



CASE STUDY

Rebuilding GI Care:

How a Leading Academic Health System
Turned Disruption Into a Scalable Access
Model with WovenX Health.

A GI Program in Transition

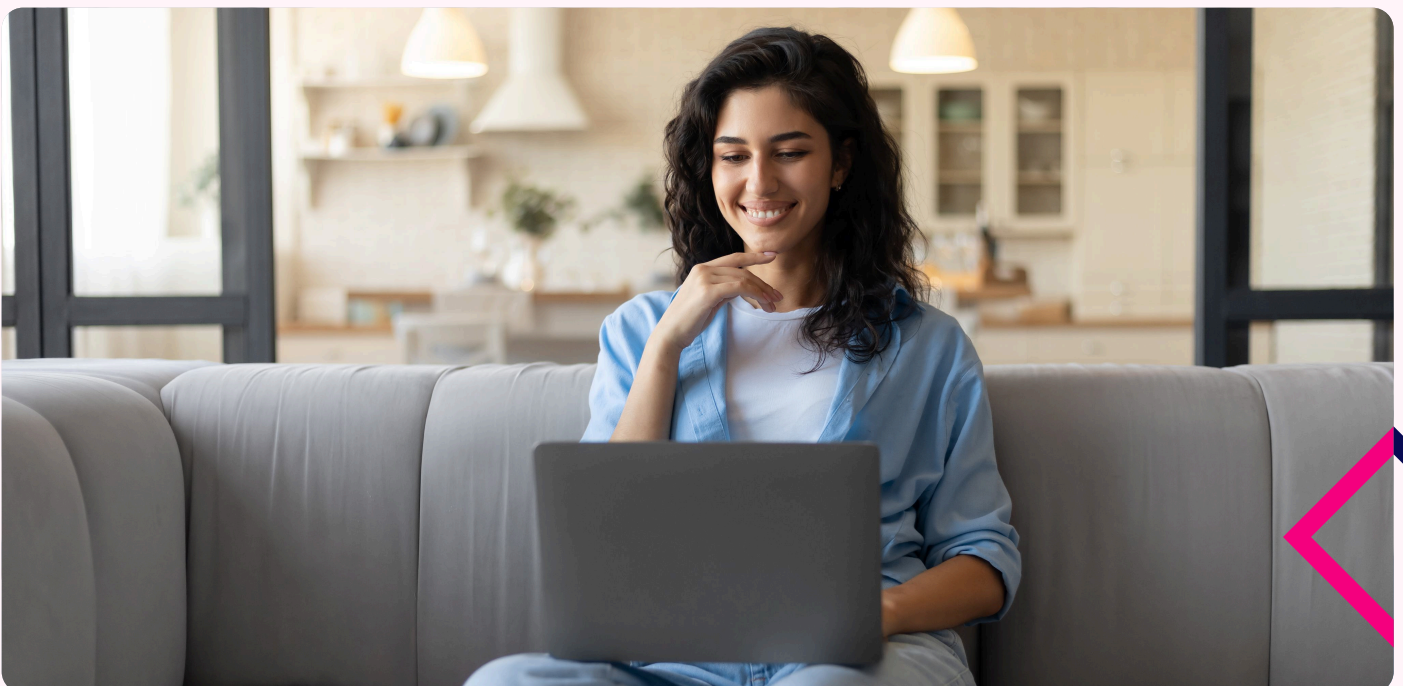
In mid-2024, **a prominent academic health system** faced a significant staffing disruption in its gastroenterology (GI) department. Following the unexpected departure of several physicians, the program was reduced to just two remaining GI providers, down from a previously robust team of nearly 20. Wait times ballooned to several months, jeopardizing both patient experience and downstream volume for the system.

Leadership recognized that waiting to rebuild would mean **losing both patients and referral relationships**.

Instead of pausing, they chose to act.

As their Executive Director, noted:

“If you don’t have what patients need, when they need it, you’ve lost your opportunity with them forever.”



Rebuilding Without Losing Access

In GI care, long wait times are more than an inconvenience, **they lead to leakage:** patients leaving for other systems, returning to their PCP, or heading to urgent care or the ED. The system needed a solution to maintain access and reputation during a time of clinical instability.

A Forward-Looking Approach:

Rather than wait for the lengthy recruiting process to play out, the system **partnered with WovenX Health** to keep access open and strategic growth on track.

WovenX provided:

- > Same-day GI care through virtual visits with GI-trained APPs
- > Real-time routing into existing endoscopy suite slots
- > Seamless EMR documentation
- > Continued billing under the system's NPI

This approach allowed the system to **triage urgent needs, preserve revenue, and avoid market share erosion** during a high-risk period.

Results: Measurable Growth and System Resilience

From **October 2024 through September 2025**, approximately:

1,000+
patients were seen

73%
were new to the system

This patient volume helped **sustain the service line through its most challenging period**, preserving patient relationships, procedural throughput, and referral patterns.

One year later, the GI team **had rebuilt to over 10 clinicians**, with full visibility to return to its **original size by summer 2026**.

This continuity was the result of a proactive access strategy that kept the program operational and visible to patients and referring providers.

As their Executive Director, noted:

“We told our recruits: we’ve invested in a platform that keeps the funnel open. You won’t be starting from zero.”

Beyond Stopgap: Strategic Growth

The partnership with WovenX enabled the health system to:

- > Capture and retain new patients during a period of limited provider availability
- > Maintain continuity of care and downstream procedural volume
- > Support physician recruitment by demonstrating a commitment to innovation and infrastructure

WOVENX FOR HEALTH SYSTEMS

- + Rapid service line launch without added administrative burden
- + Immediate staffing extension with GI-trained APPs and board-certified supervision
- + Seamless EMR integration and workflow alignment
- + Reduced ER strain through faster access to care
- + Scalable model to support long-term physician optimization
- + Enhanced experience for both patients and clinical teams

“We’re proud to work with bold, brave systems that stay on offense. These are organizations are committed to delivering great care, expanding access, and leading in a competitive market, because waiting months for specialty care isn’t acceptable.”

— Sheri Rudberg

WovenX Health Co-Founder and CEO

The Bottom Line

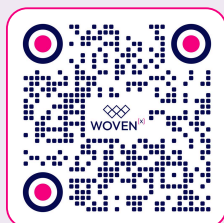
The collaboration with WovenX delivered measurable ROI across access, volume, and reputation, proving that with the right tools and mindset, recovery can be an opportunity for transformation.

A Model for the Future of Specialty Care

These early results show that systems don't need more infrastructure — just a smarter model. With WovenX, it's now possible to unlock capacity, protect physician time, and meet demand at scale.



For systems facing specialist shortages, long wait times, or rising patient demand, this model proves that better access doesn't require more infrastructure, just a smarter approach.



Ready to grow your specialty practice?

Visit wovenxhealth.com or email hello@wovenxhealth.com to learn how leading groups are using WovenX to deliver GI care at the speed of need.