Impact of Motivational Phone Call and Educational Brochure on Mammography Appointment Keeping

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Objectives:
• Ensure the impact of educational brochure and motivational telephone call on screening mammography appointment keeping behavior among Latina women.
• Increase appointment attendance rates among Latina women scheduled to receive a mammogram with Inner Images, Inc.
• Contribute to the existing literature regarding approaches designed to increase mammography appointment keeping rates among Latina women.

Methods: The intervention was a quasi-experimental study conducted among low socioeconomic status Latina women, aged 40 and older that had a scheduled appointment to receive a screening mammogram with Inner Images, Inc. A total of 129 (N=129) women participated in this study. The study consisted of assigning women into either a control (n=67) or an experimental group (n=62). The experimental group received both components of the study; an educational brochure in conjunction with a motivational telephone call while the control group did not receive any of these components.

Results: A positive association between the implementation of the study’s components and mammography appointment keeping behavior among Latina women was found. When comparing historical data regarding mammography appointment keeping rates among participating clinics (68%) and rates obtained from the study groups; results showed a significant difference among the experimental group only (82.3%). Given that there was not significant difference between the historical controls and the control group (67.2%), this observation provides support to the association found between the implementation of the study’s components and mammography appointment keeping behavior among Latina women. Additional observations also showed a significant increase of 15% in appointment keeping rates in the experimental group compared to the control group.

Conclusion: It can be concluded that a motivational telephone call in conjunction with an educational brochure will likely increase mammography appointment keeping rates among Latina women. Educating Latina patients about breast cancer and the importance of early detection through mammography use is crucial to improve mammography appointment keeping rates; potentially helping detect breast cancer early and reducing breast cancer mortality among this population.