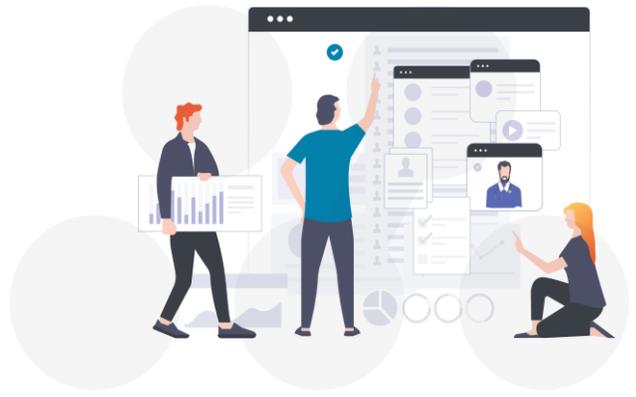# MEDORION

Increase Colorectal Cancer Screening

Abstract

Health organizations struggle to convince people to get screened for colorectal cancer (CRC). Medorion's platform helps healthcare organizations create the best strategy to activate their members to take health-related actions.

Objective

A hospital system with over 40 hospitals wanted to motivate people who had never been screened for CRC to try home screening. Previous attempts through personal physician consults, telehealth and sending out home-testing kits, brought screening rates to 25%. The goal of this study was to increase the percent of the population taking the screening as well as measure the impact of Medorion's platform compared with existing best practices.

Solution

Medorion's platform enabled the hospital system to create a personalized messaging strategy for each member based on clinical data and past behavior. They reached out to people through Facebook, text messages and emails.

Medorion's AI-solution segmented the population based on clinical, geographic and demographic data. This was combined with behavioral science to create tailored messages. This gave the local team a template designed to increase participation in CRC screening. After a 2-hour web seminar to learn how to utilize the platform, the team fine-tuned the Facebook ads, text messages, reminder emails and landing pages.

Results

The health manager used Medorion's platform to target 33,000 Facebook users who were hard to activate by:
- Identifying who was not participating in CRC screening
- Segmenting the target population by their health behaviors
- Creating targeted communication strategy for each segment

After a two month campaign, preliminary results found:
- 298 of this hard-to-activate population signed up for screening
- 15% increase in screening rates in the responsive population

CRC Screening rates

Best practice: 25%
Medorion: 40.2%
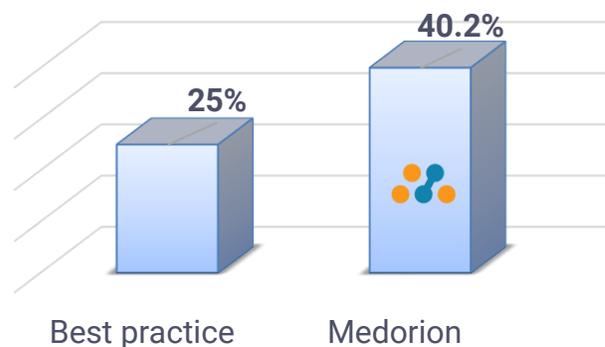
Medorion's Added Value

- 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