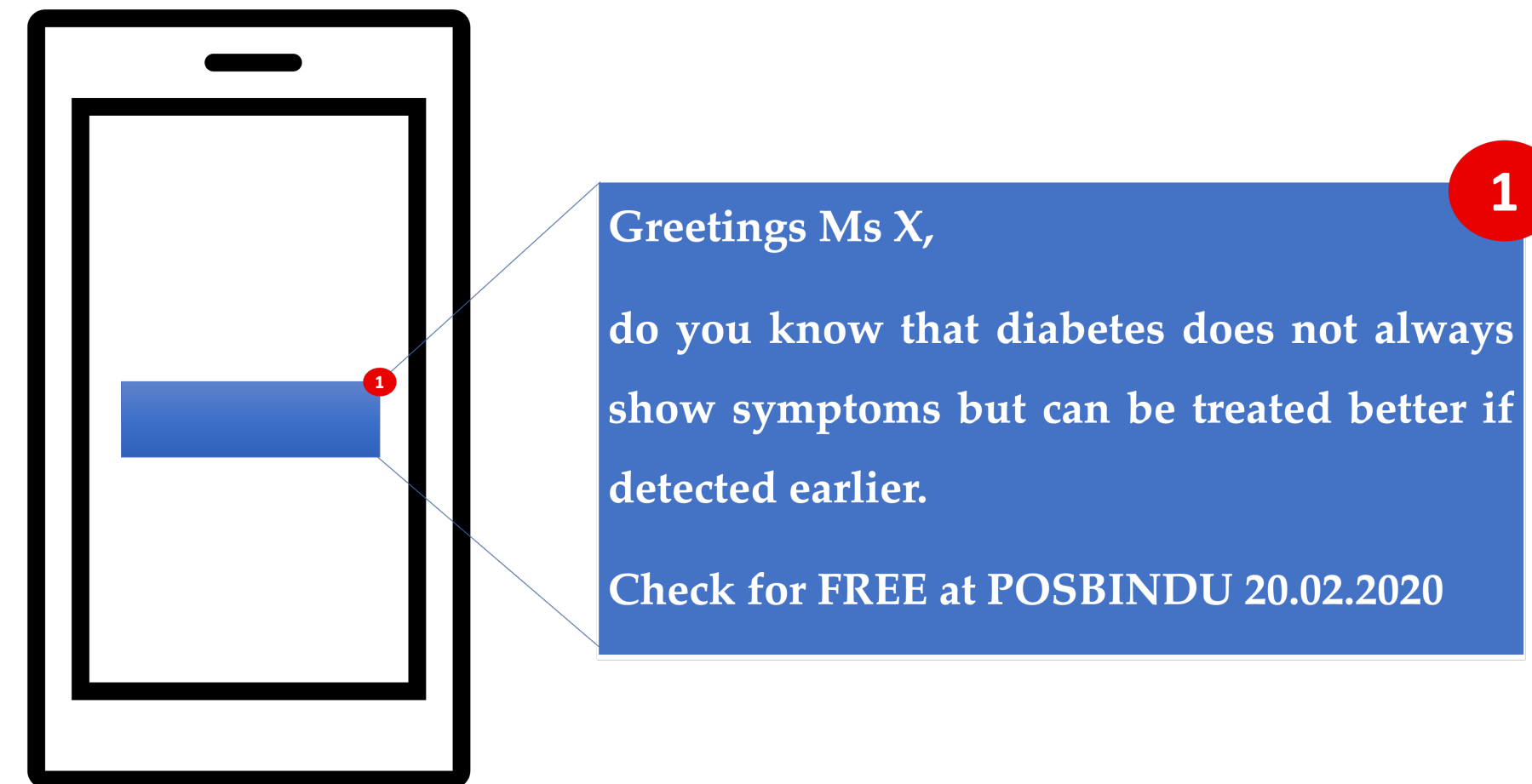


# The Effect of SMS Reminders on Health Screening Uptake: An RCT in Indonesia

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## Background

Cardiovascular diseases (CVD) are leading cause of death globally and in middle income countries (MIC)

