

# Optimization Recommendations

---

➤ **Enhance SMS Reminder Strategy**

- Patients who received SMS reminders were more likely to attend.
- Send reminders at least 24–48 hours before the appointment to improve recall.

➤ **Age-Sensitive Scheduling**

- Older patients had a slightly higher no-show rate.
- Schedule them later in the day when they are more likely to be active and available.

➤ **Day-of-Week Rescheduling**

- No-shows were higher on certain weekdays (e.g., Mondays or Fridays).
- Focus more appointments on Tuesdays to Thursdays, especially for patients with prior no-shows.

➤ **No-Show History Flagging**

- Patients with a history of missing appointments could be flagged.
- Use double confirmation (e.g., follow-up call in addition to SMS).

➤ **Incentivize Attendance**

- Consider offering small incentives (like priority scheduling) for consistent attendance.

➤ **Location and Accessibility**

- If data on neighbourhood or distance to the clinic is available, analyse it.
- Patients from distant areas may need teleconsultation options.