

# Streaming Patient Prep for Procedure Success

TOMORROW

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## PROBLEM TRYING TO SOLVE

This product was designed to support any procedure.  
Colonoscopy was identified as a high-complexity first target.

Average wait time for a screening colonoscopy is 8 to 10 weeks  
but communication begins **2 days** before the procedure date.

In 2024 OSF SFMC had **2763 cancellations** of Colonoscopy &  
EGD within **2.1 days** of the procedure.

**\$5.3 M Opportunity**

## OUTCOME/GOALS/IMPACT TO PATIENT

**Reduce GI Procedure Cancellations by 20%**

**We focus on preparation, time conflicts, and transportation issues.**

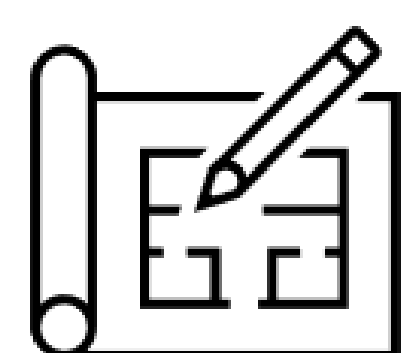
### Improving information delivery

- Employ a human-centered design approach to the depth and clarity of information.
- Deliver information periodically in smaller segments, at the right time.

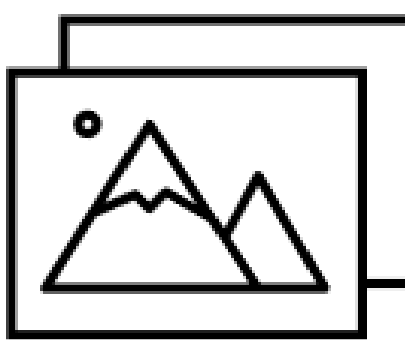
### Alleviating 2-day prior cancellations

- Implement strategies to address common reasons for cancellations promptly.
- Applying an iterative model, efficacy data will influence improvements to design.

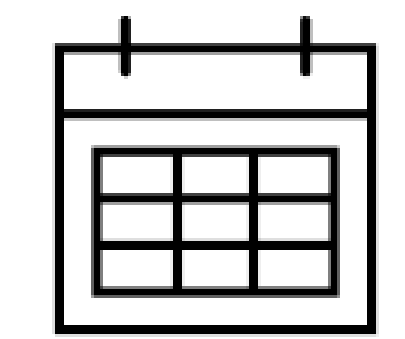
## JOURNEY TO GET THERE/PLANNED JOURNEY



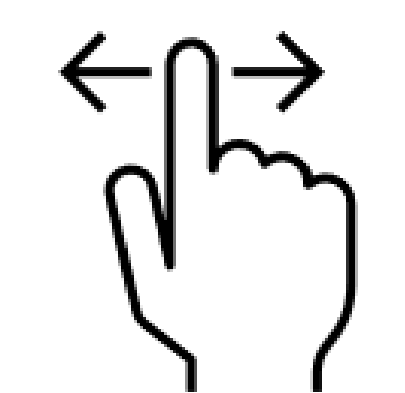
Information is revised for clarity and conciseness, with  
SME oversight.



Custom made visual communication accompanies all  
guidance.



Information delivered in small segments over time, when  
relevant.



Interactive check-backs inform the most relevant  
downstream guidance.

## DIRECT IMPACT TO PATIENT/FAMILIES

