



# CASE STUDY

## INCREASING REVENUE FROM ELECTIVE PROCEDURES

September 2022

## Driving Better, Faster Shared Decision-Making

### Choosing Bariatric Surgery Is a Shared Decision

Retaining patients can be challenging in any practice, especially those undergoing a bariatric procedure. Patients must overcome many emotional and physical barriers before deciding. In the end, a patient's choice to undergo bariatric surgery comes down to making a shared decision with their doctor. It's a decision Mytonomy can help support.



A Chicago area medical center is proof. In [a real-world study of over 1,000 patients](#), those who were medically eligible for surgery and who watched Mytonomy videos as part of their pre-surgical counseling elected to move forward with surgery twice as often (20% vs. 9%) compared to those patients who hadn't watched.



### Surgeries Increased

Putting healthcare in the palm of a patient's hands with a video-based microlearning platform can lend enormous value. For the Chicago-based clinic, the result

was an incremental 41 surgeries in a one-year period with an average reimbursement of \$17,000 and total incremental revenue of \$697,000 which is [more than a 6x return on their investment](#).

## Mytonomy's Impact

2x

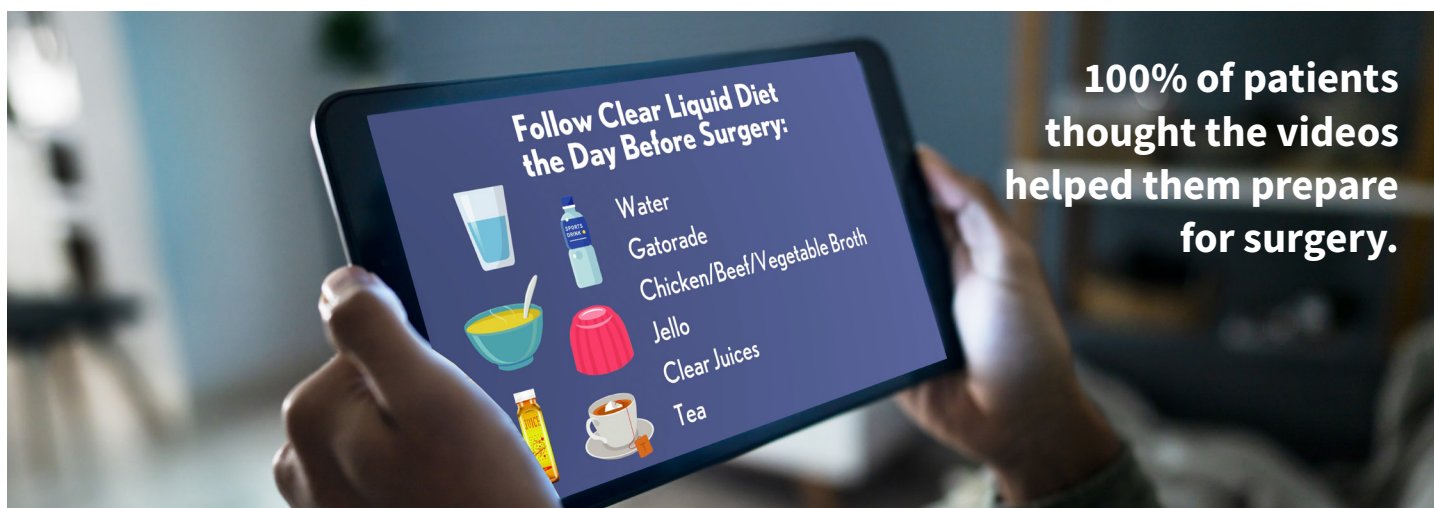
Elective Procedures From Patients Who Watched Mytonomy Pre/Post vs. Those That Didn't

95%

Of Patients Felt Comfortable With Their Consult After Watching Videos

100%

Of Patients Thought the Videos Helped Prepare Them for Surgery



**100% of patients  
thought the videos  
helped them prepare  
for surgery.**



## Patient Satisfaction Improved

Bariatrics is a heavily referral-driven service line, so Mytonomy employed the tools to collect patient feedback. Patient satisfaction was overwhelmingly positive. **In fact, 100% of patients thought the videos helped them prepare for surgery.**

## Mytonomy Pays for Itself

Implementing Mytonomy's patient education solution more than paid for itself, and it can do the same for other practices specializing in a wide variety of therapeutic procedures. Mytonomy's platform can help create efficiencies at every step of the patient journey to help clinics stay competitive.

Financial Impact (12 mo. period)	
Incremental Surgeries	41
Average Reimbursement	\$17,000*
Total Incremental Revenue	\$697,000
ROI Multiple	> 6x

*\*American Society for Metabolic and Bariatric Surgery*

**Learn more about how Mytonomy's Cloud for Healthcare can help  
boost your patient engagement efforts.**

