

# ASCO: Family docs can up return rates for mammograms

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(HealthDay)—A personalized letter from a family physician may help improve return rates for screening mammography, according to research scheduled to be presented at the American Society of Clinical Oncology's 2014 Breast Cancer Symposium, held from Sept. 4 to 6 in San Francisco.

Elisa K. Chan, M.D., of Saint John Regional Hospital in Canada, and colleagues identified 5,385 women, aged 52 to 74 years, from the Screening Mammography Program, who had received a normal result on prior mammogram and were overdue for return screening. They randomly assigned the women to receive either a standard postcard reminder (2,689 participants) or a postcard reminder plus a personalized reminder letter from their [family physician](#) (2,696 participants).

The researchers found that women in the postcard plus letter group were more likely to return for screening mammogram within six months than women in the postcard only group (33.2 versus 22.3 percent; odds ratio [OR], 1.7; P screening mammogram (OR, 2.2; P

"A signed family physician reminder letter is a simple and effective intervention to improve [screening mammography](#) return rates in overdue women," the authors write.

Two authors disclosed financial ties to pharmaceutical and/or biomedical companies.

**More information:** [Abstract](#)  
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