

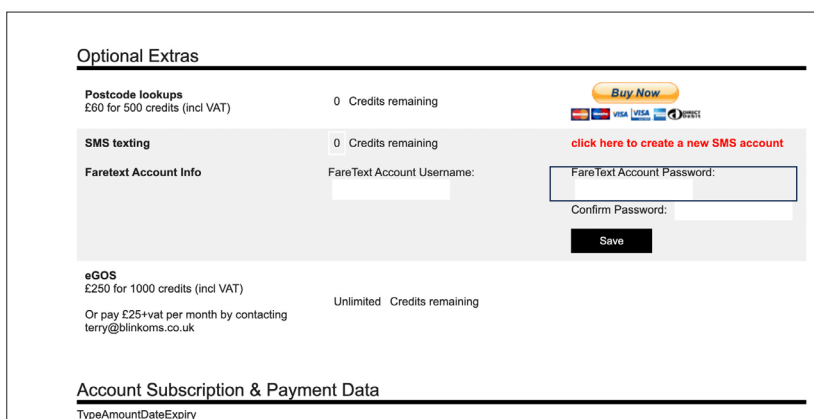
User Guides - **SMS Text Messages**

How to use your Blink OMS system to send SMS text messages to patients

Sending SMS messages to patients is a feature that you can choose to use in your Blink system. There are various different messages and ways an SMS message can be sent.

Firstly you will need to register open a Faretext account to buy SMS credits.

You can do this by going to My Account -> Optional Extras -> [click here to create a new SMS account](#).



Optional Extras

Postcode lookups
£60 for 500 credits (incl VAT) 0 Credits remaining [Buy Now](#)

SMS texting
0 Credits remaining [click here to create a new SMS account](#)

Faretext Account Info

FareText Account Username:

FareText Account Password:

Confirm Password:

eGOS
£250 for 1000 credits (incl VAT) Unlimited Credits remaining

Or pay £25+vat per month by contacting
terry@blinkoms.co.uk

Account Subscription & Payment Data

TypeAmountDateExpiry

When setting up your account the sender id field is either:

- your brand name (which will appear at the top of the text - using this will NOT allow replies)
- your mobile number (which will appear at the top of the text and recipients will be able to reply to this number)

Adding SMS credits to your account

- When you first created your Blink SMS account with faretext you would have received 100 free credits to get you started.
- When this number is getting low you can call or email 'Faretext' (you will have been sent these details when you created your Blink SMS account with faretext) to buy more credits.
- SMS credits can be 'automatically' topped up when they get below a certain number by setting up a Direct Debit with faretext

It is easy to check your remaining SMS credit total by going to:

- My Account, under Optional Extras you will see your total number of remaining credits.
- When this number is getting low you can call or email 'Faretext' (you will have been sent these details when you created your Blink SMS account with faretext) to buy more credits.
- SMS credits can be 'automatically' topped up when they get below a certain number by setting up a Direct Debit with faretext.

SMS Credits

1 SMS credit = 160 characters.

If the message is longer than this you will use multiple credits.

There is also an option of Blink managing your SMS Faretext account.

If your SMS account is managed by Blink the credits will be automatically topped up when they are getting low. Speak to us if you are interested in this.

Sending SMS Messages

There are 3 ways you can send SMS text messages:

1. Send appointment reminders linked to your diary appointments:

- Go to *System Admin -> Reporting -> Appointment Info*
- Select date and clinic
- Select patients (or all patients)
- Click Send SMS
- Default reminder message is sent but can be overridden if you enter your message into *System Admin -> Data Management -> Edit Settings -> General Settings -> Appointment Reminder SMS* (only change the text outside of the brackets. The text inside of the brackets will recall the patients name and appointment time etc.

2. Send recalls:

- Go through the usual recall process (see guide to sending recalls for full details)
- Create your own bespoke SMS content in a template
- Choose Sending Method of “SMS Text”

3. One Off SMS text

- Select the patient that you want to contact
- *Patient Data -> Patient Summary*
- In the ‘Quick SMS’ box at the bottom of this page you can write a message (if you can’t see the ‘Quick SMS box – press ctrl/F5, this will refresh your system and it should appear)
- Press ‘Send SMS’ to send a one-off message to that patient

Check an SMS message has been sent

To check the sent SMS messages, select the patient and go to

- Go to *Patient Data -> Patient Information -> Document History*
- Here you will see all of the messages sent for that patient

Creating a series of different SMS reminders

You can create as many different SMS messages as you require, go to:

Recalls -> Edit Letter Templates - > Select Template

Here you will find a number of pre-populated templates. You can work over the top of these templates or set up new ones.

To create a new template based on an existing one, you can follow these steps:

- Select the base template
- Change the 'Selected Template' field to 'Create New Template' (the original template will still be visible)
- Make your changes to the new template
- Enter a name for the new template into the 'Save As' box
- Click on the 'Save' button

If you would like any of your templates to be populated with patient name, or examination date, it is a good idea to work over one of the existing templates.

How to send a patient a 'Glasses ready SMS message

There are two ways to do this.

A quick SMS in Patient Summary (as explained on the previous page)

- Select the patient and go to *Patient Data -> Patient Summary*
- At the bottom of this page you can type a Quick SMS message and send it to the patient

Thorough a dispense

- Select the patient and go to *Patient Data -> Patient information -> Dispensing History*
- Once in Dispensing History select 'Delete or Update Balance/Dates
- When a date is entered into the 'Ready for collection (enter date)' field, an SMS message will be automatically sent

PATIENT DATA DISPENSING RECALLS DIARY MY ACCOUNT SYSTEM ADMIN LOGOUT

Dispensing Update

New Dispense
Dispensing Update
Till
Till Update
Z-Reading

(Order Id: 8846)

Change the Status of the selected dispense:

Spec 1
Date Due: 28/06/2023
With Lab:
Checked:
Ready For Collection:
Date Collected:

Update Applies To: Specs 1 Specs 2 Contact Lenses

Tick box to Reset

Due Date (enter date):
 With Lab (enter date):
 Checked (enter date):
 Ready For Collection (enter date):
 Collected (enter date):

Delete Save Close

Update saleid 8848
Update saleid 8847
Update saleid 8846
Update saleid 8845
Update saleid 8844
Update saleid 8679

To change this message go to *System Admin -> Data Management -> Edit Settings*

- Scroll down to General Settings
- In general settings there is a field 'Specs Ready SMS' Text
- Change any of the text outside of the brackets. The text inside of the brackets will recall the patients name and appointment time etc.

Opting a patient opt out of promotional mailings or even recall letters

There are various different types of communication that a patient is able to opt out of.

- To change these settings, select the patient and go to *Patient Data -> Patient Information -> Lifestyle Notes*.
- On the 'Lifestyle Notes' page towards the bottom of the page.
- 'Are you happy to receive promotional communication?' The patient can choose Yes or No.
- 'Are you happy to receive communication for the purposes of health care, including Recalls?'

Contact

If you need guidance regarding any aspect of Blink you can contact us on the support email, where we will always try to respond within 24 hours:

support@blinkoms.co.uk

Alternatively you can call us on the support line: 07748 500430

Or call the office phone: 0116 431 8284