


60.4% acceptance rate from autonomous Colon Cancer Prevention Campaign

Quirónsalud Group is a leading hospital group in Spain with over 160 healthcare centers, including 58 hospitals.

In 2022, it launched a campaign in four of their hospitals to prevent colon cancer. Each hospital had one administrative staff member assigned dedicating 7 hours a day to call these patients. They could effectively reach a maximum of 50 patients a day.

 **LOLA freed up 650 hours of administrative time per month with its incorporation, achieving a participation acceptance rate of 60.4%.**



CONTEXT

Four Hospitals in Madrid,
part of Quirón Salud Group



+1,400 
Beds

1M 
Population

+3,000 
Employees



STRATEGY & IMPLEMENTATION

1 Challenge

PREVECOLON is a public campaign intended to prevent colon cancer in women and men aged 50 to 69 to then conduct a colonoscopy. Patients are informed of the possibility of participating through their Patient Portal.

Quiron Salud Group launched a campaign in four hospitals to all the patients who met the criteria.

Each hospital assigned one administrative staff member to dedicate seven hours a day to calling these patients to encourage their participation. They could effectively reach a maximum of 50 patients a day.

2 Solution

Quiron Salud and Tucuvi identified the challenge of making the process more efficient and increasing the reach and acceptance rate, and implemented LOLA to perform the campaign to all patients who have not confirmed their willingness through the patient portal.

WHAT LOLA DOES

LOLA calls all patients who have not enrolled in the Prevention campaign and encourage them to do it, and autonomously share the confirmation in the patient portal if that's the case. Patients are not aware that LOLA, a virtual assistant, will be calling them.

The reach grew to 77% an outstanding 60.4% acceptance rate was achieved with LOLA's calls.



RESULTS

650h

Admin hours freed up per month (4 FTE)

77%

Patient reach

60.4%

Acceptance rate

69%

Reduction in team's workload

* Assuming 6 minute average calls when performed by admin staff.

** 20.637 patients were called. Calculations made subtracting 536 patients that already had their screening done when LOLA called them from the 12.553 patients that completed the call with LOLA, resulting in 8.276 patients that agreed to participate.

*** LOLA called 171 patients per day, out of which 53 still needed to be contacted by staff