

# Impact of Online Bookings on BreastScreen QLD Activity

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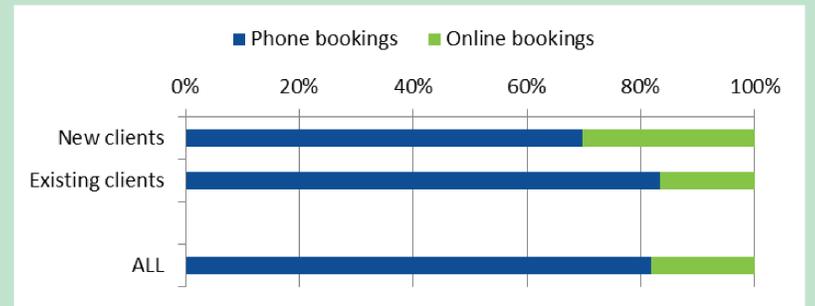
## BACKGROUND

BreastScreen Queensland's (BSQ) target age group (50 to 74 years old) is increasingly computer literate and expects to be able make appointments 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. The two objectives for this initiative were to increase participation rates for BSQ and reduce postal costs for correspondence letters.

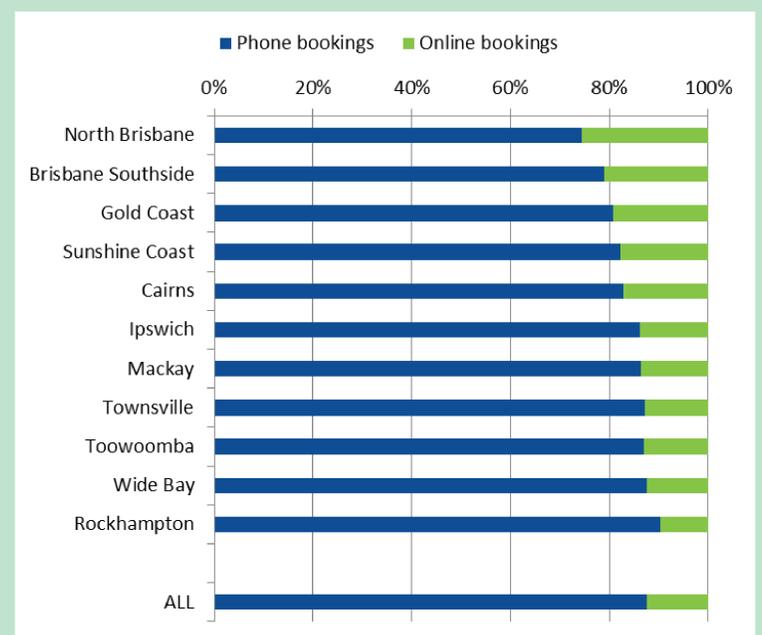
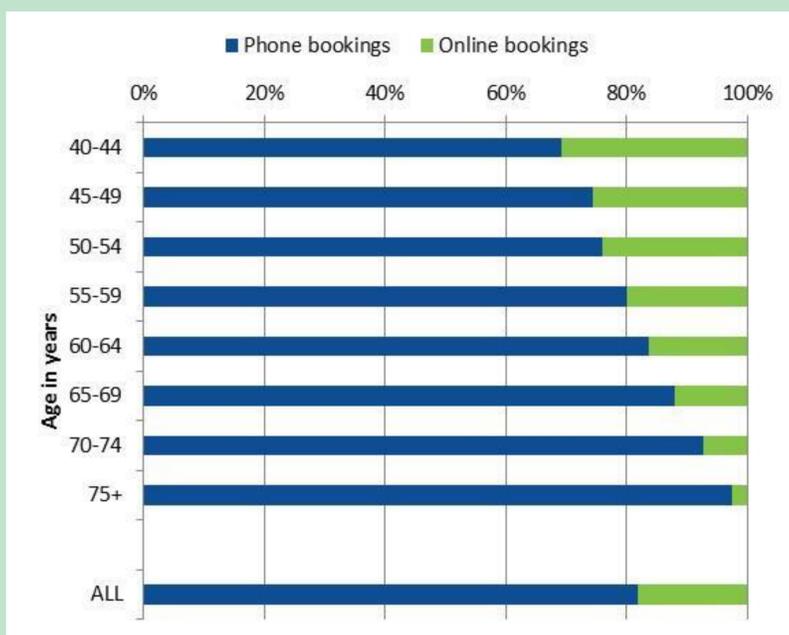
## RESULTS

Across Queensland, between December 2016 and August 2017, 18% of bookings were made online with the remaining 82% made over the phone. About 30% of new clients booked online, compared with 17% of existing clients. This is likely related to the fact that new clients are generally younger than existing clients.

Online bookings have been more popular among younger clients. About 31% of 40–44 year-old clients and 26% of 45–49 year-old clients booked online. In contrast, only 7% of clients aged 70–74 years booked online.



Online bookings have been more popular with clients from Brisbane, Gold Coast and Sunshine Coast than with clients outside South East Queensland.



The number of online bookings was largely stable from January-April 2017, with some growth between April and May 2017.

Average number of online bookings per month:

- Jan-Apr 2017 **3,650**
- May-Aug 2017 **4,390**

The number of phone bookings varied from month-to-month, with a noticeable drop in December and April. These months both had fewer working days due to public holidays.

This increase in online bookings in May 2017 coincided with the “One More Thing” BSQ marketing campaign.



## CONCLUSION

The introduction of online bookings 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.

Compared with the year prior to the introduction of online bookings, total bookings slightly declined in the group which has the greatest percentage of online bookings (those aged 40-44 years) and total bookings slightly 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.