

HEalth Check TRial (HECTR): Comparing uptake of NHS Health Check in response to standard letters, risk-personalised letters and telephone invitation



Background

Uptake of Health Checks remains below the 75% on which economic modelling was based. Our work in Stoke-on-Trent found that:

- Verbal/telephone invitations have significantly higher uptake compared with postal
- Approximately one-third of non-attenders did not recall receiving an invitation letter, with others reporting that it lacked relevant information and/or was not prioritised.

Personalised risk information has the potential to increase uptake of screening.

Aim

Three-arm randomised controlled trial (RCT) in nine practices in Stoke-on-Trent and Staffordshire to test the impact of **letters tailored to patient's level of CVD risk** on uptake of NHS Health Check, compared with the **standard national letter** and **telephone invitations**.

Outcomes

1. Telephone invitations were most effective

- 1628 out of 4614 (35.3%) patients attended their Health Check
- Uptake differed by invitation method
 - o Standard letter (30.9%):
 - o Telephone (47.6%)
 - o Risk-personalised letter (31.3%).
- In multi-level regression (adjusted for practice- and individual-level effects), compared with uptake in the standard letter group
 - o Likelihood of attendance increased by 18 percentage points in the telephone group
 - o Likelihood of attendance increased by 4 percentage points in the personalised letter group

2. Telephone invitations are worth the additional cost

- Estimated cost per patient: £1.22 for letters and £1.46 for telephone invitations (based on 2 invitations/patient; use of external mail company for letters).
- Using % uptake figures:
 - o Cost per attended Health Check was £3.95 for standard letters, £3.90 for personalised letters and £3.07 for telephone invitations.
- Using regression results:
 - o Telephone invitations: cost an extra 24p/patient. For every 1000 patients, £240 -> increase the overall attendance by 180 Health Checks
 - o Personalised letters: no extra cost. For every 1000 patients - > increase the overall attendance by 40 Health Checks.

Limitations

- Predominantly low risk, young sample
- Test letters that include Heart Age (as we originally intended).