

Background

Many outpatient colonoscopy practices face operational challenges related to high rates of case cancellations and no-shows. Patients cite forgotten appointments, lack of rides home, or work constraints as barriers to care. Even when patients arrive for appointments there is an inconsistent adherence to preparation instructions that threaten the success of the intended procedure. A challenge is added when the patient population includes open-access patients who, unlike other surgical patients, do not have a pre-operative office visit prior to their screening colonoscopy.

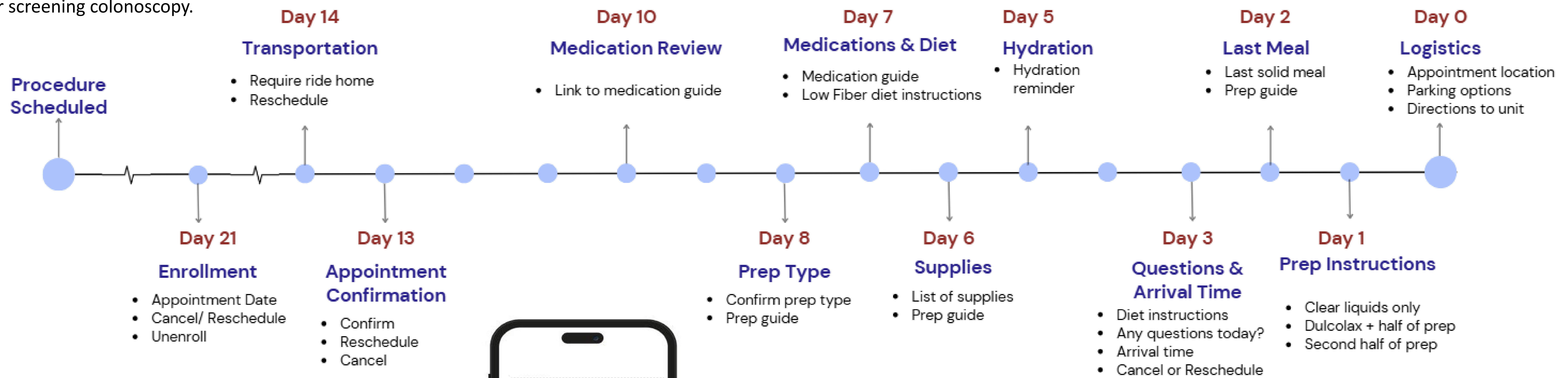
Objective

Incorporate a technology-based solution, ColoPrep, that delivers automated text messages to colonoscopy patients in the Endoscopy Suite to improve communication regarding appointment preparation using:

- Customized message reminders triggered at milestones to put the most essential information at the patients' fingertips
- ColoPrep texts to begin at day 21 pre-procedure including appointment reminders, prompts to plan transportation, medication instructions, checklists of supplies, diet tips, and guidance of when to consume bowel prep

