











THE HANKS RECALL STUDIES

TABLE OF CONTENTS

	DESCRIPTION OF THIS MONOGRAPH	4
	RECALLS INTRODUCTION	5
	First & Second Patient Recalls	6
	Sample Recall Letters	7
	Definition of the Recall Response Rate	8
	STUDIES 1 & 2: RECALL EFFECTIVENESS	9
	Recall Response Rates with Different Methods	10
	Change in Recall Response Rate Over Time	11
	STUDY 3: LONGITUDINAL STUDY OF RETURNING PATIENTS	13
	Average Periods of Return	14
	Returning Patients with No Recall	14
	STUDY 4: EFFECTIVENESS OF MULTIPLE RECALLS	16
	Response Rate to Second Recalls	17
	The Effect of Multiple Recalls	18
	Cumulative Totals of Returning Patients	18
	STUDY 5: DEMOGRAPHIC EFFECTS ON RECALLS	20
	Differences by Age Group and Gender	21
	SURVEY: COMPARISONS TO OTHER PROFESSIONS	23
	Comparison Recall Response Rates	24
	STUDY 6: RECALL RESPONSE BY PRACTICE STAFF	26
	Recalls Should be More Important	27
	SOME OTHER OBSERVATIONS ABOUT RECALLS	28
	Recall Reinforcement	29
	Recall Wording & Content	29
	Further Recall Support	29
	RECALL STUDIES - APPENDIX	30
	Practical Learnings from This Monograph	31
	Fast-Find Index	33
	References	35
	Other Digital Resources for Optometrists	36