

### **Abstract Body**

BreastScreen Queensland's (BSQ) target market (50 to 74 years old) is increasingly computer literate and expects to be able make appointments for various services online. BSQ also wanted to make the bookings process more accessible and convenient for clients across the State.

The BSQ online bookings project was a core component of a two year ICT initiative which went live in December 2016. Across Queensland, between December 2016 and August 2017, 18% of bookings were made online with the remaining 82% made over the phone.

Analysis has identified that online bookings have been more popular among younger clients and clients from Brisbane than with clients in outside the Metro region. The introduction of online bookings however has not coincided with a substantial overall increase in the total number of bookings. Rather, the number of online bookings has been largely matched by a decrease in phone bookings, indicating that a proportion of phone bookings have been converted to online bookings.

The number of online bookings was largely stable from January-April 2017, with some growth between April and May 2017. This slight increase appears to be greater among younger clients. Online bookings have remained relatively stable for older clients.

Coinciding with the introduction of online bookings total bookings have somewhat declined in the group which has the greatest percentage of online bookings (those aged 40-44 years) and total bookings have increased in the group which has the lowest percentage of online bookings (those aged 70 years or more). Although there have been realised benefits with respect to reduced mailing costs it appears that the small changes in total booking numbers in these two age groups is likely to be related to factors other than online bookings.