



A Marmon | Berkshire Hathaway Company

**Kentucky Trailer**  
48282 Frank Street  
Wixom, MI 48393  
(248) 960-9700  
(248) 960-7775 fax  
(800) 521-9701 toll free

Custom Specialty Vehicles



Case Study: **Mobile Medical Device Training Trailer**  
Customer: **Boston Scientific**  
Job#: **8000**  
Delivered: **April 1<sup>st</sup>, 2024**

**WHAT IS INNOVATION DRIVE?**



Innovation Drive is a Mobile Professional Education Training Center that can travel the country while providing didactic & hands-on training to sales reps, physicians, clinic staff, and even demonstrate capital equipment to hospital administration, all while showcasing our Cardiac Rhythm Management and AFib Solutions portfolios, brand and innovative spirit.



**Scope of Work:** Turn-Key Double Expandable trailer with Operational C-Arm Instruction area and Six (6) Simulator Stations

**Constrained Timeline:** Boston Scientific wanted to introduce an operational mobile training facility at a May 2024 Event. Discussions began in earnest summer 2023 with project award January 1, 2024. *(Note: Completion date: March 31, 2024)*

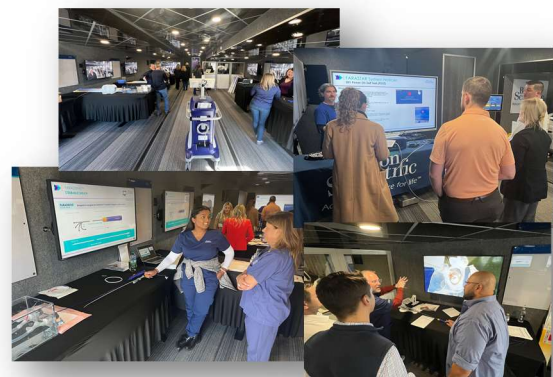
**Solution:** Kentucky Trailer Double Expandable stock trailer allowed for quick production and turn-around time of 90 days

**INNOVATION DRIVE**  
Utilization Options



Innovation Drive will be utilized multiple ways:

- **Sales Training Opportunities**
  - Sales Management will request/determine when training is necessary/appropriate and work with the Sales Training team accordingly
  - Product Launches / Commercialization Training will be conducted on Innovation Drive when possible
- **Physician Education Opportunities**
  - Professional Education will conduct didactic and skills training events on Innovation Drive
  - Sales teams can request specific programs for HCPs looking for targeted training
- **Customer / Administrator Support**
  - Potential to showcase Capital Equipment to HCPs and Hospital Administration
  - Opportunity to train HCPs with their surgical staff all together



**Flexible design for multiple Applications:** Movable tables near swinging monitors sharing video feeds with a large rolling 85" touch screen, accompanied by a mobile C-Arm and portable shielding sections allows for complete flexibility of the trailer layout. Workspaces, devices and equipment, and A/V content can be quickly and efficiently moved or changed to accommodate multiple departments, groups, or products



**KENTUCKY TRAILER**

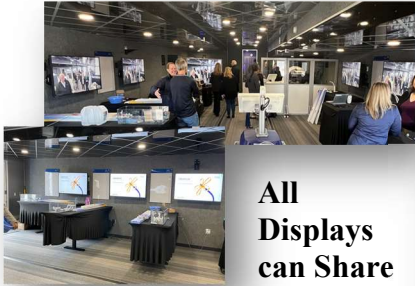
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**Cutting Edge A/V:** State-of-the-Art Video and Camera equipment provide Ultra High Definition images and Complete Video Switching Control, allowing Boston Scientific to view any video source on any or all screens, including the large 85” rolling monitor, all conveniently controlled by one 10” touchpad



**All Displays can Share one feed...**



**...Or Operate Individually**



**ADA Accessible:**  
A Cassette-Style wheelchair lift is added to the rear belly box



**Unique Features:**  
Custom LED lounge countertops change color on demand

**“We must adapt to the changing needs of our customers and evolve how we deliver education. Innovation Drive enables us to bring a variety of cutting edge, hands-on training resources directly to healthcare providers to improve technical proficiency, increase technology adoption, and ultimately enable more patients access to life enhancing therapy.”**

**-Christine Prinzivalli, Vice President of Professional Education**



**‘Innovation Drive’ By the Numbers**

**Annual Estimates:**

- 24 Locations / Sites
- 100 Event Days
- 12 Learners trained per Event Day
  - 6 Physicians
  - 6 Internal Trainees
- 24 Capital System Demonstrations to hospitals / accounts
- 2 Conferences
- Cost / Savings offset equivalent to annual logistics / management cost
- 12 Remote events / Expert Link

**Boston Scientific by the numbers**

**48K**

employees worldwide

**\$1.4**

billion invested in R&D

**15,000+**

products that change lives

**37M**

patients treated each year

**140**

countries with commercial representation

**\$14.2**

billion in net sales