

### Sample Patient SMS communications - for Review of Bladder Medications

When sending an SMS, it is important to keep the message under 160 characters if possible, to ensure it arrives as one text, or use a "split" message for clarity. Here are three options based on the level of detail you want to provide.

Option 1: Direct & Action-Oriented

**[Surgery Name]:** We are reviewing your bladder medication [Med Name] to ensure it is still the best option for you. Please book a 10-min phone review with our Pharmacist via this link [Link] or call [Phone].

Option 2: Focus on Side Effects

**[Surgery Name]:** Some bladder meds can cause dry mouth, falls, or memory "fog" as we get older. We'd like to review yours to keep you well. Please book a "Medication Review" by calling [Phone].

Option 3: Short & Simple

**[Surgery Name]:** It's time for a review of your bladder medication. Please call [Phone] or visit [Link] to book a brief chat with our clinical team. Thank you.

#### Tips for NHS Text Communications

- **Opt-out:** Ensure your system appends the standard "To opt-out of texts reply STOP" if required by your Trust.
- **Links:** If using a booking link (like Accurx or MJog), ensure it is placed at the end of the text.
- **Timing:** Send these on **Tuesday or Wednesday mornings**; these times typically have the highest response rates for NHS practices.