

Shortened reminders, with direct links doubled screening appointment scheduling

PROBLEM:

Attending preventative care appointments improves patient health. But, patients often miss these appointments. Our goal was to test new wording for appointment scheduling reminders to increase appointment scheduling and help patients close gaps in their care.

INTERVENTIONS:

We compared existing appointment reminders sent through MyChart to shortened versions for three different types of screening appointments - mammogram, A1C, and A1C + eye retinoscopy. The new mammogram message also had a direct link to a booking page.

Old message

On behalf of your NYU Care Team, we hope you are staying safe and healthy during this time. At NYU Langone Health, we are dedicated to providing you with world-class medical care. Our records indicate you may be due for breast cancer screening. Screening is the number one way to reduce your risk of breast cancer. Having a mammogram to screen for breast cancer on a regular basis can help detect cancer at the earliest, most treatable stages.

To schedule your mammogram:

- Visit the NYU Langone Health app
- Call 646-987-3512

If you have recently had a mammogram, please let us know by replying to this message with the date of screening; or if you have the mammogram report, you may also send it to us by uploading the report to this message. We will then update your record.

To learn more about breast cancer screening, visit: <https://nyulangone.org/locations/mammography>

Thank you,

The NYU Preventive Health Services Team

New message

On behalf of your doctor, our records indicate you are due for a mammogram. We realize the COVID-19 pandemic may have interrupted your screening timeline, but we encourage you to schedule this screening today. To book, please click [here](#).

Vs.

If you recently had a mammogram or require assistance, please reply to this message or call us at 646-987-3512.

Thank you,

NYU Langone Preventive Health Services Team

To learn more about breast cancer screening,

visit: <https://nyulangone.org/locations/mammography>

RESULTS:

Patients who got the new mammogram message scheduled nearly twice as many mammogram appointments ($p=0.04$) and more appointments in general ($p=0.0009$) than those who received the old message. The new A1C and A1C + eye messages did not increase appointment scheduling, perhaps because they did not include direct links to booking pages.

In the next round, we will test whether using patient names in the messages improves scheduling. Meanwhile, the new mammogram message will be put into routine use.

Proportion of patients who scheduled mammogram appointments

