

A PRE-COLONOSCOPY PERSONALIZED DIGITAL PLATFORM MARKEDLY REDUCES AMBULATORY COLONOSCOPY 'NO-SHOW' RATES

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UEG Week Copenhagen 2023

Poster

Colorectal

October 15, 2023

A randomized study of 2114 ambulatory colonoscopies found that a personalized digital platform with tailored videos and reminders reduced patient no-show rates by half compared to standard written instructions.

KEY POINTS

- No-show rates were 11.7% in the digital platform group versus 23.1% in the standard instruction group, representing a 51% reduction after adjusting for age, sex, and procedure timing.
- A dose-dependent relationship was observed: patients who watched more than 75% of the video had the lowest no-show rate at 6.4%, compared to 23.1% in controls.
- The reduction was consistent across sex and all age groups, with eight links needing to be sent to prevent one no-show.
- Economic modeling based on 400 monthly procedures estimated annual income loss reduction of approximately 840,000 ILS (210,500 euro).
- This material is relevant for gastroenterology unit administrators and clinicians seeking evidence-based strategies to improve colonoscopy attendance and operational efficiency.

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