Boston Scientific Experience Zone 운영 계획서

1. Experience Zone 운영 컨셉

본 Experience Zone은 췌장담도 및 EUS 시술 분야에서의 실제 임상 흐름을 반영한 **Hands-on & Interactive Experience Zone**으로 운영됩니다. 단순 제품 전시가 아닌, 참가자가 직접 시술 흐름을 따라가며 기기 사용성과 임상적 가치를 체험할 수 있도록 총 4개의 테마형 Table로 구성하였습니다.

각 Table은 자유롭게 방문 가능한 Hands-on Zone 형태로 운영되며, 실질적인 시술 경험과 임상적 인사이트를 제공하는 것을 목표로 합니다.

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2. Table별 Experience Zone 구성

Table 1. SpyGlass + EHL Hands-on Simulation

Experience Concept

담관결석 치료 시 실제 임상 환경을 재현한 SpyGlass 기반 Direct Visualization 및 EHL Stone fragmentation Hands-on 체험

운영 방식

- ERCP 환경을 기반으로 SpyGlass를 이용한 담관 내 병변 관찰 경험
- EHL을 활용한 결석 분쇄 시뮬레이션을 통해 시술 Flow 이해
- EHL 시술 시 임상적 포인트 및 적용 시 고려사항 공유
- EHL 시술 및 급여 환경에 대한 핵심 메시지 전달

참가자 Experience

- SpyGlass 조작을 통한 Direct visualization 체험
- Stone fragmentation workflow에 대한 직관적 이해
- 실제 임상 적용을 고려한 시술 전략 습득

Table 2. EUS Needle Family Hands-on Experience

Experience Concept

EUS 시술에서의 Needle 선택 기준과 조직 획득 성능을 직접 체감하는 EUS Needle Portfolio Hands-on

운영 방식

- EUS 환경에서 Needle insertion 및 조작감 Hands-on
- Acquire S와 Acquire 19 Flex의 구조적 차이 및 사용성 비교
- Needle design에 따른 조직 획득 안정성 및 maneuverability 설명
- 임상 상황별 Needle 선택 가이드 제공

참가자 Experience

- EUS Needle 조작감 및 사용성 직접 체험
- 임상 상황에 따른 Needle 선택 기준에 대한 이해

Table 3. New GW Cannulation Competition

Experience Concept

게임 요소를 접목한 Cannulation Competition을 통해 New GW의 선택적 Cannulation 성능을 직관적으로 체험

운영 방식

- Maze 기반 Cannulation Task 수행
- Straight / Angled을 활용한 Cannulation 도전
- Cannulation 성공까지의 시간을 측정하여 실시간 기록

참가자 Experience

- GW 타입별 Cannulation 특성 비교 체험
- 반복 Hands-on을 통한 조작 숙련도 향상

Boston Scientific Experience Zone Operation Plan

1. Experience Zone Concept

The Experience Zone is designed as a **Hands-on and Interactive Experience Zone** that reflects real clinical workflows in pancreatobiliary and EUS procedures.
Rather than a conventional product display, the zone consists of **four themed tables** that allow participants to follow actual procedural workflows and directly experience device usability and clinical value.

Each table is operated as an open-access hands-on zone, enabling participants to freely visit and gain practical procedural experience and clinical insights.

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2. Experience Zone by Table

Table 1. SpyGlass + EHL Hands-on Simulation

Experience Concept
A hands-on experience simulating real clinical scenarios for bile duct stone management using SpyGlass-based direct visualization and EHL stone fragmentation.

Operation

- Experience intraductal visualization using SpyGlass in an ERCP-based setting
- Understand procedural flow through simulated EHL-based stone fragmentation
- Discussion of key clinical considerations for EHL application
- Delivery of core messages related to EHL clinical use and reimbursement environment

Participant Experience

- Direct hands-on experience with SpyGlass manipulation and visualization
- Intuitive understanding of the stone fragmentation workflow
- Acquisition of procedural strategies applicable to real clinical practice

Table 2. EUS Needle Family Hands-on Experience

Experience Concept

Hands-on experience with the EUS needle portfolio to understand needle selection criteria and tissue acquisition performance in EUS-guided procedures.

Operation

- Hands-on needle insertion and handling in an EUS setting
- Comparison of structural design and usability of Acquire S and Acquire 19 Flex
- Explanation of tissue acquisition stability and maneuverability based on needle design
- Guidance on needle selection according to different clinical scenarios

Participant Experience

- Direct experience with EUS needle handling and usability
- Improved understanding of needle selection criteria in various clinical situations
- Enhanced overall awareness of the Boston Scientific EUS needle portfolio

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Table 3. New GW Cannulation Competition

Experience Concept

An interactive cannulation competition incorporating game elements to intuitively demonstrate the selective cannulation performance of New GW.

Operation

- Performance of maze-based cannulation tasks
- Cannulation challenges using Straight and Angled devices
- Measurement and real-time recording of time to successful cannulation
- Comparison of performance records and ranking among participants

Participant Experience

- Hands-on comparison of cannulation characteristics by EndoSelector type
- Improved procedural familiarity through repeated hands-on attempts
- Increased engagement and focus through competitive elements