

Boston Scientific – Portal

bsci.com



Client Background

For 25 years, Boston Scientific has been advancing the practice of less-invasive medicine by providing a broad portfolio of innovative products, technologies and services across a wide range of medical specialties. With more than 25,000 employees and 26 manufacturing, distribution, and technology centers, Boston Scientific is the world's largest medical device company dedicated to less-invasive medicine.

Challenge

The creation of a newly branded web identity with a consistent look and feel to RE-enforce their new "RE" branding campaign championed by upper management, to position the companies RE-Birth after acquiring the Guidant Corporation in 2006.

Services Provided

- Information Architecture
- User interface Design
- Web Design
- Web Development
- Custom Programming
- Usability Testing

Solution

Sometimes a little information architecture and a fresh perspective can make all the difference. When Boston Scientific came to us they were in a bit of a dilemma. Despite having an abundance of content and good intentions, we identified a key issue when analyzing their website... we got lost.

A crucial factor of the site's success, was putting a clear navigation in place to guide viewers to relevant site content and ensure they don't loose their way. Focusing on the information architecture, the site boiled down to three key navigation points, Medical Areas, Procedures, & Products.

With the underlying theme of simplifying and a focus on the "RE" campaign, we designed a clean, structured interface to compliment the approach. Managing the page design and development across thousands of pages, multiple departments, the Bucca staff, and third party team members we utilized graphic standards documentation to maintain a consistent site wide look and feel.

Boston Scientific
Delivering what's next.™

United States | About Us | Newsroom | Investor Relations | Careers | FAQ | Contact Us | Enter Search Keywords

Introducing
TAXUS® Liberté®
Paclitaxel-Eluting Coronary Stent System
Designed for Drug Delivery
[More Information](#)

Heart Health is Important

You could be at risk for heart disease without knowing it.
[Assess your risk](#)

Leading in the Cath Lab for 30 Years

Since 1979, Boston Scientific has led the way in cardiology stent innovation, development and sales.

Discover how Boston Scientific is making more possible for interventional cardiologists »

Medical Areas

Minimally invasive treatments and technologies.

Cardiac Rhythm Management
Gastroenterology
Gynecology
Interventional Bronchoscopy
Interventional Cardiology
Interventional Radiology
Neurovascular Intervention
Oncology
Pain Management
Urology

Procedures

Medical procedures for common conditions.

Brain Conditions
Cancer
Chronic Pain
Digestive Disorders
Gynecological Conditions
Heart Conditions
Kidney Disease
Lung and Airway Conditions
Urological Conditions
Vascular Disease

Products

Product Finder

Enter Product Name

[View All Products](#)

Reimbursement

Coverage, Coding, P and Webcast Informa

CRM Product Perf

Product Performance
Resource Center »
Product Advisories and
Device Lookup Tool »

Boston Scientific's Updated Code of Conduct

Boston Scientific's updated Code of Conduct is about maintaining our good reputation by treating people honestly and with respect, both inside and outside of Boston Scientific. This is fundamental to how we do business.

[Download our updated Code of Conduct](#) »

FIRST Robotics

The Boston Scientific FIRST Robotics teams have welcomed this year's challenge, "Lunacy," and have designed machines that not only do a great job playing the game, but are exciting to watch.

[Read more about Minnesota's 2009 FIRST Robotics competition](#) »

Close the Gap Educational Initiative at ACC

Members of the Close the Gap Steering Committee will lead

ACUTY™ Spiral LV Lead

With the smallest lead tip profile of any LV lead on the market, the ACUTY Spiral LV Lead increases lead placement options, allowing access to veins that may have been avoided in the past. The lead's

Media Player - Mozilla Firefox

ACUTY™ Spiral LV Lead

ACUTY™ Spiral LV Lead clinical study highlights

- 12-month results confirm stable electrical performance from the time of implant to 1 year post-implant.
- Electrode location on the helical design enhances tissue contact.

[View ACUTY™ Spiral LV Lead Video](#)