

Coby Pearson

BreastScreen WA, Perth, WA, Australia

Abstract Body

A lapsed attendee is a client who has attended the service previously but has not returned for 27 months or more. This is a significant body of under-screened women who are not responding to the usual reminders via mail. As these clients have attended the service at some point we have more contact data available than the initial electoral roll upload of addresses. In 2017 nearly twelve hundred emails and fifteen thousand mobile numbers of lapsed clients were retrieved from our database. These clients were emailed and texted; data is available of how many women then booked in. It also resulted in a significant clean-up of data, for example making the records inactive for clients who informed us they no longer live in WA. In 2016 as part of the Expansion of Service Project Activity target, Health Promotion targeted lapsed clients aged between 70-74. This project included ringing clients along with utilising email and SMS. Also in 2016 clients whose letters were returned to sender at BreastScreen WA were emailed and texted. The Health Promotion team as a matter of practice take laptops to every display, event and presentation to encourage opportunistic bookings – booking ladies in on the spot. Data is available on how many ladies that book in this way are lapsed attendees. In the future the way we contact women will be revolutionised by using Medicare data as opposed to the electoral roll due to the availability of email and mobile numbers for initial contact. Early data indicates that even with existing clients we will have over forty thousand new email addresses and nearly thirty five thousand mobile numbers. How many of these women may be lapsed?