

# Increase Colonoscopy Screening Services



## Abstract

Health organizations struggle to convince patients to undergo colonoscopy screening. Medorion's platform helps healthcare organizations create the best strategy to activate their patients to take health-related actions.

## Objective

A nationwide gastroenterology network had the challenge to persuade its overdue patient population to undergo colonoscopy screening. Previous attempts showed an increase in interest, but no increase in colonoscopy scheduling. The goal of this pilot was to increase screening rates compared to previous efforts.

## Solution

Medorion's platform enabled the gastroenterology network to create a personalized messaging strategy for each patient based on clinical data and past behavior. The network reached out to patients through Facebook, text messaging, and email.

Medorion's AI-solution segmented the population based on clinical, geographic, and demographic data that was combined with behavioral science to create tailored messages. This gave the local team a template designed to increase participation in colonoscopy screening.

## Results

The marketing team used Medorion's platform to target 150,000 patients aged 50 and above, in Virginia, USA, in order to:

- Identify the underlying issues for not performing the procedure
- Micro-segment the targeted population by their health behavior
- Create a targeted communication strategy for each segment

A one year pilot found:

- 23% uptake in colonoscopy procedures.

Following this pilot, the platform was adopted by the Texas and Ohio facilities, showing similar uptake rates.

## Medorion's ROI

Baseline colonoscopy screenings	7,200
Post-Medorion colonoscopy screenings	+1,656
Medorion's Impact (%)	23%
<b>ROI</b>	<b>4.8X</b>

## Medorion's Added Value

- ✓ Clinically-driven AI-technology predicts the best strategy to activate each member
- ✓ Tailor-made messaging based on behavioral psychology and persuasive strategies
- ✓ Population health teams can easily execute sophisticated messaging strategies
- ✓ Engage large populations in a scalable and personalized manner