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## Streamlining Colonoscopy Workflow: How Gastro Health Charlottesville Improved Office Efficiency With NAVGI 360™

**The implementation of NAVGI 360™ has led to notable improvements in practice efficiency at Gastro Health Charlottesville:**

- **Patient cancellation/no-show rate improved by approximately 8%**
- **Incoming call volume decreased by approximately 75%**, significantly reducing the administrative burden on staff
- **Appointment scheduling became twice as efficient, with procedure waitlists reduced by 90%**
- Patients now have clear expectations regarding costs, with **nearly 20% receiving their bowel prep for free and a maximum co-pay of \$50 for others**
- **Real-time patient visibility** allows staff to prioritize patient outreach by actively monitoring patient engagement

In the United States, colorectal cancer (CRC) is the second leading cause of cancer death and the number one cause of cancer deaths in men under 50.<sup>1</sup> In 2024, nearly 153,000 people will be diagnosed with CRC, and more than 53,000 are expected to die from it. Despite being one of the **most preventable yet least prevented forms of cancer**,<sup>2</sup> it is estimated that 68% of these deaths could have been prevented through screening.<sup>3</sup> With 13% of cases affecting individuals under 50,<sup>2</sup> the need for timely and accessible screening is more critical than ever.

Access to high-quality screening and diagnostic services is important for reversing this trend. However, factors like bowel prep cost uncertainty, confusion over instructions, and extensive patient follow-up can disrupt practice efficiency. Since colonoscopies make up a significant portion of the services provided in endoscopy practices, effective workflows for delivering pre-procedure information and bowel prep kits are essential.

By implementing NAVGI 360™, Gastro Health Charlottesville transformed its workflow from a time-consuming process to a streamlined, patient-focused approach, leading to more efficient resource use and improved office workflow.

## **CHALLENGE:** Inefficient pre-procedure information and bowel prep distribution processes disrupt patient care and office workflow

Like many endoscopy practices, Gastro Health Charlottesville faced challenges due to barriers imposed by payors and pharmacies, leading to undue stress on office operations. These external factors created inefficiencies in providing pre-procedure information and instructions and bowel prep kits to patients, making it difficult to maintain a smooth and effective workflow.

### **These challenges included:**

- Increased no-show rates and same-day cancellations due to unclear or conflicting pre-procedure instructions and confusion around prep requirements
- Significant increase in staff time spent on phone calls with patients and pharmacies to address issues related to bowel preps, costs, and instructions (phone calls by practice or clinic staff took 3 hours/day)
- Time-consuming interactions and follow-ups due to inefficiencies in resolving patient and pharmacy concerns
- Higher rates of inadequately prepared patients on procedure days, resulting in frequent rescheduling and increased administrative burden for practice staff
- Navigating multiple prep options and communicating these effectively to patients, making workflow standardization challenging

Recognizing the link between efficient operations and high-quality care, Gastro Health Charlottesville prioritized addressing these challenges. The practice urgently needed a centralized system to manage pre-procedure communications and distribute bowel prep kits to optimize workflow and reduce the administrative burden on practice staff.

*“We find the NAVGI 360™ portal incredibly helpful. Having a one-stop-shop to streamline and automate our bowel prep workflow, rather than relying on phone calls, has greatly improved our practice efficiency, reduced staff stress, and enhanced the quality of care we provide.”*

*- Annika McNamara, RN, BSN  
Endoscopy Administrator*

## **SOLUTION:** Integrating NAVGI 360™ into the office workflow

In 2024, Gastro Health Charlottesville implemented NAVGI 360™ into its practice to improve office workflow, with four key objectives in mind:

1. Reduce no-shows and same-day cancellations
2. Improve workflow efficiency within the practice and reduce incoming call volume from patients
3. Streamline the provision of pre-procedure information and high-quality, cost-sensitive bowel prep kits to patients
4. Provide physicians and practice staff with visibility over the entire process, allowing them to track when patients receive their prescriptions and monitor their progress

