

Title of Intervention: Telephone appointment making

Intervention Strategies: Individual Education, Campaigns and Promotions

Purpose of the Intervention: To increase influenza immunization

Population: Low-risk patients aged 65 to 74 years

Setting: Three research general practices within the East London and Essex network of researchers (ELENOR); health care facility-based

Partners: East London and Essex network of researchers

Intervention Description:

- Individual Education: Receptionists made up to two telephone calls to intervention group households offering an appointment for influenza immunization at a nurse-run clinic.
- Campaigns and Promotions: A national television campaign was conducted during the intervention to promote influenza immunization uptake.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Receptionists
- Training: Not mentioned
- Technology: Computer system for clinical and administrative recording
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Phones, trial information sheets, mailers, television message
- Evaluation: Computerized influenza status information

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
 - Receptionists recorded details of telephone calls.
 - Nurses recorded influenza immunizations at the time of immunization on the practice computer system.
 - Practices provided computerized influenza immunization status information.

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: The intervention group had a significantly larger proportion of individuals immunized.

Maintenance: Not mentioned

Lessons Learned: Telephone appointing by general practice receptionists can increase influenza immunization rates for low-risk older patients in inner-city practices. It is important to note that the intervention effect was achieved in addition to the national advertising campaign and a mailshot sent to each eligible individual in the study.

Citation(s):

Hull, S., et al., Boosting uptake of influenza immunisation: a randomised controlled trial of telephone appointing in general practice. *Br J Gen Pract*, 2002. 52(482): p. 712-6.