to engage underserved populations to seek being advocates for their health.
- III. Template 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 inequities.
- IV. Template Press Release:** This is a sample press release that can be customized to announce your institution's initiative to address health inequities and provide information about upcoming events.
- V. Talking Points:** These are key messages about health inequities, which can be used to help guide conversations with reporters during interviews.
- VI. Social Media Guide:** This document includes best practices for utilizing social media channels to spread awareness of health inequities, 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. Template Radio Script:** Radio provides direct access to local members of your community with dedicated time to share information and get your message out. We've included scripts for 15-min, 30-sec and 60-sec spots.
- IX. Demographic Insights:** These findings provide further education and information regarding the specific disease states and how they affect different audiences.

In order to reach your audience, your health inequity program message needs protection and industry awareness. There are several steps you can take to help spread awareness of health inequities and how your program addresses them.

Below are some links for contacting reporters who may be interested in writing about your center, the program and your work to make real changes in underserved populations.

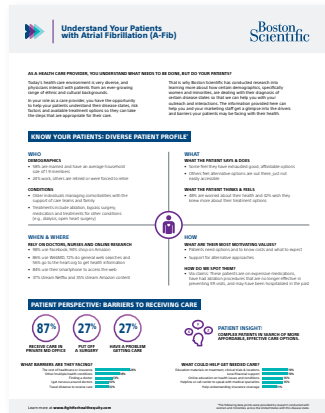
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**3** Marketing and communication tools that offer empowering patient messages, enabling them to seek care.



## HEALTH DISPARITY RESOURCES

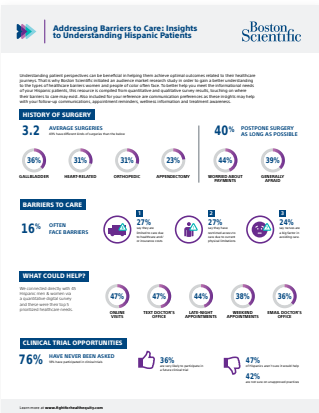
To help you deeply understand factors driving your patient population's risk for inequal diagnostic care and treatment, Boston Scientific has compiled at-a-glance reports to help guide interventions using clinical research and demographic data.



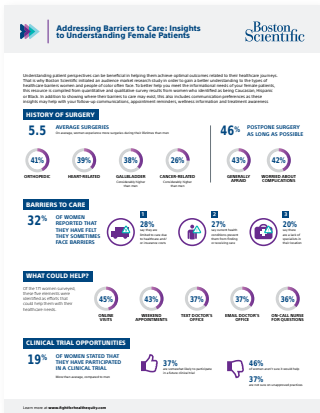
Market Research Reports



Disease State Infographics



Ethnicity Research Reports



Gender Research Reports

# 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.

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