westcx

Patient Journey – Colonoscopy

Max's Orchestrated Journey

Follow Max through a coordinated colonoscopy journey — from identification and scheduling to preparation, procedure, and follow-up — powered by WestCX Orchestrate, the system of action that drives better outcomes by delivering the right communication to the right person at the right time.

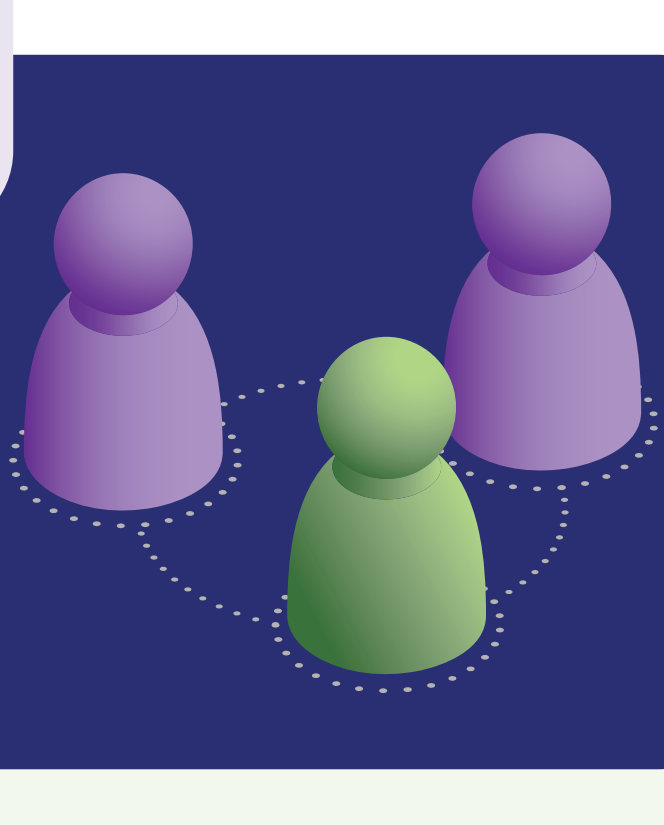
AWARENESS

1 Preventive Care Eligibility Identified

How it works:

Max is identified as due for a recommended preventive procedure based on age and screening guidelines. Through integration, WestCX Orchestrate captures eligibility signals from clinical data to place him into the appropriate preventive care journey — **ensuring identification happens systematically and at scale, without relying on manual list pulls or disconnected campaigns.**

1 in 3 adults **are not up to date with CRC screening tests. Emphasizing the importance of identifying eligible candidates.[1]**



ACCESS

2 Specialty Referral Orchestrated (reducing revenue leakage)

How it works:

When a specialty referral is required, WestCX Orchestrate coordinates the referral and scheduling as part of the same connected journey. Referral details are delivered to the appropriate specialty team while Max is guided forward with clear, proactive communication, explaining what's next, who he'll see, and how to take action. Context carries forward across systems and teams, **eliminating referral leakage, reducing delays, and ensuring the handoff feels seamless rather than fragmented.**

Health systems lose ***55%-65%*** *of potential inpatient care revenue as a result of referral leakage.[4]*

Only 35% **of referrals result in a documented visit[3]**

ENGAGEMENT

3 Multi-channel Proactive Screening Outreach Initiated

How it works:

Once eligibility is established, WestCX initiates proactive outreach aligned to national colorectal cancer screening recommendations. Outreach is orchestrated across preferred channels (text, voice, postcards, email), **creating early awareness and guiding Max forward** — rather than waiting for him to self-identify or navigate care on his own.

