

Giving Consent

In order to start receiving text messages or emails from the practice, whether it be general communications such as health advice, information about prescriptions or test results we need your explicit consent.

Please consider all the information that has been provided to you in this leaflet. Keep in mind that in some instances mobile numbers and email addresses are provided against numerous medical records such as families and carer's. Is your mobile number stored against only your record? If not, are you happy to potentially share health information sent to your mobile phone with other people? Is your mobile or email connected to other devices such as a tablet?

Receiving a SMS or email from your GP practice is a very convenient way to communicate. Information is received in real time and is readily accessible at the touch of a button.

If you believe you will benefit from this service then please obtain a consent form from reception. It is important that you keep your mobile number and email address updated, a member of reception will verify these details with you upon consenting to this service and you may from time to time be asked to confirm it is still correct.

You have the right to OPT-OUT of this service at any time. To do so please inform a member of our reception team and they will update your record accordingly. If at a later date you wish to OPT-IN again you can do.

Do you agree with the below statements?

If not please speak to a member of reception who can help clarify any information needed.



I understand my responsibilities



I will keep my mobile number and email address updated



I understand there are 2 communication types and I need to consent to each type in order to receive it



I am happy with the information that I have received has helped me make an informed decision

BUNBURY MEDICAL PRACTICE

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BUNBURY MEDICAL PRACTICE

SMS & Email Communication— Patient Information Leaflet



Understanding SMS & Email Communication

As a practice we are always trying to improve the experience for our patients and have recently adopted a new text messaging & email system. We currently text patients with appointment reminders and the occasional invite to seasonal clinics such as flu vaccinations. We would like to widen the scope of our communications and also use text messaging & email to inform patients of test results, medication updates or changes, suggested appointment bookings, birth month review reminders and more.



We believe that being able to communicate via SMS and email with our patients will give us the opportunity to contact you in real time, reduce calls into the practice from patients returning missed calls or chasing information such as test results or prescription status and also reduce letter distribution if a patient is unable to be contacted via a telephone call.

Text messages and emails that are sent will not contain sensitive information unless a patient has explicitly consented to this within a consultation with a clinician, this type of consent for sensitive information will only be valid in that one instance.

PATIENT RESPONSIBILITY

Before a patient consents we want to ensure you have considered the potential for text messages and emails to be intercepted by someone else.

In some instances the same mobile number or email address is provided for use against numerous patients medical records. Families for example may have one mobile number against each member of the household, if this is the case and one of those family members opts-in to receive text message communication it may end up being read by another family member. This applies to anyone who has provided the same mobile number or email against more than one record.

Some patients provide more than one mobile number i.e. a personal number and work mobile number. It is important in this instance that you verify which number is your primary contact. If the work mobile is shared and you have consented to SMS communication this message may be read by a unintentional recipient.

Please ensure you have considered all eventualities prior to opting in to any of these services.

In order to get the best out of this system we will be offering 2 types of contact. General communication which will include advice, recall, prescription information, reminders, health links and more. And secondly test results, these will be such results and blood tests, xray, urine samples etc. In most instances you will only be informed of 'normal' test results via text or email. Test results does not include sensitive results such as STI tests.

What to expect

Below is a list of commonly used text and email communications, this list is not exhaustive but will help give you a clear understanding of the type of text messages to expect from the practice.

- Administrative information e.g. prescription status
- Care plan e.g. medication dosing changes
- Recall e.g. please book an appointment, birth month review due etc
- Normal test results e.g. bloods/xray
- Some abnormal test results e.g. low vitamin D
- Telephone information e.g. we have tried calling
- Reminders e.g. overdue blood tests, medication review, cervical screening etc
- Follow-up e.g. have you received a hospital appointment
- Health links to nhs website e.g. back pain exercise, neck, knee etc
- Health promotions e.g. healthy eating, smoking cessation advice etc
- Ready for collection e.g. sick note, medical report etc

All communications will be sent from Bunbury Medical Practice Medical Practice. If a clinician is sending you a text or email directly then the name of the clinician will also appear at the end of the text.