

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

One of the nation's leading hospital systems leveraged Dialog Health's automated and customizable texting solutions to create a mammogram reminder campaign. The campaign substantially increased revenue, appointment volume, and the number of patients who received this lifesaving screening.

## THE PROBLEM:

While the hospital performed thousands of mammograms in 2021, its records indicated that many eligible patients did not receive this critical preventive service. Missed screenings also meant a loss of the revenue that would have been generated by the hospital providing and billing for the service.

## 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:

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:

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 RESULTS:

In a six-month period — from Jan. 1 – Jun 30, 2022 — the hospital increased the number of mammograms performed by 15% compared to the same period in 2021. This translated to over \$500,000 in potential additional revenue. Additional benefits associated with the automated text messaging campaign included a reduced need for staff to perform time-consuming, manual patient outreach efforts via phone call and letter mailing.



## 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 for texting.

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

Learn more about Dialog Health:  
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Two-way text messaging.