Mammogram Gaps in Care Campaign (1 week duration)

General information:
- Mammocampaign team sends about 2000 messages each week (note: messages includes all 1st text, 2nd text, and email)
- The number 2000 fluxuated up and down based on the need

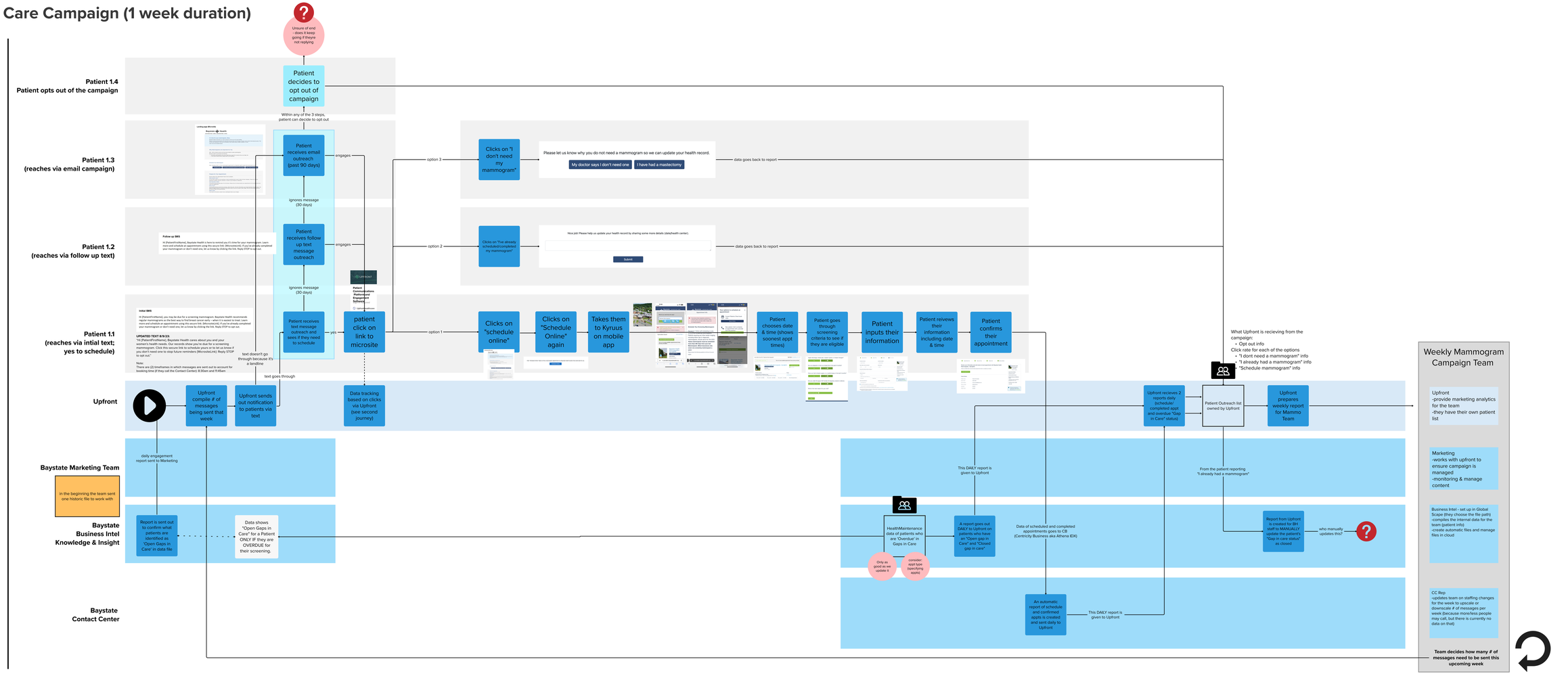
Deliverables needed to be created:
- Microsite (already created, but needs to be tested and finalized)
- 1st text message
- 2nd text message
- 1st email
- Data dashboard of journey and click points
- Data dashboard of microsite

Already created:
- Link to scheduling

Criteria:
- Age 50-74
- Has an active Baystate primary care provider and seen by primary care within last 3 years.
- Electronic medical record's health maintenance status is not "cancelled permanently" or "system canceled" for screening mammography. [For clarification, patients with a bilateral mastectomy, for example, should have a status of cancelled permanently and they need to be excluded.]
- Include only patients with a status of overdue in health maintenance, meaning patient has qualified for this screening previously and there is no mammogram in the EMR within the last two years.

Past Data:
Delivered volumes & click rates.
Messages Delivered:
- Past week – 2,873
- Past month – 4,094
- Past year – 20,316

Click Rate
- Past week – 267 (9.2%)
- Past month – 539 (13.1%)
- Past year – 3,335 (16.4%)

The only times the messages were running were 8/31/22-9/30/22 and then currently from 6/30/23-present

1. Correct Appt type: (seen by PC),
2. Correct timeframe (within _ years),
3. with a baystate provider.