

# Recall Texting Campaign Generates More Than \$500,000 in Potential Additional Revenue for Mammography



## The Case Study

One of the nation's leading hospital systems leveraged Dialog Health's automated and customizable texting solutions to create a highly effective mammogram reminder campaign. By utilizing these innovative tools, the hospital system not only improved patient engagement but also achieved remarkable outcomes in terms of revenue, appointment volume, and, most importantly, the number of patients who received this life-saving screening.

## The Problem

A hospital faced a significant challenge related to high readmission rates for both medical and surgical discharges. To address this issue and lower the overall rate of readmissions, the hospital took proactive measures by establishing a dedicated task force. This task force was given the responsibility of developing and executing strategies that would help achieve this goal.

## The Summary

Between January and June 2022, the hospital **increased mammogram appointments by 15%** compared to 2021, potentially **adding over \$500,000 in revenue**. The automated text messaging campaign also streamlined appointment scheduling and reduced the need for labor-intensive, manual patient outreach.

### → Increased Staff Efficiency

- Streamlining communication through texting saved staff time with quick, concise messaging, reducing lengthy calls and emails.

### → Appointment Utilization

- Texting patients a scheduling link led to a significant surge in scheduled appointments, enhancing appointment utilization and patient engagement.

### → Reduced additional spend

- Text messaging engagement reduced costs compared to traditional outreach methods like calls and letters.

## The Solution

The hospital used two-way texting with Dialog Health to engage with mammogram-eligible patients and encourage them to book and then keep their screening appointments. The hospital worked with Dialog Health to implement an automated text message campaign that would go to every patient in the hospital's system who was eligible for a mammogram.

The initial text message reminded patients about their annual screening and provided two ways patients could schedule their appointment:

**HOSPITAL:** Hi Mary, our records indicate that it's time to schedule your annual mammogram screening. Please click <https://mammogramlink> or call [877-666-1132](tel:877-666-1132) to schedule your appointment. Thank you!

Patients who scheduled their mammogram received a reminder text the day before their appointment. This message also provided instructions on how to reschedule the screening, if necessary:

**HOSPITAL:** Reminder: your mammogram appointment is tomorrow, [10/10/22](#) at [9:00 AM](#). Please arrive 15 mins early for pre-registration. If you need to reschedule, call [877-666-1132](tel:877-666-1132).

## The Conclusion

Dialog Health's two-way mobile messaging platform has transformed how this hospital communicates with eligible patients about scheduling their mammogram screening. The hospital is continuing to use text messaging as the primary outreach method to those patients who have opted into texting and is working to get outlying patients subscribed to texting.

## The Results

**15%**  
**Increase in**  
**Mammograms**  
**performed**

**\$500,000+**  
**in potential**  
**additional revenue**

**Enhanced workforce**  
**productivity**

Dialog Health's HIPAA-compliant, conversational two-way texting solutions are cloud-based, easy-to-use, and proven to improve patient engagement while increasing staff productivity.

Powerful mobile solutions. Better engagement for today's world.