

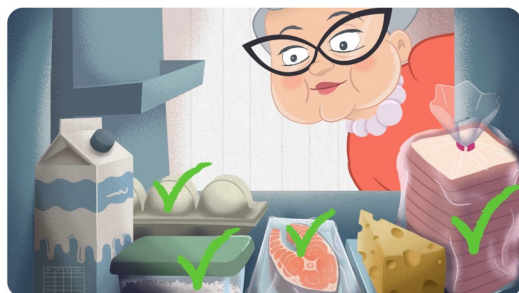
Pre-Colonoscopy Preparation Guided by a Personalized Digital Platform

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Introduction

Inadequate Bowel preparation is a cause of failed cecal intubation, leading to missed colonic lesions. We evaluated whether implementation of a new personalized digital platform leads to better bowel preparation and patient related outcomes.



* frames from selected personalized videos

Methods

We retrospectively analyzed prospectively collected data regarding ambulatory colonoscopies. The GistMD digital platform is a patient-tailored animated video of bowel preparation instructions, individualized according to age, gender, comorbidities and language. A link to the GistMD system was randomly sent to patients before a scheduled colonoscopy. The control group received standard written instructions. The selection of prep regime was according to the referring physician discretion prior to prep instructions assignment. Patients with any history of colorectal surgery were excluded.

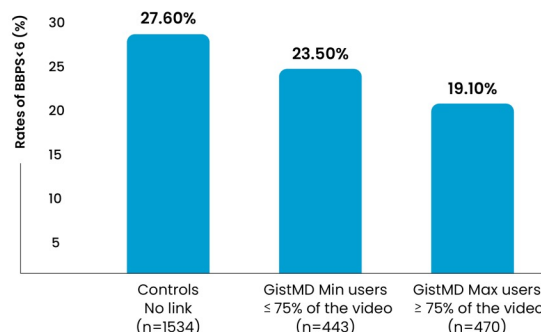
Results

Characteristics and Outcomes

	Controls (n=1534)	Recieved GistMD Link (n=913)	P- Value
Baseline Characteristics			
Age (Y)	61.3 ± 16.1	62.3 ± 15.6	0.08
Female gender, n (%)	761 (49.6)	369 (43.7)	<0.01
Morning colonoscopy (8:00am–14:00pm), n (%)	951 (62)	484 (53)	<0.01
Outcomes			
Inadequate bowel preparation, n (%)	424 (27.6)	194 (21.2)	<0.01
Cecal intubation rates, n (%)	1450 (94.5)	881 (96.5)	0.02
Propofol dose (mg)	244.3 ± 105.9	233.7 ± 97.5	0.02

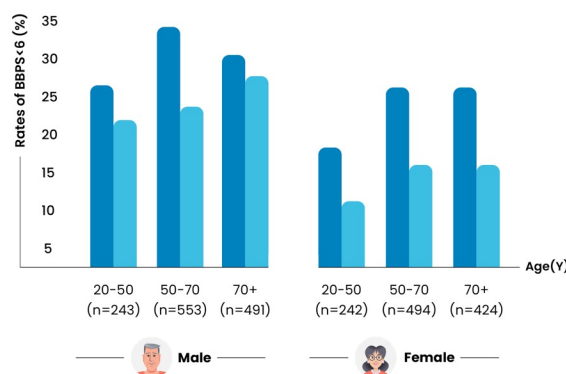
Inadequate Bowel Preparation (BBPS<6), by usability

BBPS= Boston Bowel Preparation Scale P < 0.001



Inadequate Bowel Preparation (BBPS<6), by age and gender

BBPS= Boston Bowel Preparation Scale



- Receiving the GistMD link is associated with 45% increased odds for adequate preparation (OR=1.45, P<0.001)
- Watching above 75% of the personalized video (GistMD max users) is associated with 63% increased odds for adequate preparation (OR=1.63, P<0.001)

* adjusted for age, gender and colonoscopy timing

**The power
of personalization**
to drive engagement



Conclusions

A personalized digital platform for pre-colonoscopy preparation guidance leads to lower rates of inadequate preparation and higher procedure completion rates.