

TOOLBOX TALK

SMS Template Optimisation

Capturing Accurx Data

Validating Root Causes

Shortening SMS Templates

Additional Techniques

THE ROOT CAUSE OF THE PROBLEM

Before implementing solutions, it's important to identify what your unique problems are and how big they are.

There is no need to fix something if it's not broken!

- ☐ **Excessive Length** - Fragments are too long.
- ☐ **Undefined SMS** - Too many are sent free-hand.
- ☐ **Special Characters** - Too many contain non-GSM Characters.
- ☐ **Name/ Address** - Too many contain the Practice Name or Address.
- ☐ **Internet Links** - Too many contain long weblink addresses

In order to check-off which problems you are affected by, you will need to analyse your existing SMS Templates and SMS Consumption.

We have developed a tool to help complete this, the [*SMS Template Analysis Tool*](#).

STEPS FOR USING THE SMS TEMPLATE ANALYSIS TOOL

01 Select your practice

Select your Practice Name from the dropdown options in the 'Practice Keyword Selector' tab.

Then check the Practice Keyword and input the Street your practice is located on.

Practice	
Practice Keyword	#VALUE!
Street	Stratford

02 Capture SMS Templates

In the Templates > Workspace Templates area of Accurx, Highlight/ Select and Copy your practices' Organisational templates to your clipboard.



03 Input your Data into the Analysis Tool

Paste the SMS Templates (from #2) into fields on the 'SMS Template Capture' tab.

In the 'SMS Template Capture' tab, remove any SNOMED code information.

[illegible]

04 Review the Root Cause Analysis

In the Root Cause Analysis tab you can get an understanding of the likely issues within your Accurx SMS templates and how frequently they are sent.



05 Adjust the 'Vital Few'

The Messages to Adjust tab shows the 20% of message templates that contribute to 80% of your fragment usage. You should focus on shortening these templates.

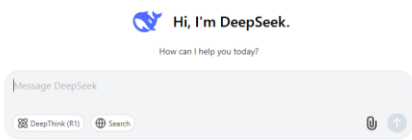
Template Title	Template Contents
#N/A	#N/A

06 Analyse your Templates in more detail

The Template Analysis tab will be useful after you have shortened the 'Vital Few'. These are small issues in your templates that you can target one-by-one.

Parities Information - 00							Size 1b	Size 3b	Size 5b	
Template name	Template Content	Escape Characters	Unicode Present	Fragment Length	Characters Used					
0	0	750K	0.000 0%	100	0					
0	0	750K	0.000 0%	100	0					
0	0	750K	0.000 0%	100	0					
0	0	750K	0.000 0%	100	0					
0	0	750K	0.000 0%	100	0					

EXCESSIVE LENGTH – SHORTENING YOUR SMS TEMPLATES



You can use Artificial Technology to help you shorten your messages to an acceptable length. In our trials we found that [DeepSeek](#) performed this task best overall, but it is up to your personal and organisational preferences. We have provided an example prompt below should you require it.

Can you please help me to rewrite some SMS Templates? I need to balance the following factors when rewriting them:

1. They need to retain the same general theme of the message and a primary call to action.
2. They need to ensure that the health literacy age is reduced for each message.
3. Ideally the message should be contained to 160 characters. (It doesn't need to be significantly below this limit and should ideally be as close to the limit as possible to ensure clarity in the message). In exceptional circumstances where #1 is not being met then the message is contained within 320 characters.
4. The message contains no full-length web-links, and only shortened URLs are used where necessary. You can use the shortener tool here - <https://www.shorturl.at/>. If the current web-address starts with "https://floreay.accurx.com" then do not adjust the web-link.
5. The message only contains GSM characters, so no non-GSM Characters or Escape Characters.
6. Ideally no SMS shorthand abbreviations are used.

TOP TIPS FOR SHORTENING TEMPLATES

After you have identified what your shortened messages could be, it's important to check a few important features.

01
Ensure every message has **a clear call to action**.

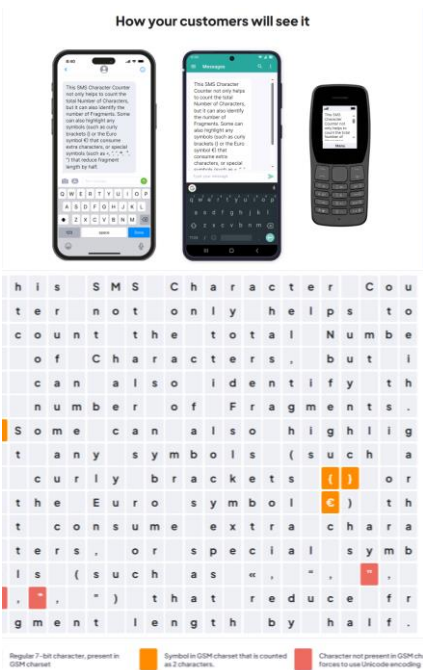
02
Ensure patients can understand your message, by using the [NHS Document Readability Tool](#)

03
Use online tools to check the message length and for non-GSM Characters. [SMS Length Calculator](#)

04
Ensure web links are shortened where appropriate, by using online URL Shorteners, <https://www.shorturl.at/>

05
Remove any Symbol in GSM charset such as { } or € that consume additional characters.

06
Remove any Character not in the GSM charset such as « " " “ ” that shorten fragment length.



Once you are happy with your updated message, simply drop into Accurx and update the existing template. More information on how to do this can be found here: [How to Create a Message Template](#)

ADDITIONAL ACTIONS TO REDUCE FRAGMENTS

01 Reduce “Undefined” free-typed SMS Messages
“Undefined” messages are SMS messages sent from Accurx without the use of a pre-written template. These are uncontrolled communications that may inadvertently contain many of the issues described above. It's important to identify why these occur in your organisation, and encourage your team to transition to approved team templates.

02 Remove your team members Accurx Signoff
The signoff at the end of every SMS you send consumes characters unnecessarily. Your practice should decide if each operator should remove this to potentially reduce costs for your practice. [How to edit your signature at the bottom of a text message](#)

03 Get feedback from your Patient Participation Group
You should ensure you involve your PPG before you implement any changes that may affect your patients, as they can contribute a diverse and valuable range of perspectives and ideas.

