



**CASE STUDY**

# **Accelerating Access & Outcomes in Gastroenterology with WovenX and Washington Gastroenterology**

Across the country, specialty care access remains one of the most pressing challenges for patients and providers alike, particularly in gastroenterology where delays in care can compromise clinical outcomes and practice profitability.

**Washington Gastroenterology (WaGi)** — a leading GI Alliance practice in the Seattle-Tacoma region — has always been ahead of the curve, known for its operational excellence. But even for this high-performing group, rising patient demand was creating strain: clinicians working harder to keep up, staff struggling to fit patients in, and delays in access threatening both experience and outcomes.

In 2024, WaGi and **WovenX Health** launched an **OnDemand platform** - a virtual front door connecting patients to WovenX's team of GI-trained clinicians in real time. Care is documented in the EMR, billing flows to the practice, and staff workflows stay seamless. What began as a stopgap has become a profitable, consumerforward growth engine. Together, WaGi and WovenX Health are redefining GI care through faster access without added complexity.



# Turning Access Challenges Into Loyalty

Faster access alone wasn't the only win. By dramatically shortening wait times, WaGi also addressed a recurrent business challenge for specialty groups: **patient leakage**.

Many patients facing long delays simply go elsewhere - to other GI groups, return to referring PCPs, urgent care, or even the ED. Now, patients who might have left the system receive a **consumer-forward 'wow' experience**, building trust and loyalty from the very first interaction.

## WITHOUT ONDEMAND:\*

28%

28% of patients would have gone to another GI practice

36%

36% would have returned to their PCP

41%

41% would have considered urgent care or the ED

\*Data derived from a survey of 865 WaGi patients (15% of total completed visits to date), responding to the question: 'What would you have considered if OnDemand visits were not available at this group?'

## WITH ONDEMAND:

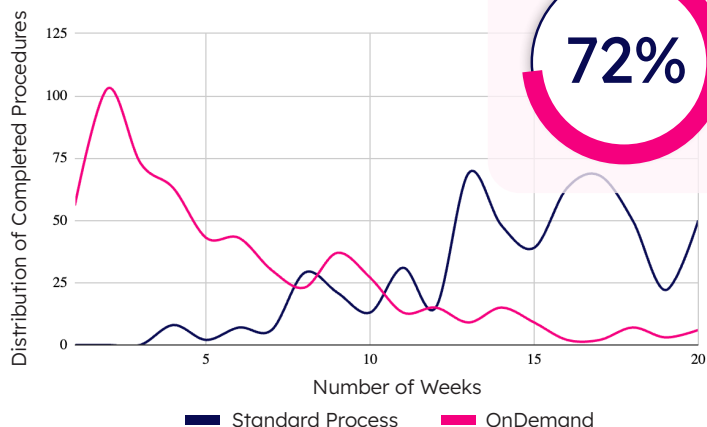
Achieved an **86 NPS**, reflecting strong patient loyalty driven by OnDemand's consumer-forward experience, retaining patients and turning them into loyal advocates for the practice.

By turning potential leakage into loyalty, and delivering a best-in-class patient experience, OnDemand has helped WaGi strengthen its market position and drive sustainable growth.



# Accelerating Time to Treatment & Unlocking Capacity

With the OnDemand platform, WaGi wasn't just delivering faster initial visits — it was moving patients through the entire diagnostic and treatment pipeline at record speed.



OnDemand patients advanced from referral to completed procedure **72% faster** than those following traditional pathways, saving an average of **2.6 months**.

This acceleration improved clinical outcomes, enhanced patient experience, and reduced the risk of patients disengaging mid-process.

At the same time, the platform helped WaGi optimize capacity in its endoscopy suites. OnDemand visits made it possible to fill last-minute cancellations - like selling the last seat on a plane - converting what would have been lost time into revenue-generating care.

## KEY RESULTS:

- + **72% faster** time from referral to completed procedure resulted in patients getting the care they needed **2.6 months earlier**
- + **54%** of OnDemand patients backfilled cancelled endoscopy slots
- + **5% overall increase** in endoscopy suite utilization

“WovenX Health didn’t just improve access — they made every endoscopy suite hour more valuable.”

— WaGi administrator

By accelerating time to treatment and optimizing existing capacity, OnDemand helped WaGi drive both clinical impact and operational efficiency without adding new staff or facilities.

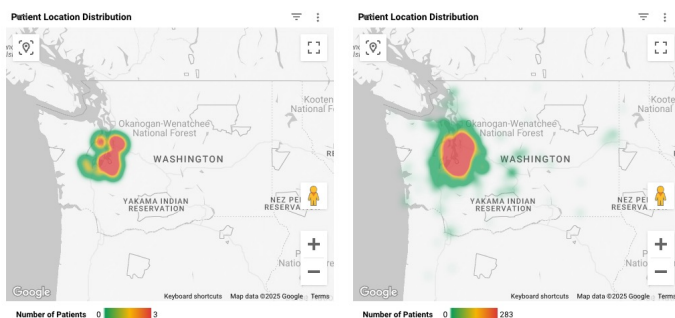
# Turning Insights Into Targeted Growth

Beyond faster access and improved retention, the OnDemand platform gave WaGi a powerful new growth lever: deep visibility into patient behavior.

