Ochsner Improves Colorectal Test Screening Rates through West Outreach

west

- **18% conversion rate among patients contacted by West notifications**
- **Opportunity to identify approximately 145 patients with pre-cancerous and cancerous polyps from the captured population**
- **Generated an estimated $684,930 in revenue during two-month campaign, based on national revenue averages**

CDC data shows that the percentage of adults aged 50-75 years who are up-to-date with colorectal test screening ranges from 54-75% on a state-by-state basis, leaving at best a quarter of eligible Americans in need of an exam at any given time[1]. Compliance rates trail the national average in Louisiana, where Ochsner Health System faced staffing and cost challenges familiar to many organizations that are working to increase exams among these past due patients.

Citing poor response to mailed communications and high labor costs involved with staffing a larger team to manually call patients, Ochsner teamed with West in November 2013 to deliver automated phone notifications to a group of 3,137 patients with recent orders for a colonoscopy or upper endoscopy. Notifications include an option for patients to press their phone keypad for an immediate transfer to the Ochsner team to schedule their exam or ask questions. Of the 3,137 patients contacted by West, 578 had scheduled their test by the end of December 2013 - a 18.4% conversion rate.
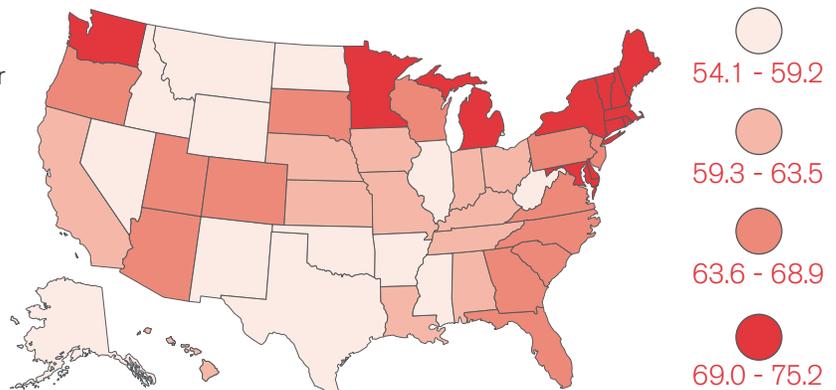
Stacie Falati, RN Director of the Endoscopy Department for Ochsner Medical Center, was extremely pleased with the impact of the automated notifications.

"The results we achieved with West were far better than what we could have accomplished manually," says Falati. "Because West handles the outbound communication, my team of eight FTEs can manage incoming response for scheduling and other questions. Delivering a similar campaign with manual resources would have required a 30-person call center."

While the November 2013 campaign generated an estimated $684,930 in revenue for Ochsner based on a national average of $1,185 revenue

Percentage of U.S. Adults Aged 50-75 Years Who Reported Being Up-to-Date with Colorectal Test Screening by State[1]

54.1 - 59.2

59.3 - 63.5

63.6 - 68.9

69.0 - 75.2

per procedure[2], the greater success comes from the impact on individual patients. The American Society for Gastrointestinal Endoscopy notes that the average 60-year-old without special risk factors for polyps has a 25% chance of having a polyp[3]. While these polyps may or may not contain areas of cancer, the exam enables the patient and Ochsner team to address the situation as early as possible. Given the 578 patients who scheduled their exam from the outreach campaign and the 25% pre-cancerous polyp detection rate, an estimated 145 individuals will benefit from early detection thanks to the Ochsner-West joint efforts.

"Patients have expressed appreciation for the West outreach," says Falati. "Many have told our team that if they were not nudged or reminded, they would not have completed this important test."

1 CDC, "Colorectal Cancer Screening Rates by State", 2010.
2 International Federation of Health Plans, "Comparative Price Report", 2012.
3 American Society for Gastrointestinal Endoscopy, "Understanding Polyps and Their Treatment", 2014.

About West Healthcare

West helps healthcare providers, payers and pharmacy organizations optimize communications, drive better patient activation and lower the overall cost of delivering care. Whether you want to manage healthy populations more effectively by increasing immunization and screening rates or you need to reduce hospital re-admissions for patients with chronic disease, Technology Enabled Care or TEC™ is the communication lynchpin for engaging and activating patient populations beyond the clinical setting. West takes a "continuum of communication" approach, offering a range of condition-focused solutions that support evidence-based care plans, as well as scalable solutions to support key prevention and wellness initiatives.