

# Reducing Missed Appointments: Who Misses ,Why, and How to Improve

## Cost of No-Show Appointments

### U.S.

- \$150B/year lost system-wide
- ~\$200 per missed visit

### Australia

- \$500K/year at St Vincent's
- \$125 per appointment
- \$3.8M/month in QLD clinics

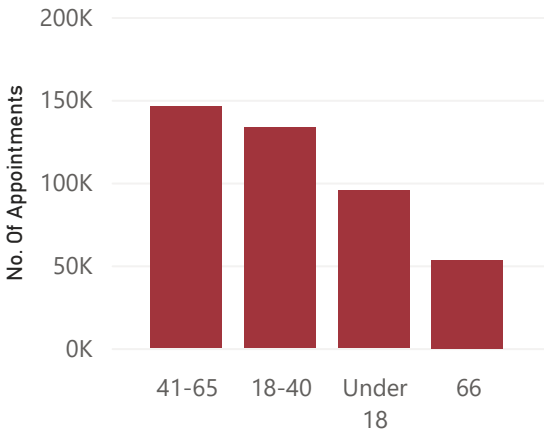
Sources: NSW Gov, The Guardian

## Total Appointment Scheduled

427.95K

Based on Brazil no-show dataset  
(Kaggle, 110K+ rows)

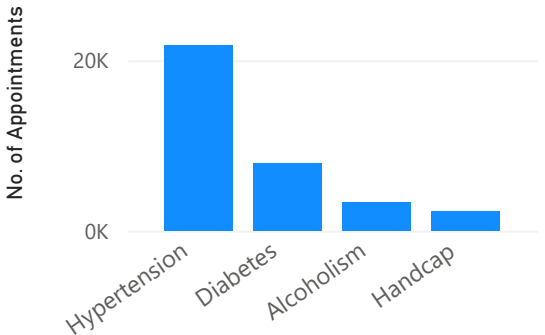
## No-Show by Age Band



Highest no-show 41-65 yrs

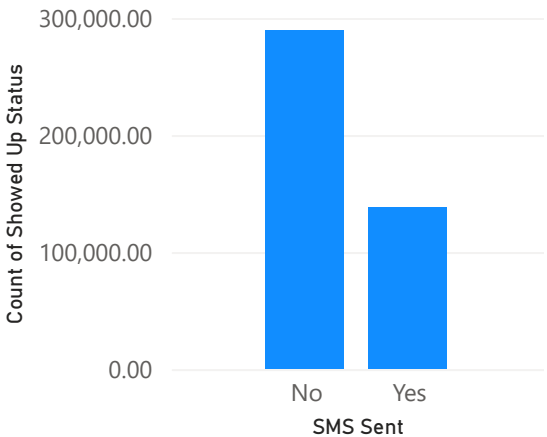
## Attendance by Chronic Condition

Condition ● Yes



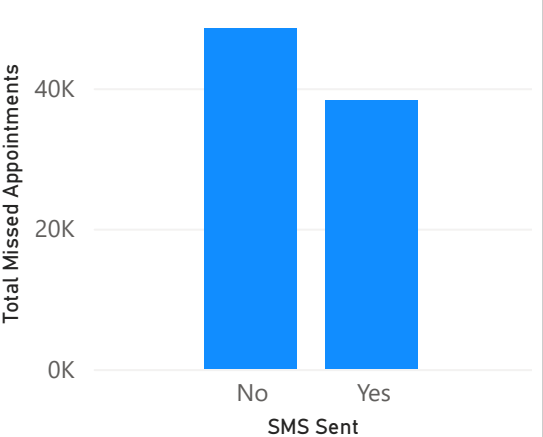
Hypertension patients missed the most

## Total Appointments By SMS Sent



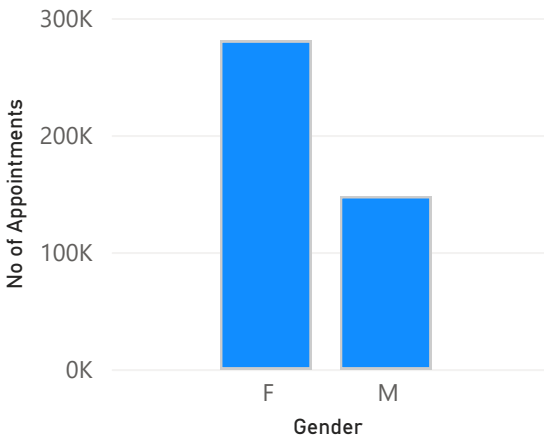
Only 40% of patients received SMS

## No-Show by SMS Reminder



SMS reduced no-shows by ~20%

## Showed Up Status by Gender



Women had higher attendance by ~66%

## Key Insights & Recommendations

- Ages 41-65 had highest no-show rate  
-> target with extra SMS reminders
- Hypertension patients missed more  
-> suggest receptionist follow-ups
- SMS reduced no-show by ~20%  
-> expand coverage to all patients
- Male patients had lower attendance  
-> test gender-based reminder