

Personalizing reminders more than doubled patient engagement with care coordinators

PROBLEM:

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

INTERVENTIONS:

We compared existing mammogram scheduling reminders sent through MyChart to personalized versions including the patient's first name and the name of their primary care physician.

Old message (n=164)

On behalf of your doctor, our records indicate you are due for a mammogram.

To book, please click [here](#).

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

Thank you,
The NYU Preventive Health Services Team

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

New message (n=166)

Hello **patient first name**,

Primary care provider name's records indicate you are due for a mammogram.

Vs.

To schedule, please click [here](#).

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

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

RESULTS:

There was no difference in the number of mammogram appointments scheduled by patients who got the new versus old message ($p=0.4$). However, patients who got the new mammogram message replied more than twice as often as those who received the old message ($p=0.018$).

Increased patient engagement with care coordinators enables reconciliation of data errors and discussion of patient concerns. Accordingly, the personalized mammogram message will be put into routine use.

Proportion of patients who responded to the mammogram message