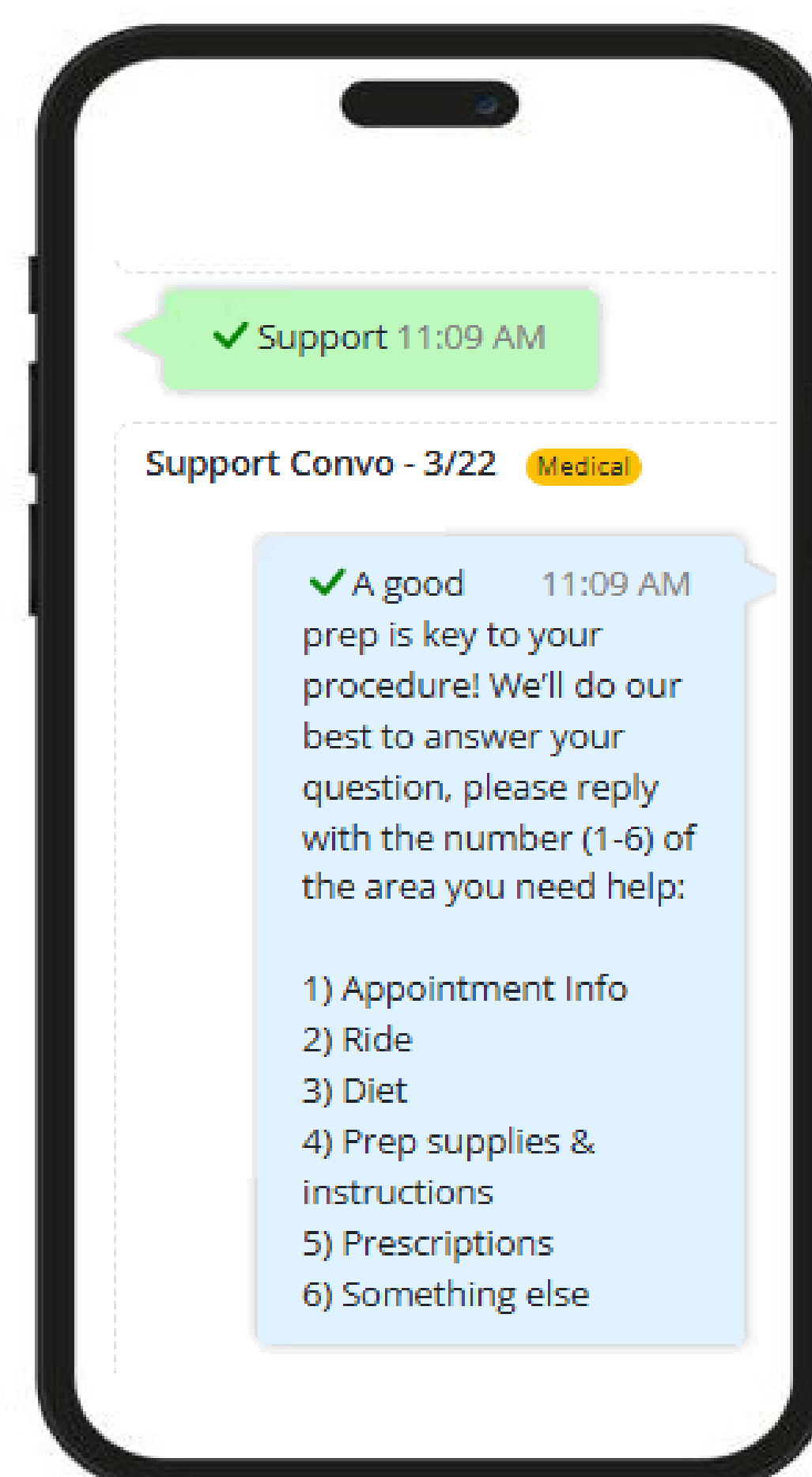
Implementation

Patient outreach begins with delivery of an automated script of key pre-procedure information. Patients may respond via text to receive real-time support, with messages routed to GI clinic nurses for scheduling or prescription-related questions and to endoscopy nursing staff for diet or preparation concerns. Nursing teams were trained by leadership on message review and patient response workflows. Between January 2025 and March 2026, **11,847** colonoscopy patients were enrolled in the program at our practice.



Statement of Successful Practice

Between January 2025 and March 2026, **82%** of patients enrolled in ColoPrep engaged by responding to prompts or submitting questions. In March 2026, **194** patients provided feedback, with **98%** reporting the program was helpful in preparing for their procedure. Patients rated their likelihood of recommending ColoPrep at an average score of **9.99** on a 0–10 scale, demonstrating that leveraging technology with nursing support enabled timely responses to address patient questions.



Endoscopy Nursing Staff

- Prep questions
- Diet questions
- Medication questions

GI Clinic Nursing Staff

- Appointment reschedule
- Cancellations
- General appointment info

At any point, the patient can text "SUPPORT" to ask questions. Based on the topic they will be automatically be provided more information or routed to the right clinical team of nurses for a personalized reply via text or phone call.

Implications for Practice

This initiative shows how technology and collaboration can enhance patient readiness and satisfaction. It also highlights the evolving role of peri anesthesia nurses in patient education, digital engagement, and care coordination. A collaborative approach between the GI practice and Endoscopy nursing teams was key to the success of this implementation, as both teams own a branch of this workflow, and enhanced the overall patient preparation experience.