

### **NHS SMS and NHS App Webinar:**

Thank you to everyone who joined the SMS and NHS App webinar on Wednesday 27<sup>th</sup> November, it was great to meet so many GP practices. We will be hosting more webinars in the new year for anyone that couldn't join.

NWL ICB hosted this webinar to discuss:

- GP practice SMS allocation
- Patient messaging via clinical systems
- Patient messaging via online consultation providers (PATCHs and eConsult)
- NHS App messaging

Here is the recording of the webinar:

[NWL SMS monthly webinar-20241127\\_125958-Meeting Recording.mp4](#)

We have also got a NHS App podcast from North Yorkshire:

[https://soundcloud.com/nhsengland/getting-the-most-out-of-the-nhs-app?utm\\_source=clipboard&utm\\_campaign=wtshare&utm\\_medium=widget&utm\\_content=https%253A%252F%252Fsoundcloud.com%252Fnhsengland%252Fgetting-the-most-out-of-the-nhs-app](https://soundcloud.com/nhsengland/getting-the-most-out-of-the-nhs-app?utm_source=clipboard&utm_campaign=wtshare&utm_medium=widget&utm_content=https%253A%252F%252Fsoundcloud.com%252Fnhsengland%252Fgetting-the-most-out-of-the-nhs-app)

You can sign up to the NHS App dashboard to find out how many patients have downloaded the app:

<https://digital.nhs.uk/services/nhs-app/nhs-app-dashboard>

To find out more information about the NHS App GP practice staff can become an **NHS App ambassador**, this means that you will have training and information from the NHS App team, as well as being part of an NHS App ambassadors teams channel. Please email to sign up and find out more: [appambassadors@nhs.net](mailto:appambassadors@nhs.net).

### **How can the NHS App reduce the cost of SMS messaging?**

The following messages can be sent to patients via the NHS App:

- Batch simple SMS
- Batch questionnaire\*
- Batch Self Book
- Appointment reminder – 1 working day
- Appointment reminder – 3/7 working days
- Appointment reminder – post appointment reminder
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\* certain batch questionnaires may have a 3hr fall back where appropriate, for example BP questionnaires where daily reading is required.

Encouraging patient to download the NHS App and switching their notifications on will mean that messages listed above will not be charged in the patient reads it in the fall back time. This will be a cost saving to the practice. To review the number of messages that are read via the NHS App you can review your NHS uptake: <https://digital.nhs.uk/services/nhs-app/nhs-app-dashboard> [Register to have access]. You can also find the proportion of patients who are receiving notifications via the NHS App on the AccuRx "Reporting" section via "My organisation"

### **National change in pricing per fragment:**

As mentioned last month, from April 2024 all messages sent via the clinical system and online consultation providers have been billed at £0.022 per fragment (160 characters), this is a slight increase from £0.0185. This increase will also be applied to Accurx messages from the 31st August 2024. Messages sent from Accurx will be £0.0225. This increase in price is taking place nationally and is not within the control of the ICB to change. This will not change your GP practice allocation but it

may mean that the practices reach their allocation at a slightly quicker rate. We have shown a prediction of GP practice usage on the data dashboard provided.

**What does the ICB fund for GP Practices?**

North West London ICB has committed to fund SMS costs in Primary Care, for 3 years (from April 2023-March 2026). This funding covers:

- License costs for Accurx for 3 years for all GP practices in NWL.
- 67.5 million SMS fragment costs over the 3 years. The number of fragments that are funded reduces each year.

The total ICB budget for text messaging covers various components, including:

- AccurX SMS Fragments
- Clinical system messages (TPP and EMIS)
- PATCHs generated SMS
- eConsult generated SMS (in Ealing only)
- Accurx Plus licenses, AccuBook functionality

For any queries, please contact us at [nhsnwl.digitalfirst@nhs.net](mailto:nhsnwl.digitalfirst@nhs.net).

Thank you for your continued dedication to safe, efficient, and effective patient messaging.