Emmi[®] Case Study

University of Alabama at Birmingham Reduced GI Cancellation Rates

Academic Medical Center Located in a Top 50 U.S. MSA 1,157 beds



EmmiEngage Upper GI Endoscopy and Colonoscopy

MULTIMEDIA PROGRAMS

Each program provides the patient with:

- Basic anatomy overview
- What to expect before, during, and after the procedure
- Risks of the procedure and possible alternatives



"The scope will not hurt when it goes in, but you may feel a little tickle in the back of your throat."



"Believe it or not, most people say that getting ready for the colonoscopy is actually the worst part."

University of Alabama at Birmingham

STUDY DETAILS

March	
	March

Study Period: March 2015 - March 2016



Population: 2,663 Non-Emmi patients 1,484 Emmi patients

💶. Wolters Kluwer

Patients that engaged with Emmi had significantly lower cancellation rates

75% **REDUCTION IN CANCELLATION RATES**



Non-Emmi patient cancellation rate





Emmi patient cancellation rate

99% confidence level