## **PATHWAY TO SUCCESS:**

### **1 MONTH**

#### **Identify a champion**

- Appointed an Implementation Champion to lead and oversee the integration of the NAVGI 360™ portal
- Partnered with a dedicated Account Manager at NAVGI 360™ support during implementation

#### **Engage physicians and practice staff**

- Engaged with practice staff to explain the benefits, goals, and aims of NAVGI 360™, ensuring everyone understood its purpose and the expected improvements in workflow and patient care
- Addressed physicians' concerns regarding the cost and need for low-volume bowel prep solutions — successfully gained their support by emphasizing the benefits and affordability of the three high-quality bowel prep options selected, including tablet-based and low-volume options

#### **Initial rollout**

- Began implementation with patients undergoing screening colonoscopies to evaluate effectiveness and gather initial feedback
- Made adjustments to new processes based on learnings and feedback

#### **Communicate to patients**

- Developed and displayed educational materials, including flyers and posters in the clinic waiting room, highlighting the partnership with NAVGI 360™ to provide high-quality bowel prep options at a cost-sensitive price
- Communicated the pricing structure to patients (with a co-pay cap of \$50, with some patients paying \$0)

#### **Full rollout**

- Expanded the rollout to include all patients, including those undergoing diagnostic procedures

#### **Ongoing monitoring**

- NAVGI 360™ account management team regularly provided metrics to practice staff to demonstrate the effectiveness of NAVGI 360™, reinforcing its benefits and encouraging continued use

*“Input from a nursing perspective has been fundamental in implementing the service into our practice. Annika’s ability to view the process through the patients’ eyes have been key to its success.”*

*- Daniel J. Pambianco, MD, FACG, FASGE  
Medical Director, Gastro Health Charlottesville  
Past President, American College of Gastroenterology*

**RESULTS:** Embedding NAVGI 360™ into daily practice has significantly increased workflow efficiency, reduced patient inquiries, and streamlined pre-procedure and bowel prep processes

<b>~75%</b> decrease in incoming call volume	<b>~8%</b> improvement in appointment cancellation rate
<b>2x</b> appointment scheduling efficiency	<b>Real-time patient visibility</b> to monitor patient engagement
Patients know what to expect cost-wise, with almost <b>20% of patients</b> receiving their prep for free	NAVGI 360™ caps the cost of the prep at <b>\$50 maximum co-pay</b>

*“Improved metrics are a strong motivator. Reduced costs and fewer phone calls — each of which costs \$12-\$15 in personnel time — are significant benefits for our practice. Any reduction in workload gained from implementing NAVGI 360™ serves as a major selling point for our staff.”*

- Dr. Pambianco

*“The recent decrease in the recommended bowel cancer screening age to 45 years has led to a backlog of appointments and long waiting lists, making the need for process efficiencies all the more important.”*

- Annika McNamara

*“My advice to others is to prioritize education and training for physicians and practice staff — ensure everyone is on board. While some may see this as just another new task, it's crucial to communicate that investing time upfront for implementation leads to long-term benefits and improvements to the services we offer. Highlighting the positive changes and improved metrics following implementation will help gain buy-in and support throughout the process.”*

- Dr. Pambianco

The successful implementation of NAVGI 360™ at Gastro Health Charlottesville has significantly streamlined workflow by improving the delivery of pre-procedure information and bowel prep kits to patients. Within just 30 days, the practice achieved seamless adoption of NAVGI 360™ with minimal upfront training required.

Consequently, NAVGI 360™ has contributed to reduced no-show and cancellation rates, fewer incoming patient calls, and less time spent resolving pharmacy-related issues. Gastro Health Charlottesville remains focused on maintaining these workflow improvements to reduce the administrative burden on staff and support overall practice operations.



Experience reported reflects data from a single office. Results are dependent on factors unique to each practice site.

#### REFERENCES

1. Siegel RL, Giaquinto AN, Jemal A. Cancer statistics, 2024. *CA Cancer J Clin.* 2024;74(1):12-49.
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3. Sharma KP, et al. Preventing Breast, Cervical, and Colorectal Cancer Deaths: Assessing the Impact of Increased Screening. *Prev Chronic Dis.* 2020;17:200039.