Engaging patients through the use of text messages has been shown to improve attendance at cancer screening appointments.\(^1,3\) CareMessage has a preventive message library (available in English and Spanish) that includes messages about cancer screenings.

In one study, women who received a text-message reminder 48 hours before their breast cancer screening appointment (N=327) were significantly more likely to attend their appointment compared to those who did not receive a text-message reminder (N=260) (72% vs 60%).\(^1\)

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72\% \text{ vs } 60\%
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\([X^2 = 14.12, \text{OR}=1.71, 95\% \text{ CI } = 1.29-2.26, P<0.01].\)

Another study found that almost 73% of patients who received a text message reminder about their colonoscopy appointment (N=11) completed a colonoscopy compared to only 46% of patients who received appointment reminders via voicemail (N=13) (P=0.19).\(^2\)

Researchers enrolled a group of 30 young women in a seven-day text-message program about cervical cancer screening and found that women who completed the SMS program had significant increases in knowledge of cervical cancer (P<0.01) and guidelines for cervical cancer screening (P<0.001).

The women enrolled in the study had never had a Pap before and did not have one scheduled. After receiving the text messages there was a 23% improvement in the proportion of participants receiving a Pap test (95% CI 9.9-42.3).\(^3\)

Community Care Clinic

Community Care Clinic of Rowan County is a free clinic that used CareMessage to call 400 female patients between the ages of 35 and 55 years-old to encourage them to schedule a breast cancer screening appointment.

They filled 100% of their open appointment slots in three days as a result of the automated calls.

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