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## Abstract of DPBRN Publication of the Month

**Impact of content-specific email reminders on provider participation in an online intervention: a Dental PBRN study. *Stud Health Technol Inform* 2010; 160: 801-805.**

"Impact of content-specific email reminders on provider participation in an online intervention " appeared in the most recent issue of *Studies in Health Technology and Informatics*.

Engaging busy healthcare providers in online continuing education interventions is challenging. In an Internet-delivered intervention for dental providers, the authors tested a series of email-delivered reminders - cues to action. The intervention included case-based education and downloadable practice tools designed to encourage providers to increase delivery of smoking cessation advice to patients. The authors compared the impact of email reminders focused on 1) general project announcements, 2) intervention related content (smoking cessation), and 3) unrelated content (oral cancer prevention focused content). They found that email reminders dramatically increased participation. The content of the message had little impact on the participation, but day of the week was important - messages sent at the end of the week had less impact, likely due to absence from clinic on the weekend. Email contact, such as day of week an email is sent and notice of new content post-ing, is critical to longitudinal engagement. The authors concluded that further research was needed to understand which messages and how frequently, will maximize participation.