

## BreastScreen NSW North Coast Invitation Process

### **Background**

The invitation process for rescreen clients can be initiated up to 6 weeks prior to a client's screening due date.

The invitation process for new screen clients will be initiated when they are identified in the Electoral Roll as having aged into the BreastScreen target age group (i.e. 50 yrs). Less than 10% of clients from the Electoral Roll will respond to BreastScreen invitations. Therefore, there is a significant opportunity for GP practices to solicit this cohort of the population.

### Invitation Process for Rescreen & New clients.

#### **Timeline**

Day 0	Invitation letter sent
Day 10	SMS reminder sent (where client has mobile and consented to receive SMS reminders)
Day 14	Reminder letter sent
Day 24	2 <sup>nd</sup> SMS reminder sent
Day 25 onwards	Upto 3 phone calls