

SMS Reduction Checklist

Ideas, tips and tricks to keep SMS costs down in your GP Practice

# Essential

[ ]  Know how many SMS Fragments you have left- approx. 7 per patient x your list size in September 2024

[ ]  Appraise yourself of the current fragment levels by looking at your Accurx **dashboard**

[ ]  Know how many characters make up a fragment. 160=**1** fragment, 306=**2**, 459=**3** 612=**4** fragments

[ ]  Where you have a patient’s email address, use this when you send batch messages e.g. a flu campaign

[ ]  Know who is sending SMS messages in your practice then agree pre-arranged wording that staff can use for each type of text message

[ ]  Keep an eye out for auto-generated emails from **Firetext**, that will send you alerts about your fragment limits at intervals. **NB:** Intervals are 50,000/ 25,000/ 10,000/ 5,000 and 0 fragments.

[ ]  Encourage your patients to download the **NHS App** and turn **ON** the notification setting for the app. **NB:** If a message is not read within the NHS App it will revert to being sent as an SMS text after 24 hours.

# OPTIONAL

[ ]  Use ‘web-link shortener’ tools to make URL’s shorter in length:-  [**Bitly**](https://bitly.com/) or [**Tiny**](https://tinyurl.com/)

[ ]  Limit the number of reminders for appointments to 24hours rather than several text reminders

[ ]  If you are working on a project campaign and this involves texting patients, ask the Project Lead if they’re prepared to foot the bill for the additional messages needed

[ ]  Longer texts can be sent as a word attachment instead

#  Routinely

[ ]  Keep an eye on your Accurx dashboard

[ ]  Plan for any campaigns. Decide what the SMS requirements will be in advance of sending messages to patients

# useful RESOURCES

[ ]  Contact your Senior GP IT Facilitator

[ ]  Send an Accurx message as an email [Link to article](https://support.accurx.com/en/articles/5411972-accurx-desktop-how-to-email-patients)

[ ]  How to batch message using email [batch msg emails](https://support.accurx.com/en/articles/9305388-batch-messaging-sending-via-email)

[ ]  Video of SMS reduction workshop by Accurx: [Video](https://nhs-my.sharepoint.com/%3Av%3A/r/personal/nelicb_gpittraining_nhs_net/Documents/Recordings/Streamline%20your%20Accurx%20SMS%20Messages%20Guidance%20to%20SMS%20Fragment%20Reduction%20and%20Best%20Practice-20241022_132142-Meeting%20Recording.mp4?csf=1&web=1&e=bFbwKS&nav=eyJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAiOiJTdHJlYW1XZWJBcHAiLCJyZWZlcnJhbFZpZXciOiJTaGFyZURpYWxvZy1MaW5rIiwicmVmZXJyYWxBcHBQbGF0Zm9ybSI6IldlYiIsInJlZmVycmFsTW9kZSI6InZpZXcifX0%3D)

[ ]  Direct debit [blank mandate form](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fnewsletter.accurx.com%2Flt.php%3Fx%3D3DZy~GE5VqbM55Sqzw-9UhZt3K-kkNP3weUvk8c7UFabEs4vzky.1.Vy3Hzzidf3luxAXHDJMneg5pJ-&data=05%7C02%7Cclive.sutherland%40nhs.net%7C73c7b9944ace42908c0408dcf7faf428%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C638657904480000279%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C0%7C%7C%7C&sdata=CNaIpGVSbO9UeDqO7E85ArvPtYbJ6JwTT1aSKp7KRzE%3D&reserved=0). Send it by email to: **finance@accurx.com**

[ ]  How to be more efficient with fragments [article](https://support.accurx.com/en/articles/6924915-sms-costs-how-to-be-more-fragment-efficient)

 [ ]  FAQ link [click here](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsupport.accurx.com%2Fen%2Farticles%2F10040598-nel-fragment-faq-page%3Futm_source%3DActiveCampaign%26utm_medium%3Demail%26utm_content%3D%252ACorrected%252A%2520-%2520Action%2520Required%2520-%2520Sign%2520up%2520to%2520Direct%2520Debit%2520by%252030th%2520November%26utm_campaign%3DNEL%2520Fragments%2520-%2520Email%25201%2520Corrected&data=05%7C02%7Cchito.nwulu%40nhs.net%7Cf8bfaba4fa234566113e08dcfe426d3c%7C37c354b285b047f5b22207b48d774ee3%7C0%7C0%7C638664808469773599%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=NtjZw4e%2BpsYyc%2F1hZuHOwjwAhtNFLjA3clfhnVw2YsY%3D&reserved=0)