



Enabling Proactive Care for GI Procedures

A leading health system's journey to optimize GI care through innovative AI-enabled solutions.

The Challenge

Given the complexities around specific care pathways, Virtua leaders needed a comprehensive platform they could utilize for **coordinated, 2-way communication with their patients without increasing care team burden**. Virtua sought to make their patient engagement operations more efficient and effective through AI-enabled technology.

The Solution



Partnering with an intelligent care enablement platform provided Virtua with a tool to **optimize patient-provider communication** and ultimately make care more proactive.



The health system leverages AI to address patient concerns and triage messages, **elevating complex cases** that need clinical attention to Virtua providers.



The health system currently **utilizes the platform for their gastrointestinal (GI)/colonoscopy journey** and specialty pharmacy offerings.

Initial Results

73%

of patient messages addressed and **diverted from the inbox by AI** and without care team intervention



97%

of patients completed prep as directed to **reduce no-shows and late cancellations**



89

Net Promoter Score achieved with GI patients



Looking Ahead

After receiving positive patient and provider feedback, Virtua is considering expansion to other care journeys, such as orthopedic joint replacement. Intelligent care enablement solutions serve as an integral part of the health system's digital clinical transformation strategy within their digital transformation portfolio.

Need to improve patient engagement or reduce the burden of administrative tasks for your care teams?

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