Support patients throughout their care journey with a personalized virtual companion.

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Colonoscopy Automated Care Program

Colorectal cancer screening is essential for prevention. Patients often have many questions and concerns about their procedure but may find it difficult to get the answers and support they need, leading to screening cancellations and no-shows.

Organizations with a high volume of colonoscopy screenings commonly see a high number of cancellations—often within 24 hours of the procedure or with no cancellation notification at all—without a clear understanding of contributing factors. The Colonoscopy Program is designed to reduce hospital revenue loss from no-show rates and cancellations for procedures by addressing patients' exam questions and concerns.

Drive revenue

As an extension of the care team, virtual companions provide frequent clinically based conversations that include procedure instructions, educational materials, and appointment reminders and ensure procedure follow-through. In turn, this helps organizations decrease patient risk, increase billable appointments or procedures and receive reimbursements as patients receive care.

Reduce cancellations and no-shows

Virtual companions help encourage patients to follow through with their procedure by proactively addressing questions and concerns, providing appointment reminders, and equipping them with the knowledge of what to expect before, during and after the procedure.

Support Providers

Programs are configured to fit your providers' unique needs and can operate within their current care management processes and clinical workflows, making their workday easier and reducing the annual cost of staffed no-shows.

As many as
40%
of patients don't follow through with their colonoscopy procedure[1]

For one hospital with
5,000
colonoscopies scheduled per year, **the lost or delayed revenue can exceed**
$1.5M
annually

Learn how Northwell Health cut their colonoscopy no-show nearly in half[2]

48%
reduction
in no-show and
cancellation
rates

The program
identified a potential
barrier to the patient
attending their
procedure in
20%
of cases

The program
identified patients who
may miss appointments
18 days
in advance
allowing sufficient time for
teams to reschedule

The Colonoscopy Program provides:

- Frequent automated check-ins
- Educational materials
- Alerts and reporting
- Custom branding
- Integrations with the EHR, telehealth programs, scheduling systems, call centers, and CRMs

Calculating the value of Northwell's Colonoscopy Health Chats[2]

Northwell made
$2,084,064
at a 50% margin earning a
$1,129,933
incremental margin

10,000
scheduled
colonoscopies
with a no-show rate of
17%

Amwell reduced
no-shows by
48%
lowering the
no-show rate to
8.84%

With
816
additional
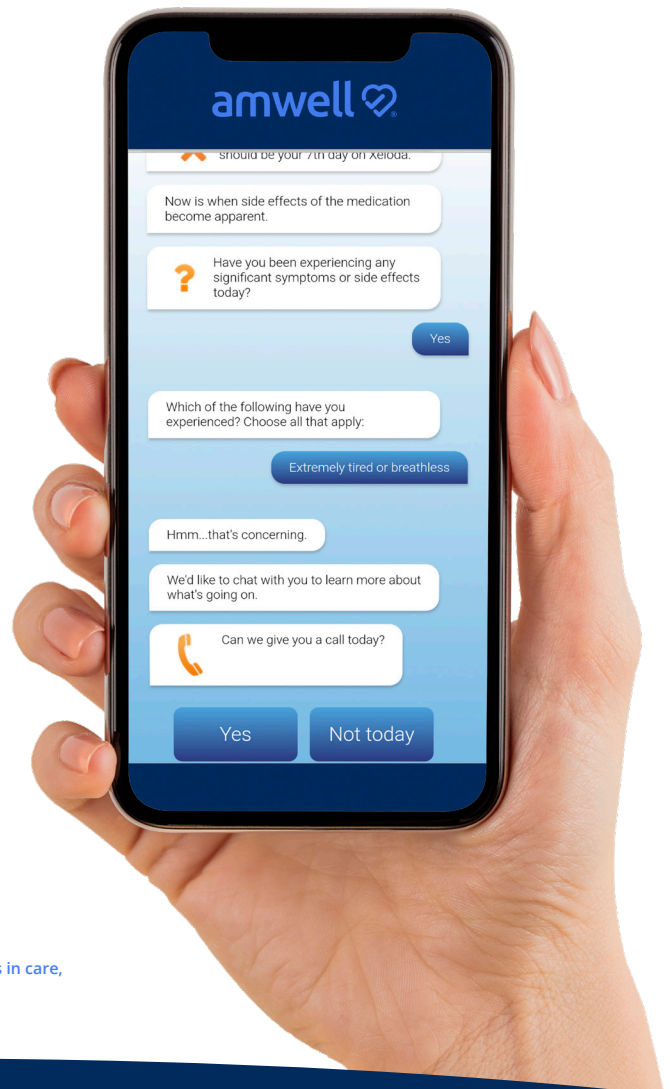**colonoscopies**
and a reimbursement of
$2554
per colonoscopy

> " Colonoscopy is a powerful and potentially life-saving procedure, but many people are intimidated or think it will be much more unpleasant than it really is. The Colonoscopy Program is a flexible, scalable solution that improves health literacy and gives patients the information they need whenever they need it, so that they feel comfortable and motivated to get screened. "

Sabina Zak
Northwell Health's Vice President,
Community Health and Health Services Research

1 Cision PR Newswire, 2019 (source)

2 Northwell Health sees outcomes-driven success around cancellation rates, hospital readmissions, gaps in care, and more with Amwell Automated Care Programs | Highspot

Contact us to learn more.
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