



The challenge

CommonSpirit Health faced a multi-market challenge after falling short of its 2023 goals for Medicare Annual Wellness Visits (MAWV). With a fragmented outreach and scheduling process, progress on MAWV lagged behind resulting in hindering quality improvement and leaving care gaps unresolved at scale. Outreach efforts needed to address varying patient responsiveness, and legacy manual processes posed significant burdens on staff and clinic resources.

The solution

In March 2024, CommonSpirit launched a coordinated, automated outreach campaign, prioritizing MAWV as 50% of all care gap outreach. The initiative featured a market-specific, multi-touch cadence (typically six contacts per patient), robust leadership sponsorship, and a shift to centralized follow-up managed by Patient Communication Center (PCC) staff. In April 2025, they extended automation further, rolling out self-scheduling for MAWV appointments. This created a seamless experience for patients and maximized operational efficiency.

The results

The impact was immediate and significant. By September 2024, rollout regions in California and the Southwest had already exceeded the annual 58.8% MAWV enterprise target, reversing a trend of underperformance from the previous year. Over 160,000 patient outreaches were completed in 2024 alone, generating roughly 1.05 million touchpoints through automation. To date, CommonSpirit has saved over 74,800 staff hours and avoided nearly 446,000 manual calls. In 2025, early implementation of automated MAWV scheduling booked 1,126 appointments and saved an additional 26,188 hours. This digital transformation not only improved care gap closure, but also freed up clinical staff to focus on higher-value tasks. Notable's success earned national recognition within CommonSpirit, cementing automation as a core lever for quality, access, and operational excellence.

74,878 staff hours saved and
CY24 Annual Wellness Visit
targets met in under nine
months with automated
outreach and scheduling

Solutions Deployed

Outreach Automation for MAWV,
Automated Scheduling

EHR

Epic

Market

California, SW Arizona & Nevada,
regional multi-site network rollout

Key outcomes

160,000+

MAWV outreaches in 2024

74,878

Staff hours saved (~36 FTE)

445,888

Manual calls avoided

58.8%

CY24 MAWV target reached by
09/2024

1,126

Booked visits via auto scheduling