Text-message patient outreach cuts 30-day hospital readmission risk by 41%[5]

APPOINTMENT ENGAGEMENT

4 Procedure Scheduling Outreach

How it works:

Max receives a personalized campaign message prompting him to schedule his colonoscopy. The message is delivered as part of a coordinated journey with a clear call to action, triggered at the right moment based on readiness signals, **removing friction and making it easy to take the next step without staff intervention.**

2.7% vs 4.6% *Appointments with no-shows were lower among self-scheduled appointments compared to agent-based scheduling.[6]*

$150 billion **is the annual estimated cost of missed appointments for healthcare providers.[7]**

5 Inbound Call to Schedule

How it works:

When Max calls to schedule, AI-driven intent detection and journey context carry forward. The system already understands why he's calling, what outreach he received, and where he is in the journey. This allows agents — or conversational automation — to **move directly to scheduling, reducing repetition, call time, and frustration.**

Study reports AI-assisted technologies may free up the time of healthcare providers for essential clinical activities and more in-depth disease- and treatment-related communication with patients.[10]

6 Appointment Confirmation

How it works:

Once the appointment is booked, WestCX sends a confirmation message reinforcing the date, time, and location. **This reinforcement increases confidence, reduces uncertainty, and helps prevent no-shows — without adding workload for staff.**

SMS has proven to improve appointment compliance in a clinical review of ***162 studies****.[2]*

CARE / SERVICE

7 Pre-Procedure Instructions

How it works:

WestCX delivers clear, timely pre-procedure instructions sequenced intelligently at the right moments leading up to the appointment. Guidance is sequenced and contextual, helping Max prepare correctly and **reducing the risk of cancellations or reschedules due to incomplete preparation.**

8 Requests Help (Two-Way Support)

How it works:

If Max has questions, he can reply directly via text or call in for assistance. WestCX enables two-way, real-time interaction, **resolving common questions through automation and self-service,** while escalating to the right team when needed — without breaking the journey or losing context.

Patient self-management support increases patients' skills and confidence *in managing their disease state by providing a 2-way information exchange to produce sustainable effects.[12]*

72% **of patients want digital self-service to request prescription refills.[11]**

TRANSACTION

9 Cost Estimate and Payment Confirmation

How it works:

Before the procedure, WestCX provides copay information as part of the same coordinated experience, reducing downstream billing confusion. Once payment is completed, Max receives immediate confirmation. **This closes the financial loop and reassures the patient, reducing follow-up inquiries and administrative overhead.**

40% of patients find medical bills confusing.[13]

APPOINTMENT ENGAGEMENT

10 Procedure Check-In

How it works:

Day-of reminders and check-in instructions are delivered based on readiness and arrival signals, ensuring Max knows exactly where to go and what to expect. These moments **reduce delays, confusion, and last-minute cancellations on the day of care.**

A study published in JAMA Surgery found that a preoperative SMS reminder program ***reduced hospital readmissions by 27%*** *in the 30 days following surgery.[14]*

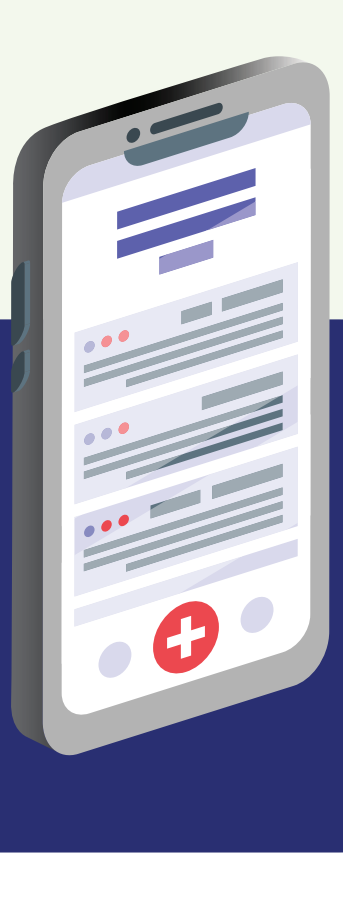
FOLLOW UP

11 Post-Visit Support

How it works:

