

A9 Reactivation Tracking Record

Set this record up before the first message goes out. Count kept visits, never bookings.

PRACTICE _____

WINDOW _____ TO _____

BASELINE RATE USED _____

DATE _____

Four rules, at the top of the record:

- 1 The list is frozen on day one. A patient who crosses the inactive cut-off during the campaign isn't on it, and neither is anyone from the recall system's overdue band.
- 2 A return is a kept visit. Booked has its own column, but it's never added to the kept count.
- 3 Collected means received. Not the fee, and not what was billed to insurance.
- 4 Cost includes staff time.

PART 1 By segment

SEGMENT	PATIENTS	REACHABLE	CONTACTED	BOOKED	KEPT	COLLECTED IN WINDOW	BASELINE patients × rate	INCREMENTAL kept - baseline	COST	NET
1										
2										
3										
4										
Total										

PART 2 What it cost, and what came back

LINE	ENTRY
Cost per incremental returner cost ÷ incremental	
Measured return rate per segment kept ÷ reachable	

Counts and totals only: no patient names on this sheet.