

Olmsted Medical Center Elevates Preventive Care with WestCX



Olmsted Medical Center (OMC) has been southeastern Minnesota's hometown healthcare provider since 1949. With more than 1,400 healthcare professionals across 23 locations, the nonprofit health system is built on a commitment to convenient, quality, personal care for every patient. OMC's "patient centered, community-focused, and future-oriented" vision has fueled both steady expansion and a willingness to innovate, especially when it comes to patient outreach.

Since 2023, OMC's Population Health team has partnered with WestCX on a series of targeted mammogram campaigns. The goal was to help patients get back on track with preventive screenings in the wake of COVID-19, when many had fallen behind. The mammogram service itself was not new, but the campaign added structure to the outreach efforts after the disruption from the global pandemic.

Adding Efficiency to Outreach The beauty of the campaign is in its simplicity.

Each month, OMC's Population Health team runs a report in its electronic health record (EHR) system to identify patients who were seen the previous month and received a mammogram order that remains unscheduled. In other words, the provider has already ordered the screening, but the patient hasn't yet taken that next step to schedule.

That list is uploaded to WestCX's platform, which automatically sends each patient a text or voice message. The message includes a direct phone number that patients can tap to call OMC's mammography department for immediate scheduling, as well as a link that opens their portal app—or, if not installed, directs them to the portal website—to schedule their appointment online. By giving patients multiple, convenient ways to act, OMC has made it easier than ever to complete an important preventive screening.

"We aren't doing anything revolutionary—we're just doing a better job helping patients follow through on the care their providers have already discussed with them," said Chris DeFranco, OMC's Manager of Population Health and Analytics. *"These reminders close the loop between the exam room and the imaging department, helping patients take action while the conversation is still fresh in their minds."*

Case Study:

Patient engagement modernization and preventive screening outreach



Profile Organization Type: Nonprofit Regional Health System



Size: 1,400+ healthcare professionals across 23 locations



Relationship: WestCX Partner since 2023



Location: Southeastern Minnesota



Measuring Success in Multiple Ways

Since the program began, it has consistently delivered strong results, averaging a 32 percent scheduled screening completion rate, with some months topping 40 percent. Each campaign run occurs monthly, identifying all unscheduled mammogram orders from the prior month and sending outreach messages in one day.

Across all campaigns since July 2023, 7.73 percent of patients scheduled within one day of receiving the message, 9.46 percent within two days, 26.76 percent within 45 days, and 35.94 percent within 90 days. The highest 90-day completion rate achieved to date is 44.16 percent—meaning that nearly half of all patients contacted went on to schedule their mammogram within three months. Notably, only completed exams are included in these results, ensuring the data reflects real outcomes rather than scheduled-but-canceled appointments.

The highest 90-day completion rate achieved to date is 44.16 percent—meaning that nearly half of all patients contacted went on to schedule their mammogram within three months.



The impact of this initiative extends beyond numbers. Since its launch, OMC has identified 20 patients with breast cancer at earlier stages than they might have been diagnosed otherwise. Those early detections have led to less invasive treatments, faster recoveries, and significantly improved prognoses. These outcomes illustrate how a seemingly simple outreach effort can directly contribute to saving lives.



“When a single reminder results in early cancer detection, it validates every bit of effort that went into creating this program,” said DeFranco. “Behind each percentage point in our reports are real people whose lives have been changed because they scheduled a screening at just the right time.”

Building a Framework for the Future

For OMC, the relationship with WestCX is about more than sending messages. It's about creating timely, relevant connections that make it easier for patients to prioritize their health. By combining clear communication, smart automation, and measurable results, OMC has set a new standard for preventive care outreach.

WestCX is the parent company of Televox and Mosaicx, bringing all solutions together under a single, unified brand.