After the procedure, WestCX proactively detects follow-up needs and provides proactive follow-up communication to support recovery, answer questions, identify potential issues early, and **help patients stay on track with prescribed medications, reducing staff workload while improving patient confidence.**

47% of non-clinical staff reported work overload, as a strong predictor of attrition.[15]



OPTIMIZATION

12 Turning Feedback into Action

How it works:

After each visit, WestCX sends a post-visit SMS survey and uses sentiment and response signals to trigger the appropriate next best action, from requesting a review to routing follow-up support — **ensuring feedback drives meaningful outcomes, not just measurement.**

85% of healthcare customers now consider communications to be somewhat or very important to their overall customer experience, up from 81% in 2023.[18]

How WestCX converts patient feedback into action

After the visit, WestCX drops a survey into your patient's SMS.
Based off the patient's rating, our tool initiates the best next action.

+ POSITIVE

Jenny Smith
Some of the best care I've received in my life!
★★★★★

Toot your horn:
Glowing reviews trigger a prompt for patients to share their amazing experience on your preferred platform — Google, Yelp, Facebook, your choice!

43% **of patients are willing to go out of network to work with a physician with a positive review[16]**

− NEGATIVE

Tony Wilson
I feel worse now than before I went to the Dr.
★☆☆☆☆

A low rating activates a prompt for detailed feedback. WestCX lets you be the first to know when a patient is dissatisfied. Resolve and rectify complaints *before* patients decide to air them publicly.

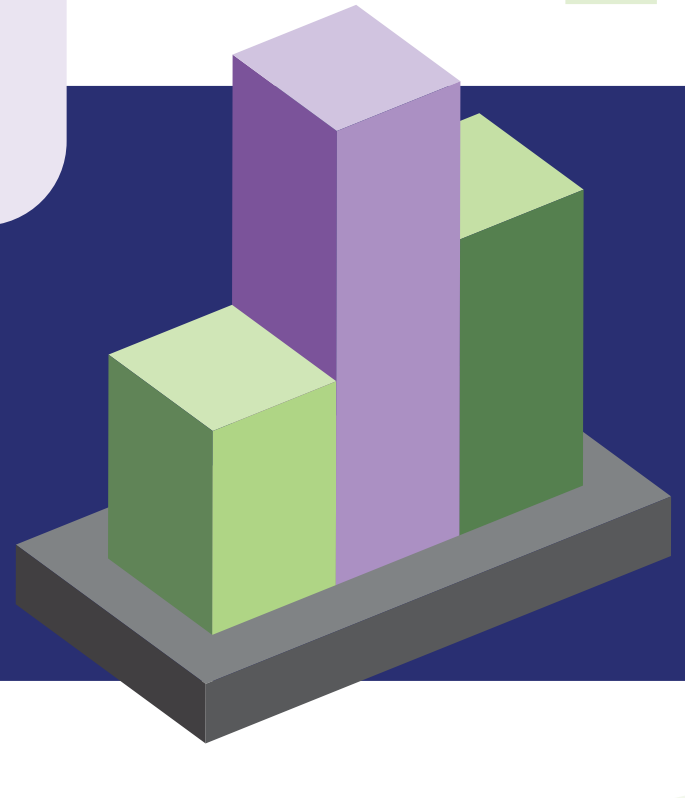
66% **of patients say they would want a direct response to a negative review[16]**

13 Future Care Optimization

How it works:

The journey doesn't end with a single procedure. Engagement signals, outcomes, and preferences feed closed-loop intelligence and analytics, allowing WestCX to continuously refine future reminders, preventive care planning, and next best actions — **creating an experience that improves over time, automatically.**

67% of health organizations *are preparing to adopt data analytics to personalize patient interactions.[17]*



Patient Outcomes

- **Improved screening adherence through proactive, guided outreach.**
- **Reduced risk through early detection and prevention of colorectal cancer.**
- **Lower friction and confusion across scheduling, preparation, and billing.**
- **A connected experience that builds confidence and supports long-term health.**

Sources

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