A flurry of scientific activities has been generated by the discovery of a significantly enhanced superconductivity in ultra-thin films of FeSe grown on oxide substrates such as SrTiO3. At present there are two main groups of proposals for the origin of this enhancement: those involving excess electron doping by the substrate or those involving a more direct interaction between the substrate and the film. The latter has recently gained strong experimental support from the observation of replica bands in the electronic structure of FeSe/STO [1], which indicates coupling to an oxygen phonon mode in the substrate [2]. In this talk I will discuss several aspects of this scenario, including the unique momentum structure of this interaction, which is strongly peaked in the forward scattering direction. I will show that such a coupling leads to departures from the expectations gleamed from conventional BCS theory and can account for the Tc enhancement in FeSe/STO. I will also discuss the implications of this scenario for other thin film systems.