▼ Virtua Health

Personalized Access and Tangible Health Outcomes
in High-Value Specialty Care

$1M in staff costs saved with patient self-scheduling within first year of launch	**3,500+** Cologuard® tests completed within five months using automated preventive care outreach, *catching nearly 300 positive results sooner*	**56%** more patients use Virtua's waitlist since launching Luma

Personalized access to the health system for better care outcomes

Virtua Health is a cornerstone healthcare provider for a "dramatically diverse community" in southern New Jersey, according to Tarun Kapoor, MD, Chief Digital Transformation Officer at Virtua Health. "From our location to seven miles down the road, we see two years' difference in life expectancy per mile."

Personalized patient access is a core need for Virtua, which provides a wide array of specialty services and primary care to this diverse population. "We take to heart that we serve everyone in our geography, and we do everything possible to give everyone the same access to care," said Kapoor. **The desire to make patient access simpler and more convenient – and ultimately, close care gaps – brought Virtua to Luma.**

📍 Marlton, NJ   ⚙ Epic EHR   🏢 Enterprise Health System

> " Yes, patients are calling for an appointment. But they're actually looking for an answer... When we get patients what they need to complete their healthcare journey, then we actually start to get meaningful outcomes."
>
> **Tarun Kapoor, MD, MBA, Chief Digital Transformation Officer**

Proactively reaching patients and meaningfully advancing their care

By proactively reaching the right patients with automated workflows based on their medical records, **Virtua is improving not just access, but also patients' downstream healthcare outcomes.** Identifying that many patients don't get routine colonoscopies, the gastroenterology department now uses Luma via API integration with the Epic EHR to reach patients who need screening with information about home Cologuard tests. Automated outreach to patients in their preferred channels lets them know about important pre-visit readiness steps, such as scheduling labs or updating insurance. **"The best screening test is the one that gets done," said Kapoor.** The best access journey is the one that gets to the end point….**Then we actually start to get meaningful outcomes."**

Deliver access and care outcomes like Virtua Health:

More Cancer Screenings

When patients are due for a preventive cancer screening, they are now sent a tailored, proactive outreach, integrated from Epic's Campaigns module and Luma. "The results have been stunning…we've detected hundreds of patients who have precancerous lesions and gotten them in for care sooner," said Kapoor.

Customer Outcome

3,578 Cologuard® tests completed within five months with automated preventive care outreach, catching 267 positive results sooner.

Better Service Utilization

"People cancel appointments. That's life," said Kapoor. With automated outreach and rescheduling workflows, more slots are filled and staff have more lead time when a patient does cancel. "The demand for healthcare is not going down. We need to utilize the slots we have available," said Kapoor.

Customer Outcome

Within one year, the average lead time for cancellations increased from 2.4 days to 4.5 days, and 56% more patients now use Virtua's waitlist after Luma outreach.

Personalized Patient Guidance

Patients receive automated outreach for appointments that require prep, such as cardiology testing. The messages contain information including the duration of the test, what food and drink to avoid before the test, and what to wear.

Customer Outcome

Nearly 600 patients have received cardiology test prep messages, and Virtua is piloting new types of pre- and post-care messages. "We iterate quickly so we can reach our patients in new ways. That differentiates us from other Epic shops down the road," said Kapoor.