

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



University of Alabama at Birmingham

STUDY DETAILS



Study Period:

March 2015 - March 2016



Population:

2,663 Non-Emmi patients

1,484 Emmi patients

Patients that engaged with Emmi
had significantly lower cancellation rates

75%

REDUCTION IN CANCELLATION RATES



12% Non-Emmi patient
cancellation rate

..... VS



3% Emmi patient
cancellation rate

99% confidence level