

# **Optimizing Recruitment to a Prostate Cancer Surveillance Program among Male BRCA1 Mutation Carriers: Invitation by Mail or by Telephone**

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## **Abstract**

The effectiveness of a genetics-based public health screening program depends on the successful recruitment of subjects who qualify for intensified screening by virtue of a positive genetic test. Herein we compare the effectiveness of a mailed invitation and follow-up phone call for non-responders and an initial invitation by telephone addressed to male BRCA1 mutation carriers for prostate screening.

The ultimate participation rate was 75% (42 of 56) for men who were initially contacted by mail (and follow-up phone call) and was 81% (30 of 37) for men who were contacted initially by telephone. Among the men who were contacted initially by mail, it was necessary to telephone 54% of these patients (30 of 56).

Taking into account these results of the cost-effectiveness calculation we conclude that if the cost of the phone call were to exceed the cost of the letter by 2.5 times or more, then savings would be realized by initiating contact with a mailed invitation.