

OB-GYN Practice Increases Mammograms with Automated Outreach

TELEVOX SOLUTIONS



Early detection, prompt treatment and continuing care can reduce the severity and risk of complications for many ailments. For breast cancer, this is especially true. And beyond detection and treatment, simply educating patients about relevant health concerns and preventive services is one of the most effective ways to strengthen the provider-patient relationship.

Age 40 is the recommended age for average-risk women to begin annual mammograms, and higher-risk patients should start at a younger age. A study published in *Radiology* found that women who start getting mammograms at age 40 are 24% less likely to fall victim to breast cancer than women who don't get mammograms. However, only half of women who are recommended to get an annual mammogram do so. It has been noted that a lack of available screening centers could be a reason that those who should be getting mammograms aren't.

Most Popular Automated Applications

- Appointment reminders
- Payment reminders
- Recall reminders
- Emergency closing notifications
- Wellness and preventive messages

To encourage mammogram screenings and help close the gap of availability, a Northeastern OB-GYN practice sought to spread the word that they were now offering in-office mammograms to their patients. However, selecting the most effective and cost-efficient method for health and wellness outreach is a challenge for many organizations. Some methods are too broad, reaching out to many regardless of their risk profile and providing a generic message which is essentially ineffective. Other methods, such as mailed letters, can be highly targeted, but costs run well over \$1 per piece in many cases.

- 5.8% immediate transfer rate from live-answered phone notifications
- \$19,000 in potential revenue from mammogram calling campaign
- \$45 in revenue for every \$1 spent on West outreach



Campaign Script

"This is a courtesy call from your physicians at <Practice Name> OB-GYN. We are excited to announce that we are now offering screening mammography in our midtown office, and we will be offering it in our downtown office by late summer/early fall. If you are over 40 and have not scheduled your annual mammogram, press 9 now, to be transferred to our office to schedule your appointment, or call us today at 123-890-4567. Again, press 9 now to be transferred directly to our office to schedule an appointment."

This OB-GYN practice has been using West for appointment reminders since 2010. Taking advantage of the system's ability to deliver numerous message types, the practice chose West's automated notifications to announce the availability of in-office mammogram screenings. A benefit of automated messages is the ability for patients to simply press a key to be immediately transferred into the office to schedule an appointment. Of 2,177 patients who answered calls in the practice's campaign, 127 transferred to the receptionist to make an appointment or obtain more information – a 5.8% transfer rate. Since a mammogram in the OB-GYN office is worth approximately \$150 in revenue, this campaign has resulted in \$19,000 in planned revenue. The planned revenue compared to the cost of the campaign messages means the practice will gain approximately \$45 for every \$1 spent with West.