Personalized messages doubled patient response rate for preventive care appointments

PROBLEM:
Attending preventative care appointments improves patient health. But, patients often miss these appointments. Our goal was to test whether personalization could increase appointment scheduling and help patients close gaps in their care.

INTERVENTIONS:
We compared existing appointment reminders sent through MyChart to personalized versions that included the patient and primary care provider names for mammogram screening appointments.

Results:
Patients who got a personalized message scheduled their mammogram appointments at a similar rate (p=0.8), but responded at a higher rate (p=0.018). The response rate may be due to personalized messages feeling like a real conversation between patient and provider.

While we hypothesize further methods to close patients gaps, personalized messages for screening appointment reminders will be put into routine use.

Response and appointment scheduling rates for patients needing mammogram screening

![Graph showing response and appointment scheduling rates for personalized vs. non-personalized messages](#)

The Rapid Randomized Controlled Trial (RCT) Lab is helping transform NYU Langone into a learning healthcare system by using rapid-cycle randomized controlled trials to test simple, pragmatic ideas. We use our findings to quickly change healthcare practice.