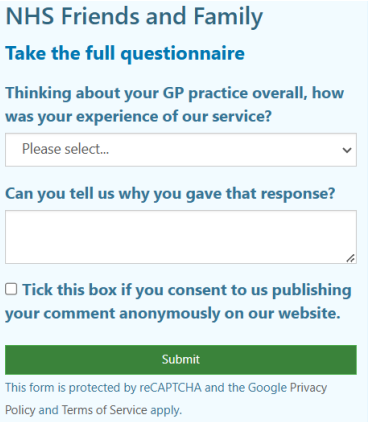


SMS Optimisation Checklist

SMS Area	Action	Completed
Review SMS templates and shorten messages	Review messaging templates within both the practice clinical system and SMS provider platform (Accurx, iPlato, Mjog)	<input type="checkbox"/>
	Shorten templates by reducing spaces and whole line spaces	<input type="checkbox"/>
	Reduce and / or exclude special characters from templates	<input type="checkbox"/>
	Remove unnecessary wording e.g. practice address	<input type="checkbox"/>
	Write messages manually – do not copy from MS Word without checking the character count http://smscharactercount.com/#/counter	<input type="checkbox"/>
	Where possible, aim for templates to be 306 characters or less (2 fragments)	<input type="checkbox"/>
Reduce failed messages	Start a Practice initiative to check mobile numbers are correct	<input type="checkbox"/>
	Check failed messages within both the clinical system and SMS provider platform (Accurx, iPlato, Mjog) to identify and update mobile numbers affected	<input type="checkbox"/>
	Consider using the email alternative to message patients – it's FREE	<input type="checkbox"/>
Raise awareness within Practice	Raise awareness of SMS optimisation project to practice staff	<input type="checkbox"/>
	Send guidance documents and resource links to practice staff SMS Optimisation – Use of SMS for direct patient messaging	<input type="checkbox"/>
	Advise clinician's to be short and concise on ad hoc messages	<input type="checkbox"/>
Review SMS reminders	Consider if a 24hr and a 7-day appt reminder is necessary? Check the automated settings within Accurx as it could be set to 3 separate reminders	<input type="checkbox"/>
	Appointment reminders have the date, time, and location – is any additional text needed?	<input type="checkbox"/>
	Consider limiting to 2 invite reminders	<input type="checkbox"/>
Review batch messages	Identify fragment efficient templates and use these for batch messages	<input type="checkbox"/>
	Use website / social media / telephone messages / posters as an alternative for advertising closing dates – bank holidays and staff training	<input type="checkbox"/>
	Ensure when sending a message to all patients, only send to over 16 or 18yrs	<input type="checkbox"/>
	Send batch messages via Accurx, iPlato or Mjog in order to benefit from free NHS App messaging (if this isn't viewed within 24 hrs it will be sent via SMS instead)	<input type="checkbox"/>

	Review any appointment invite messages to patients in nursing / residential homes and appropriateness	<input type="checkbox"/>
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NHS App	Encourage and promote patient use of the NHS App – it's FREE	<input type="checkbox"/>
	Use these promotional materials to encourage your patients to turn on their NHS App notifications and receive messages in one secure and trusted place	<input type="checkbox"/>
	<p>Use the wording below for Social Media posts</p> <p><i>Did you know?</i></p> <p><i>The NHS is struggling under ever increasing costs. One of these costs which continues to escalate is that of SMS messaging. We use these important messages to contact you about appointments, results and for many other reasons. However, every text message we send comes at a cost!</i></p> <p><i>But there is an alternative! By clicking on this link and downloading the NHS App, this allows us to contact you via the app instead which is FREE:</i></p> <p>https://www.nhs.uk/nhs-app/</p> <p><i>If you already have the app, please ensure you turn on notifications as otherwise the messages will automatically revert back to SMS which will cost the NHS money.</i></p> <p><i>This is just one simple step you can take towards supporting your NHS and [insert practice name]</i></p> <p><i>Thank you for your support.</i></p>	<input type="checkbox"/>

Friends and Family Test	Friends and Family Test (FFT) should be limited to 250 SMS messages per month	<input type="checkbox"/>
	<p>FFT can be added to the practice website for patients to complete, example below:</p> 	<input type="checkbox"/>
	FFT can also be collected via a post box within the practice. This will ensure all patients have an opportunity to participate	<input type="checkbox"/>