By capturing rich demographic and utilization data through the WovenX platform - including visit patterns, conversion rates, and patient profiles - WaGi gained new insights into the populations for whom OnDemand most resonated. One early finding: the largest segment of OnDemand users were busy, middle-aged women seeking a convenient, frictionless experience.

Armed with this data, WaGi launched a targeted marketing campaign, with remarkable results:

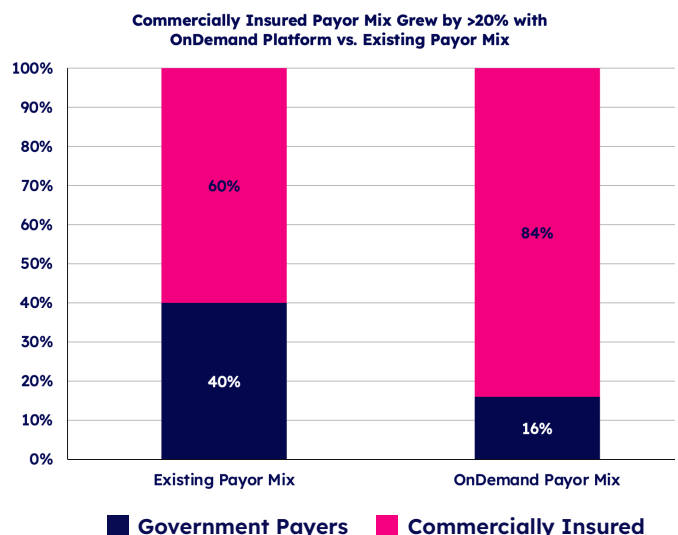
- + **30% increase** in OnDemand utilization
- + **6% uplift** in new patient volume over several months (off a modest marketing spend)
- + **Growing demand** beyond WaGi's usual catchment area — proving that patients will travel for a best-in-class experience



Expanded catchment area enabled with the WovenX platform.

In addition to driving volume growth, the OnDemand platform also attracted a more favorable payer mix:

- + OnDemand patients were **20%+ more likely to be commercially insured** compared to WaGi's overall practice baseline, creating a highly attractive ancillary revenue stream



By pairing real-time data insights with targeted marketing and operational activation, WaGi successfully evolved OnDemand from an access initiative into a profitable growth engine.



# Supporting High-Need Patients Without Provider Burnout

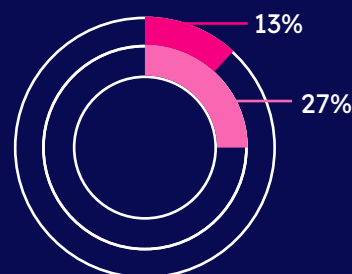
An unexpected benefit of the OnDemand platform was its ability to support one of the practice's most challenging patient segments: high-need patients who require frequent follow-ups and more touchpoints than standard workflows can easily accommodate.

Historically, these patients consumed disproportionate amounts of uncompensated physician time, contributing to stress and burnout risk.

With OnDemand, these high-need patients now had a structured, efficient outlet — receiving timely answers and support through virtual visits, without overburdening WaGi's physicians. The result: a better experience for patients, a more sustainable model for providers, and improved practice efficiency.

## KEY INSIGHT:

Just **13%** of patients accounted for **27%** of total OnDemand visit volume



**OnDemand efficiently absorbed this demand — reducing burnout risk and freeing physicians to focus on high-value care**

# Driving Meaningful Financial Outcomes

In just 18 months, WaGi's partnership with WovenX Health delivered significant financial and operational returns, proving that better access can also drive sustainable growth.

By transforming potential leakage into loyalty, accelerating time to treatment, and optimizing endoscopy suite capacity, the OnDemand platform became a meaningful revenue engine for the practice.



>40% of OnDemand patients considering another pathway without OnDemand

>50% of completed procedures took cancellations left open in the endo suite

Beyond the numbers, the partnership helped **restore joy in practice** for WaGi clinicians, by removing barriers to care, reducing stress, and creating a better experience for both patients and providers.



# Delivering Care at the Speed of Need

For many patients seeking GI care, time matters, but traditional access models often mean long waits for an initial appointment. The OnDemand platform offered a faster, simpler alternative.

Within minutes, patients connected with WovenX's GI-specialized APPs, receiving expert care when they needed it most — not weeks later. The platform supports guideline-based decision-making with AI-enabled supervision, flagging deviations for physician review. All visits are documented in the EMR, preserving continuity and allowing WaGi physicians to focus on higher-acuity care.

