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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/:v:/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**](mailto: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)

Close-up of a blue lanyard

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