

CASE STUDY

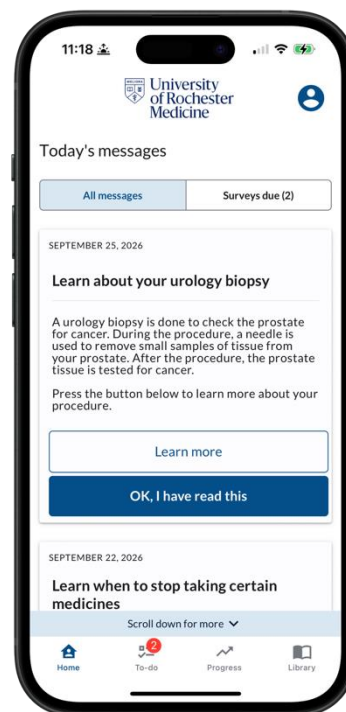
University of Rochester Medicine Reduces Colonoscopy and Urology Biopsy Cancellations and No-Shows with SeamlessMD

Adding an estimated \$1.7M in annual revenue

University of Rochester Medicine (URochester Medicine) is an 8-hospital academic health system serving a diverse patient population across Rochester, New York. Like many health systems, they faced an ongoing challenge, especially for their high-volume colonoscopy and urology biopsy programs: patient cancellations and no-shows that disrupted schedules, delayed care, and left valuable procedure slots unfilled.

In response, URochester Medicine was motivated to reduce cancellations and no-shows, protect procedural capacity and revenue, and help more patients successfully complete their procedures. Doing so meant better supporting patients before their procedure, including: improving engagement and confidence, providing on-demand education and step-by-step guidance, increasing preparation compliance and identifying patients at risk of cancelling early enough for staff to intervene.

To make this possible, URochester Medicine turned to SeamlessMD, a leading digital care journey platform. Today it's being used at URochester Medicine for Hypertension, CHF, COPD, Stroke and Colorectal Cancer Screening, with deep integration into Epic and MyChart.



Key Results

COLONOSCOPY

↑14% case completion rate

↓68% no-show rate

↓16% cancellation rate

\$1.32M estimated additional revenue per year, equal to 442 additional colonoscopies

UROLOGY BIOPSY

↓29% patient-initiated cancellations

↓77% no-show rate

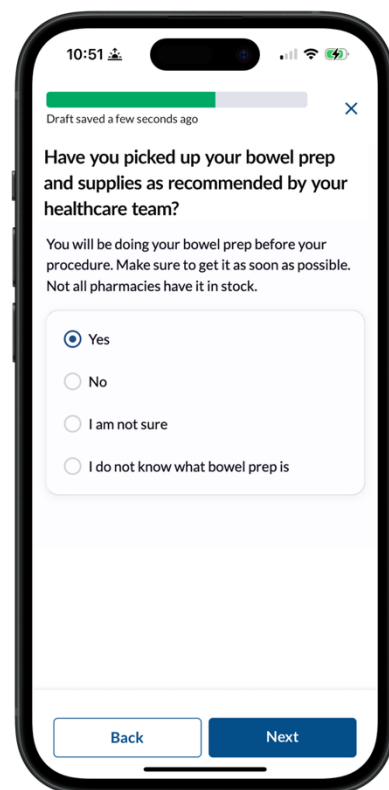
↑11% higher reschedule rate

\$364,766 estimated additional revenue per year from avoided cancellations and no-shows

Partnering with SeamlessMD to Build Digital Care Journeys for Colonoscopy and Urology Biopsy

SeamlessMD worked closely with clinical working groups at URochester Medicine to customize evidence-based protocols and content for each digital care plan, which enables the care team to:

- ✓ **Engage patients** with a multi-channel virtual companion that includes text message, email, mobile app and web app, guiding them from the moment the procedure is booked through recovery at home
- ✓ **Deliver interactive evidence-based pathways** in the form of multimedia education, reminders, to-do lists, and tasks
- ✓ **Send pre-procedure readiness surveys** ahead of the procedure date, checking that patients have received their instructions and completed the steps required of them
- ✓ **Personalize instructions** to each patient's own medications and preparation (e.g. bowel prep)
- ✓ **Automate patient self-care guidance** via smart algorithms and workflows (e.g. education on how to manage low-risk issues or when to escalate to a provider)
- ✓ **Route alerts into dedicated Epic In Basket pools**, flagging patients at risk of a cancellation



FOR COLONOSCOPY SPECIFICALLY

- ✓ Checks whether patients have picked up their bowel prep and supplies, with instructions tailored to the prep they were prescribed
- ✓ Confirms patients know how to manage their blood thinners, insulin, and oral diabetes medicines, SGLT2 inhibitors, and GLP-1 agonists before the procedure
- ✓ Confirms patients have arranged a ride home

FOR UROLOGY BIOPSY SPECIFICALLY

- ✓ Gives patients a day-by-day schedule for stopping blood thinners, with timing specific to each medicine
- ✓ Confirms patients know who to call if they need to change or cancel their procedure, or develop symptoms of illness beforehand
- ✓ Supports recovery with visual self-assessment tools, such as a five-grade urine color chart showing what is normal and when to call the team

“Whether a colonoscopy happens comes down to how well the patient is prepared. [SeamlessMD](#) allowed our care team to check on patients ahead of time, see who has not picked up their bowel prep or arranged a ride home, and reach those patients before the day of the procedure – which has increased our case completion rate.”



