

Increase Colonoscopy Screening

Objective

Colonoscopy screening is the most effective method to identify and remove polyps in the lower intestine. However, many patients hesitate to undergo the procedure, due to fear of the procedure and the complex preparation process.

The goal of this study was to increase colonoscopy screening in a non-compliant population of Norfolk, VA.

Solution

The GI facility team operated Medorion's web-based healthcare engagement platform. The platform provided a strategy template based on behavioral science concepts, designed to increase participation in colonoscopy screening. The team customized the strategy to fit their exact needs and created Facebook ads. Medorion enabled the team to segment their population based on their clinical properties, geographic and demographic data, to optimize message tailoring.

Results

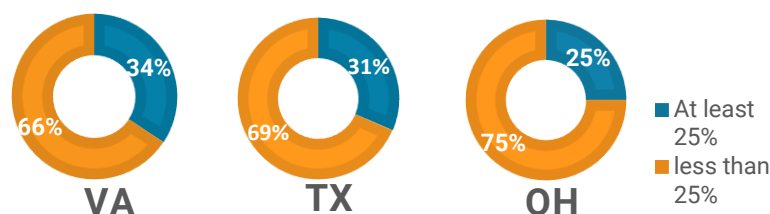
The study was conducted in Norfolk, VA, USA, on a population of N=150k aged 50 and above. Preliminary analysis showed that while the campaign generated interest, there was no increase in colorectal screening scheduling. Medorion's platform analytics suggested a trust issue between the targeted population and the product.

Based on this insight, Medorion's behavioral professional services team suggested building trust by adding a video ad showing a gastroenterologist going through the procedure with a personalized testimonial. This action led to an immediate increase in interest, overcoming the barriers and greatly improving outcomes of uptake in procedures.

Following the pilot in VA, the activity was replicated to TX and OH and found similar results:

- In all 3 states, at least a quarter of the target population watched more than 25% of the campaign content, as shown in figure 1.
- The endpoint of this campaign showed a 23% uptake in the colon irrigation procedure.

Fig 1. Campaign Engagement Levels



Medorion's Added Value

- ✓ Use clinically driven AI technology to predict the best persuasion strategy
- ✓ Generate marketing strategies that fit the clinical space
- ✓ User experience designed to fit all marketing expertise

