# **This document is provided ‘open source’ as a template, and should be adapted to suit your pharmacy. It does not constitute legal or clinical advice, but is provided as a helpful resource to embed Fleming SMS within your pharmacy. We welcome suggestions of changes to this document which we will share with our community of pharmacies, please send them to support@accurx.com.**

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# **Fleming SMS best practice**

1. **Update numbers.** Whenever you get the opportunity, confirm and update a patient’s mobile number.

2. **Clarify the recipient.** If you’re sending a message to a shared mobile, make clear who it’s for.

3. **Be concise.** Don’t send lengthy messages, they can be hard to digest.

4. **Check for errors.** We all make typos. Have a quick readthrough and look out for spellcheck underlining.

5. **Follow-up.** If sending critical information, don’t rely on an SMS message, but check that the patient has received and understood it.

6. **Share with colleagues.** Tell your colleagues in the practice (and other practices) the great uses you’ve found for SMS.

7. **Appropriate messages.** Be aware of the possible harms of inappropriate messages, in particular around marketing. It is not appropriate to advertise products or procedures offered by the pharmacy to patients.

# **Fleming SMS top examples**

1. Your prescription is ready to collect

2. Here’s a link with more information about sore throats, how to look after them and what to look out for…

3. I tried to call you, but couldn’t get through. I will try again later, and the number will show up as ‘Unknown’.

4. There is a change to your prescription, please return to the pharmacy

5. As discussed, you should take the new medication as follows…and let us know if you have any of the following side effects…