



Checklist – SMS Best Practice

Topic Area	Reminder	Actioned
Review existing templates and shorten messages	Shorten URL links – using a URL shortener to help keep fragments low	<input type="checkbox"/>
	Reduce spaces and whole line spaces	<input type="checkbox"/>
	Reduce and/or exclude special characters	<input type="checkbox"/>
	Remove unnecessary wording – e.g., surgery address, covid guidance	<input type="checkbox"/>
	Write messages manually - do not copy text from MS Word	<input type="checkbox"/>
Reduce failed messages	A practice wide emphasis to check patient mobile numbers are correct	<input type="checkbox"/>
	Check ACCURX Undelivered feature for the numbers that have failed	<input type="checkbox"/>
	Have you considered using the email alternative – its free	<input type="checkbox"/>
Raise awareness within practice	Relay fragmentation project to staff	<input type="checkbox"/>
	Send resource and guidance links via email to staff	<input type="checkbox"/>
	Advise clinician's to be short and concise on ad hoc messages	<input type="checkbox"/>
Review ACCURX reminders	Have you considered if a 24hr and a 7-day appt reminder is necessary?	<input type="checkbox"/>
	ACCURX Appt reminders have the date, time, and location – check if any additional text is needed	<input type="checkbox"/>
	Limit to 2 invite reminders via ACCUbook	<input type="checkbox"/>
Review batch messages	Save fragment efficient templates and use these	<input type="checkbox"/>
	Use online SMS length shorteners to help keep fragment count low	<input type="checkbox"/>
	Use website/social media as alternative for advertising closing dates – bank hols and training.	<input type="checkbox"/>
	Ensure when sending a message to all patients, only send to over 16 or 18yrs	<input type="checkbox"/>
NHS App	Encourage and promote patient use of the NHS App – its FREE	<input type="checkbox"/>