Dr. Nick Bartell

Assistant Professor of Medicine, Director of Clinical Operations, Associate Safety and Quality Officer, Gastroenterology & Hepatology Division, University of Rochester Medicine

Epic Integration Automates Enrollment and Flags At-Risk Patients

Both programs enroll patients automatically through an HL7 feed from Epic to SeamlessMD.

Patient monitoring runs through dedicated Epic In Basket pools, which flag patients at risk of a cancellation so that care teams can follow up before the procedure date.

“SeamlessMD’s integration with Epic is what makes this program work at scale. Patients are enrolled automatically when the procedure is booked, which allows our teams to easily identify and engage with patients who need attention inside the Epic workflow they already use. We are utilizing this tool to help support our teams and patients to make their encounters even more valuable and accessible within their MyChart account or SeamlessMD platform.”



Stephanie Lempke
Assistant Director of Digital Health Operations, University of Rochester Medicine

Results: Colonoscopy

Colonoscopy case completion rate increased ↑ 14% (58% → 66%) due to reduced no-shows and cancellations:

	Did Not Use SeamlessMD	Used SeamlessMD	Difference
Sample size (# of appointments)	3,350	3,005	–
Cancellation rate	39.07% (1,309 / 3,350)	33.01% (992 / 3,005)	↓ 16%
No show rate	2.69% (90 / 3,350)	0.87% (26 / 3,005)	↓ 68%

Time period: November 3, 2025 to May 27, 2026. Did not use SeamlessMD = patients who were not enrolled (n = 1,718) or patients enrolled, but who did not engage (n = 1,632). Used SeamlessMD = patients who were enrolled, and opened and engaged with SeamlessMD.

Higher colonoscopy case completion adds an estimated \$1.32M in revenue per year:

+14%

increase in case completion rate
(57.8% → 66.1%)

442

additional colonoscopies
completed per year

\$1.32M

added revenue, per year

HOW THE \$1.32M / YEAR WAS CALCULATED

- Time period: November 3, 2025 to May 27, 2026.
- Expected completions without SeamlessMD (57.8% baseline case completion rate × 3,005 patients) = 1,738. Actual completions with SeamlessMD = 1,986. That’s 248 extra cases × \$3,000 = \$744k over 205 days, or \$1.32M annualized.
- \$3,000 is the midpoint of the \$2,500 to \$3,500 revenue per-case range provided by URochester Medicine.

Results: Urology Biopsy

Patient-driven cancellations and no-shows decreased across the board:

	Did Not Use SeamlessMD	Used SeamlessMD	Difference
Sample size	200	540	—
Total cancellations / patient (patient reason) *	32% (63 / 200)	25% (137 / 540)	↓ 19%
Total no-shows / patient (patient reason) *	6% (12 / 200)	1% (5 / 540)	↓ 85%
Unique patients w/ cancellation (patient reason)	28% (55 / 200)	20% (106 / 540)	↓ 29%
Unique patients w/ no-show	4% (8 / 200)	1% (5 / 540)	↓ 77%
Of patients who cancelled, patients who used SeamlessMD were 11% more likely to re-schedule their biopsy — not activated vs activated on SeamlessMD			
Sample size	69	139	—
Rescheduled a future procedure date	75% (47 / 63)	83% (92 / 111)	↑ 11%

Revenue Impact: Urology Biopsy

Avoiding cancellations and no-shows generates an estimated \$364,766 in additional revenue per year:

Applying the cancellation and no-show rate for non-activated patients to the activated patients on SeamlessMD gives the number of biopsies that would be expected without SeamlessMD. The gap versus actual, at \$3,601 per unfilled slot, is additional revenue earned from reduced cancellations and no-shows.

\$199,566 / year

Cancellations, all patient-driven events

55 cancellations avoided, annualized

Cancellation rate 32% → 25%

Based on 33 avoided cancellations and \$119,193 additional revenue estimated in the study period

\$165,200 / year

No-shows, all events

46 no-shows avoided, annualized

No-show rate 6% → 1%

Based on 27 avoided no-shows and \$98,667 additional revenue estimated in the study period

- Cost per unfilled slot (\$3,601) provided by URochester Medicine and applied to no-shows as well as cancellations. Cost does not include additional administrative time and cost required to reschedule the patient or attempt to fill the slot.
- Cancellation estimate does not take into consideration that a cancellation slot may have been filled, resulting in no lost revenue.

“Biopsy patients have a lot to manage before they arrive, particularly holding their blood thinners on the right schedule. SeamlessMD walks patients through it step by step, and makes sure they know who to contact if something changes. [This has dramatically cut down on the cancellations and no-shows we used to absorb.](#)”



Dr. Thomas Frye, D.O.

Associate Professor of Urology and Vice Chair of Clinical Affairs for the Department of Urology, University of Rochester Medicine