Does an extra call help?

Compare your usual reminders with the same reminders plus a call. Use clinic totals, not patient names or records.

01 Define one group of bookings

Clinic and visit type

New or follow-up visits / how far ahead they are booked

Entry rules / date the eligible group is fixed

Test dates / planned number of visits in each group

No-show rule / late-cancellation cutoff

02 Keep the comparison fair

Give both groups the same usual reminders. Add calls only to the test group. Fix the visit group before calls begin. Keep visit types alike. Set the extra-call timing and attempt limit in advance. Use that same call plan throughout the test group.

Assign groups by chance where possible. Keep each person in one group across repeat visits. Account for those repeat visits in the analysis.

Set test size and length from your usual no-show rate and the smallest gain worth paying for. A 30-day test is not always enough.

If you compare time periods instead, note holidays, staff changes and other shifts. A change after launch alone does not prove that calls caused it.

Use the whole booking group.

Count every assigned visit, including failed contact. Give each original booking one final status. Do not count a slot twice.

Measure	Usual reminders COMPARISON	Usual + calls TEST
Eligible original bookings assigned		
Attended the original visit		
No-show		
Early patient cancellation		
Late patient cancellation		
Clinic cancellation		
Unknown final status		

Check: the six final-status rows must add up to all assigned bookings in each group. Keep unknown results visible.

Track these separately. They can overlap with the rows above.

Bookings moved to a new date		
Moved visits later attended		
Cancelled slots refilled and attended		
Bookings with failed reminder delivery		
Bookings with a completed conversation		
Staff minutes		
Direct reminder cost (state currency)		

A moved visit does not erase the first slot. Track the new visit and any refill on their own. Use the same follow-up window in both groups.

Measure value, not just calls.

Show raw counts beside every rate. Compare attended visits, staff time, patient feedback and direct cost.

03 Work out the change

Rate	Comparison	Test
No-shows / all assigned visits x 100		
Original visits attended / all assigned x 100		

Keep all assigned visits as the base for both rates. Show any rate that leaves out cancellations on its own. If a calculation would divide by zero, mark it not applicable.

Absolute gain = comparison no-show rate minus test rate.

Absolute gain in percentage points / range around the estimate

Relative gain = absolute gain / comparison no-show rate x 100.

If the comparison rate is zero, mark the relative gain not applicable.

04 Decide whether the extra work pays off

Direct reminder cost / attended visits shows cost per attendance. It does not show the added direct cost per extra attendance.

Added direct reminder cost = test-group cost minus comparison-group cost. Use the same cost categories in both groups. Track staff time separately unless it is valued and included the same way in both groups.

For equal-sized, similar groups: subtract the comparison attendance rate from the test rate. Use the gap as a decimal and multiply by test visits to estimate extra attended visits. Divide added direct reminder cost by extra visits. If attendance does not rise, mark the ratio not applicable. If the likely range includes no gain, the ratio is not settled.

Staff time / patient feedback / direct cost finding

Decision: continue, change, stop, or collect more data / why