

# MONOGRAPH SERIES

## DESCRIPTION

### The Hanks Recall Studies

The research, the results and the conclusions. Tony Hanks has made a long term study of what makes patient recalls effective.

This monograph discusses all of the studies; the results to expect; and how to optimise your own recalls. Everyone has opinions, but research is the best way to get the real answers.

#### SIX DIFFERENT STUDIES:

This monograph presents the results of 6 different research studies about patient response rates when using optometry recalls.

With almost nine thousand patients in the studies, spread across more than 20 different optometry practice locations, the results are invaluable for getting the best with your own recalls.

*The Hanks Recall Studies* include.:

- Standard Recalls
- Second Recalls
- Recall Response Rates with different methods: <sup>Studies 1&2</sup>
- Postcards
- Letters
- Telephone calls
- Emails
- Text messages by SMS
- Combined methods, etc
- Longitudinal Studies of Returning Patients <sup>Study 3</sup>
- The 5 year pattern of returning with no recalls vs those receiving recalls
- Effectiveness of Multiple Recalls <sup>Study 4</sup>
- First vs Second Recalls
- Demographic Effects <sup>Study 5</sup> - Age and Sex
- Comparison Response Rates in Other Professions
- Response Rate for Practice Staff <sup>Study 6</sup>.



#### RESOURCES INCLUDED:

The data included in this monograph is vital for understanding which recall programs are most effective and how to optimise your own results.

Also included in this monograph:

- An action list called Practical Learnings from This Monograph (includes 11 areas for attention).

After considering the data from the research, the Practical Learnings can be implemented immediately in your own practice.