## KEY BENEFITS:

- + **Rapid Access:** Average visit initiation under 30 minutes
- + **Real-Time Care Delivery:** with no need to schedule, eliminating no shows
- + **Delighted Patients. High Satisfaction:** Net Promoter Score of 86
- + **Freed Clinical Time:** Physicians practicing at the top of their license
- + **Rigorous Quality Standards:** Guideline-based care delivered by experienced GI-trained APPs, with real-time, tech-enabled supervision from board-certified gastroenterologists

“

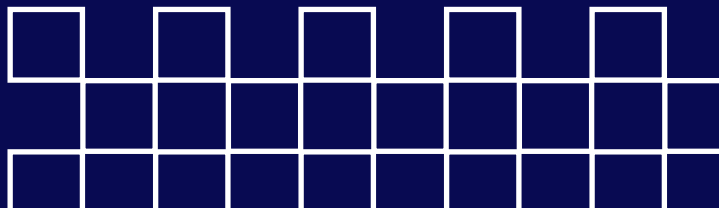
“I LOVE that you have on demand video visits. It’s the reason I chose you in the first place and the reason I will stick with you.”

- WaGi Patient



## WOVENX HEALTH'S MISSION:

### Accelerating Specialty Care with Purpose-Built Innovation



At WovenX Health, our mission is to unleash the full potential of specialty care by clearing the path to timely expertise. We partner with providers and health systems to deliver integrated technology and proven workflows that accelerate access, elevate performance, and expand capacity.

### How OnDemand Works (in 3 Simple Steps)

- 1. Branded Access Point** – Patients launch visits through the practice website via WovenX's intelligent, AI-enabled platform.
- 2. Expert Virtual Visits** – WovenX GI-trained APPs, supervised by board-certified gastroenterologists, deliver real-time care.
- 3. Integrated Experience** – All care is documented in the practice EMR, billing flows to the practice, and workflows remain seamless for staff.

“When I was in pain, having this option last minute was a life saver.”

- WaGi OnDemand patient

A large, stylized white arrow pointing to the left, set against a light pink background. The arrow is composed of two thick lines forming a 'V' shape.

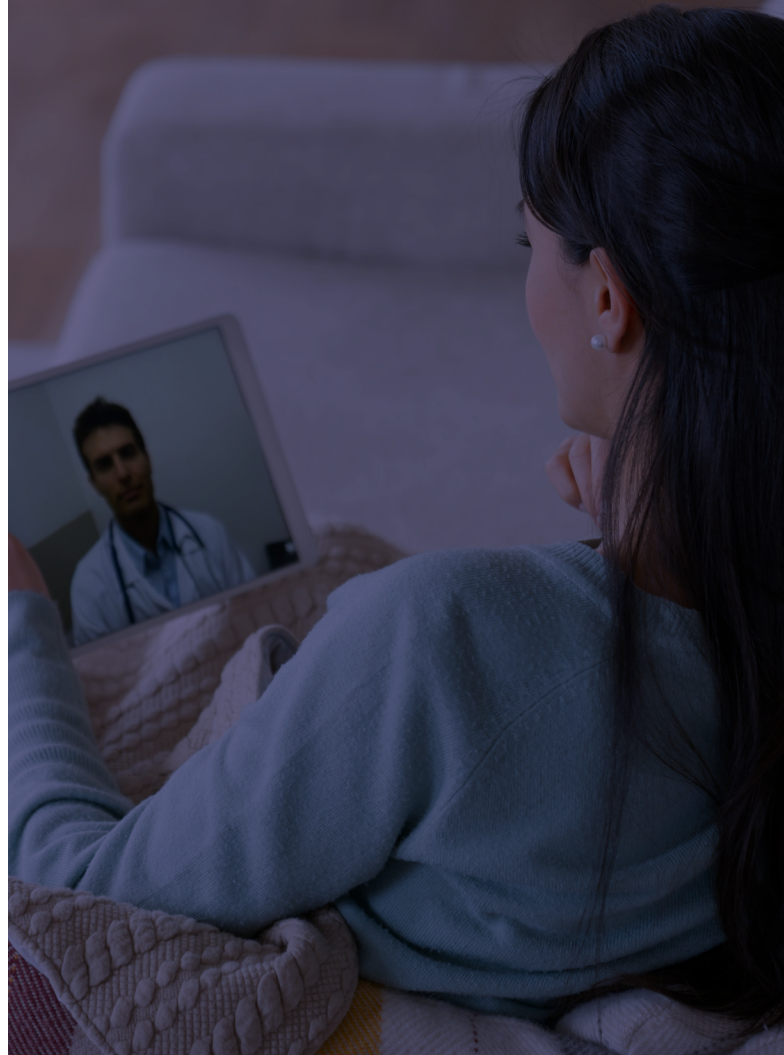
“Patients were able to engage when they needed care, not weeks later,” said WaGi leadership.

# The Bottom Line

The partnership between WovenX Health and Washington Gastroenterology delivered a model for specialty care that is not only faster, but better for patients, providers, and the practice alike. By improving access, accelerating time to treatment, optimizing capacity, and enhancing patient loyalty, all while reducing provider burnout, WaGi built a sustainable, scalable growth engine that improves care and strengthens the bottom line.

And they did it without adding administrative complexity or overburdening staff.

**As healthcare leaders seek new ways to tackle access challenges and drive profitable growth, WovenX Health's OnDemand platform offers a proven solution.**



Specialty care at the speed of need.  
Access, Accelerated.

---

[wovenxhealth.com](https://wovenxhealth.com)

