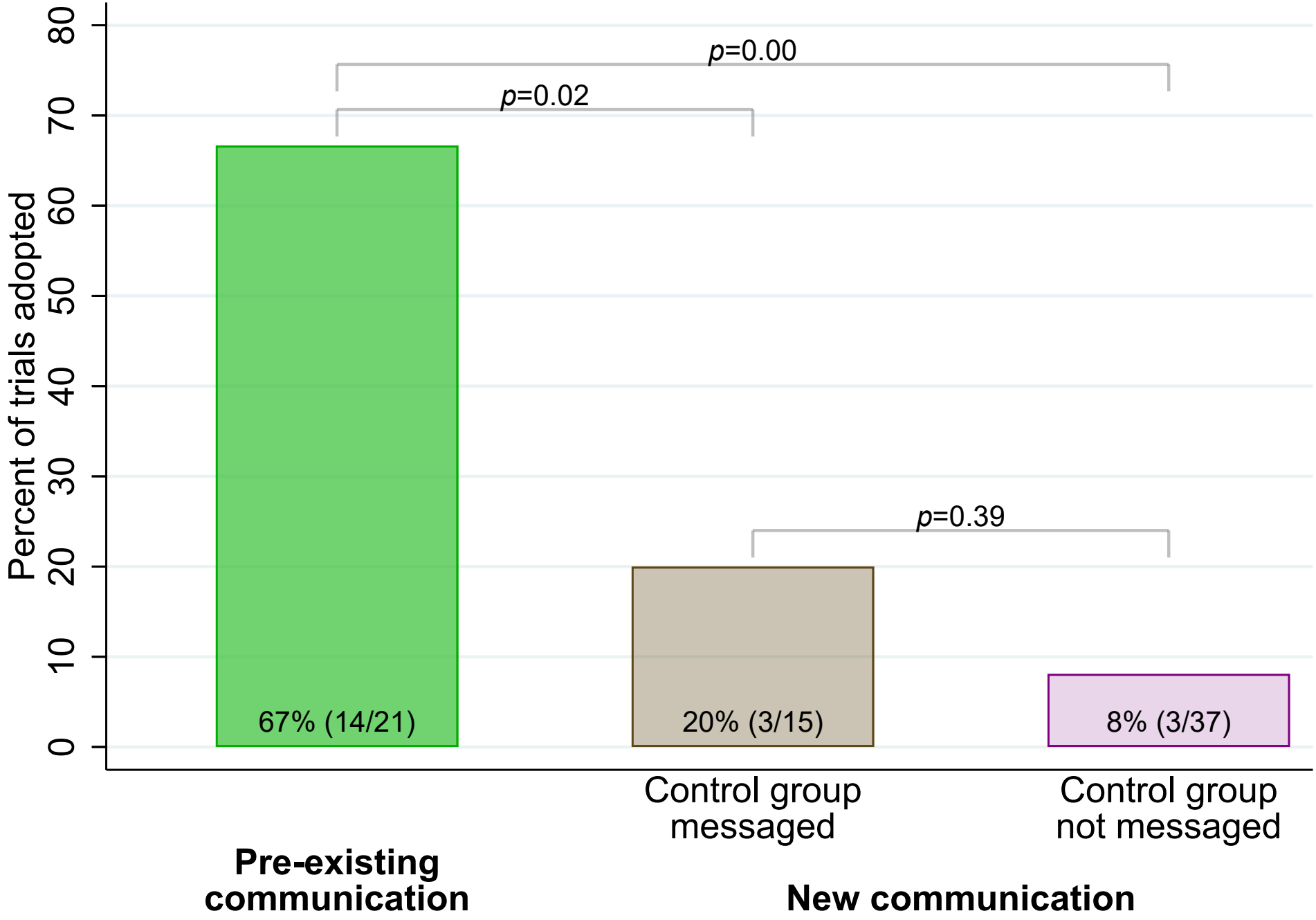
Percent of trials adopted
0
10
20
30
40
50
60
70
80
p=0.00
p=0.02
p=0.39
67% (14/21)
20% (3/15)
8% (3/37)
Control group messaged
Control group not messaged
Pre-existing communication
New communication