



BE A TEXT TACTICIAN.... BE A MESSAGING MAESTRO... BE



SMS *Smart*

Midlands and Lancashire
Commissioning Support Unit

SMS messages to patients offer convenient, quick communication, but their costs can accumulate. To use them efficiently, it's crucial to balance their convenience with awareness of expenses, considering prioritisation for critical messages and exploring cost-effective plans or alternative platforms for less urgent communication.



QUICK WINS

now

Need to send?

Think: Do you really need to send this message? Could it be emailed? If a batch message, does it apply to everyone on the recipient list?



QUICK WINS

now

Call to Action

Check that if there's an action the patient needs to take that you specify how they can do this. E.g. 'To cancel, call 01...'



INFORMATION

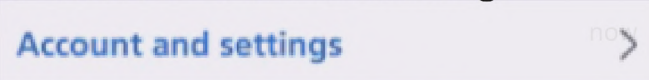
now

Enable NHS App Notifications

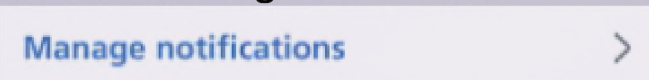
1. Log into the NHS app
2. Press 'More'



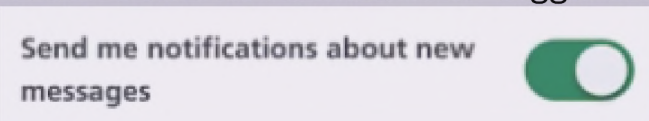
3. Select 'Account and settings'



4. Select 'Manage notifications'



5. Set 'Send me notifications' toggle on

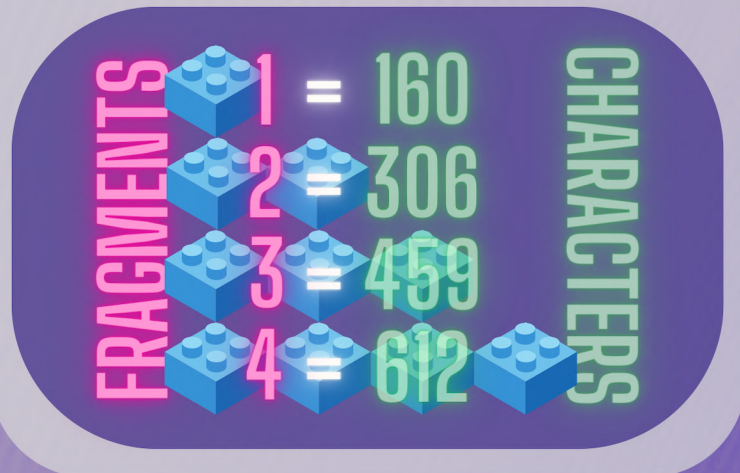


INFORMATION

now

Characters per Fragment

Each message sent is charged by the number of fragments it uses, so if your message is 161 characters it will use 2 fragments. One less character would halve the cost of sending this message.



QUICK WINS

now

Appointment Reminders

Limit reminders to 1 (or 2) sent close to the actual date, remembering to use a character-efficient template.



QUICK WINS

now

Check Patient Mobile Numbers

Check last 3 digits of mobile regularly - some patients will change numbers more often than others!



Contact Us

For more handy hints, tips, videos, courses and guides, please visit the

academy.midlandsandlancashirecsu.nhs.uk



More SMS
Smart info,
hints and tips:

<http://tiny.cc/smssmart>