**Missed opportunity:** Preventing CVD by lowering diabetes and hypertension

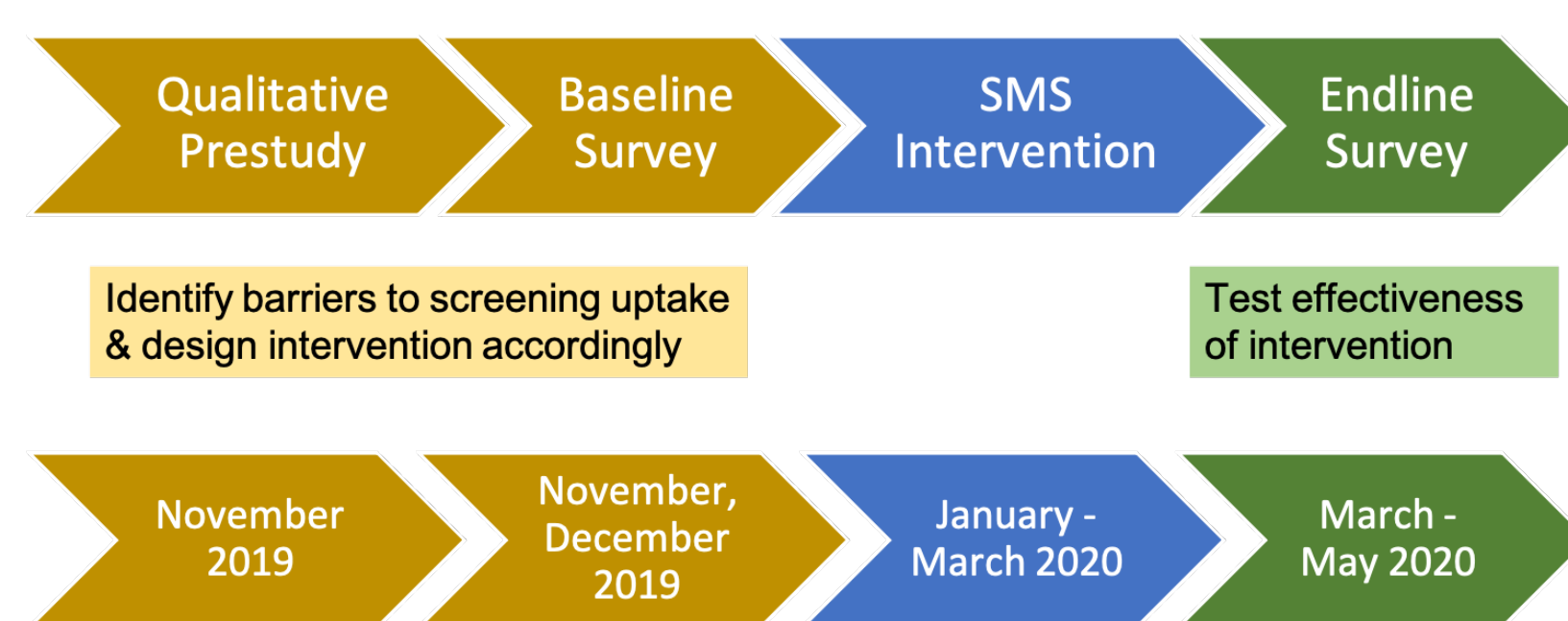
- Screening is cheap and easy; can prevent complications and even reverse condition
- Indonesia offers free screening at primary health centers and village-based program (Posbindu)
- But screening demand is low

**Contribution:** SMS reminders to increase CVD risk factor screening

- Cheap and easily scalable
- Proven successful in other diseases (cancers, HIV) and country contexts (HIC)
- We show: also in MIC; outside of existing care structures; for diabetes and hypertension as “newer” health burdens

