

96.2% acceptance rate from autonomous Early Detection of Breast Cancer Campaign

Summary of success

Quirónsalud Group is a leading hospital group in Spain with over 160 healthcare centers, including 58 hospitals.

In 2022, it launched a campaign in four of their hospitals to early diagnose breast cancer. Each hospital assigned one administrative staff member to dedicate seven hours a day to calling these patients. They could effectively reach a maximum of 50 patients a day.

After LOLA, 450 hours of administrative time were freed up per month, achieving a participation acceptance rate of 96.17%.

450

Admin hours freed up per month (3 FTE)

96.2%

Acceptance rate

79%

Patient reach

63.7%

Reduction in team's workload

* Assuming 6 minute average calls when performed by admin staff.

** 10.045 patients were called. Calculations made subtracting 3.545 patients that already had their mammography done when LOLA called them from the 9.009 patients that completed the call with LOLA.

*** LOLA called 91 patients per day, out of which 33 still needed to be contacted by staff

ANALYSIS

Challenge

DEPRECAM is a public campaign intended to early diagnose breast cancer in women aged 50 to 69.

Patients are informed of the possibility of taking a mammography through their Patient Portal. Quiron Salud Group launched a campaign in four hospitals to all the woman who met the criteria.

Each hospital assigned one administrative sta member to dedicate seven hours a day to calling these patients to encourage their participation. They could eectively reach a maximum of 50 patients a day.



Solution

Quiron Salud and Tucuvi identified the challenge of making the process more eicient and increasing the reach and acceptance rate, and implemented LOLA to perform the campaign to all patients who have not confirmed their willingness through the patient portal (+85%).

LOLA calls all patients who have not enrolled in the Prevention campaign and encourage them to do it, and autonomously share the confirmation in the patient portal if that's the case. Patients are not aware that LOLA, Tucuvi's clinical AI agent, will be calling them.

RESULTS AND CONCLUSIONS

The autonomous Early Detection of Breast Cancer campaign achieved remarkable outcomes with LOLA's support:

- **Exceptional Patient Engagement:** Calls reached 79% of the target population, resulting in an outstanding 96.2% acceptance rate.
- **Significant Efficiency Gains:** The campaign freed up 450 administrative hours per month, allowing clinical teams to focus on higher-value tasks.
- **Workload Reduction:** Overall team workload decreased by 63.7%, highlighting the impact of conversational AI in streamlining operations.

In large-scale preventive health campaigns, manually reaching out to patients can be slow, inconsistent, and resource-intensive. Autonomous conversational AI like LOLA ensures every patient is contacted promptly and accurately, freeing clinical teams from repetitive tasks while maximizing engagement. This makes AI not just a convenience, but an essential tool for delivering effective, scalable, and sustainable healthcare programs.