

Title of Intervention: A Dental Appointment Retention Reminder Card Intervention

Intervention Strategies: Individual Education, Campaigns and Promotions

Purpose of the Intervention: To improve attendance at dental appointments

Population: Dental patients who are due for "recall" appointments

Setting: A community in London; home-based

Partners: None mentioned

Intervention Description:

- Individual Education: Patients received a personalized calendar sheet with the simple handwritten message ("See you at <a specified appointment time>, <patient name>") on a bright color sheet.
- Campaigns and Promotions: The well-known "Percy Plaque" sticker was placed on the calendar to attract children. This character was already used in many schools to give dental health messages.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Community clinic staff
- Training: Not mentioned
- Technology: Computer, printer
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Computer files with patient records, appointment cards and calendar sheets
- Evaluation: Appointment records

Evaluation:

- Design: Experimental
- Methods and Measures:
 - Records to assess the number of recall appointments kept, failed and canceled

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Use of personalized calendar sheets was associated with an increase in the number of kept appointments.

Maintenance: Not mentioned

Lessons Learned: Seasonal variations may have caused individuals to miss appointments. The success of the calendar sheets should encourage other dentists to test similar methods for increasing attendance.

Citation(s):

Woolgrove, J., S. Gelbier, et al. (1988). "Increasing dental attendance by using personalized reminders." *Community Dent Health* 5(4): 389-93.