

96.2% acceptance rate from autonomous Early Detection of Breast Cancer 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 early diagnose breast cancer. Each hospital assigned one administrative staff member to dedicate seven hours a day to calling these patients. They could effectively reach a maximum of 50 patients a day.

After LOLA, 450 hours of administrative time were freed up per month, **achieving a participation acceptance rate of 96.17%**.



CONTEXT

Four Hospitals in Madrid, part of Quirón Salud Group



+1,400 
Beds

1M 
Population

+3,000 
Employees



STRATEGY & IMPLEMENTATION

1 Challenge

DEPRECAM is a public campaign intended to early diagnose breast cancer in women aged 50 to 69. Patients are informed of the possibility of taking a mammography through their Patient Portal.

Quiron Salud Group launched a campaign in four hospitals to all the woman 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 (+85%).

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 79% and an outstanding 96.2% acceptance rate was achieved with LOLA's calls.



RESULTS

450h

Admin hours freed up per month (3 FTE)

79%

Patient reach

96.2%

Acceptance rate

63.7%

Reduction in team's workload

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

** 10.045 patients were called. Calculations made subtracting 3.545 patients that already had their mammography done when LOLA called them from the 9.009 patients that completed the call with LOLA.

*** LOLA called 91 patients per day, out of which 33 still needed to be contacted by staff