## Setting & Study Timeline

- Sample: 1,386 at risk adults in Aceh, Indonesia



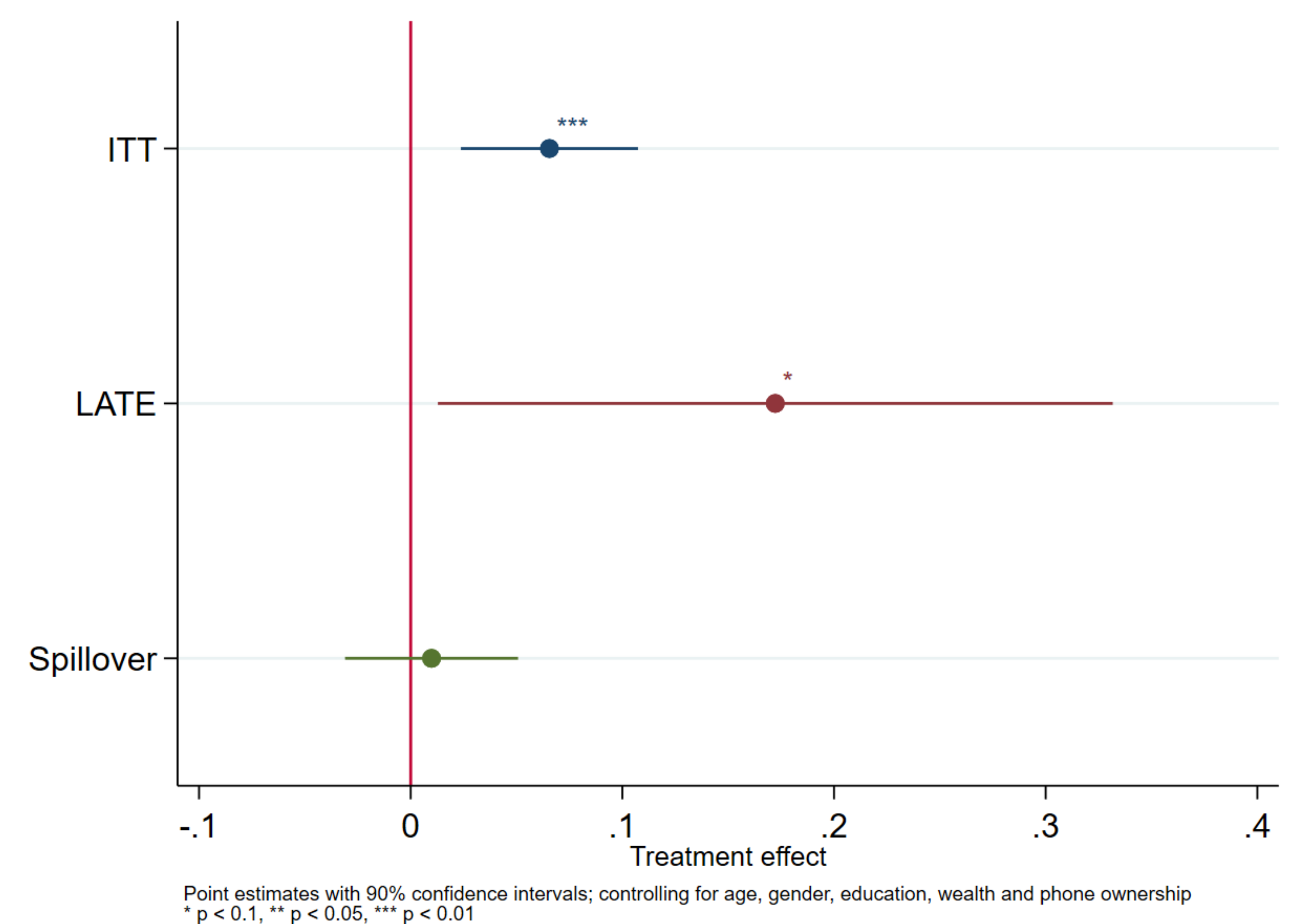
## Experimental Design

- Simple randomization: 50% of the sample received full treatment and 50% no treatment
- Treatment:



## Results

**Primary outcome:** The intervention increases screening uptake



## How does the intervention work?

- No treatment effect on knowledge
- Across providers: driven by screening at primary health center rather than Posbindu
- Message content: actionable content was remembered better than new information

## Conclusion

- Personalized SMS increase screening uptake
- Likely through reminder effect, rather than by conveying new information
- Scale-up would be possible at low cost

Link to paper

