

SMS messaging

NWL ICB will shortly be asking GP practices to sign an MOU to confirm that they understand the 30p per patient allocation and that they will be charged for any SMS patient messaging overspend. We will soon be writing to you again with the MOU document.

The previous year's data shows that GP practices send a high percentage of messages in October, January and February. Please note that we have accounted for this in the percentage forecasting. We have attached last year's SMS spend so that GP practices can see if they went over the 45p per patient budget and to get an indication of how many messages were sent out across the year.

NHS App national webinar:

Please register for the next NHS App Update Webinar, taking place on Tuesday 8 July, 11.30-12.30. This session will look at the prescriptions feature that allows patient to view their prescription details, order repeat prescriptions and messaging feature in the NHS App. The webinar will also include an update on the NHS App roadmap and end with an Q&A session. To register for the webinar please visit:

<https://www.events.england.nhs.uk/events/nhs-app-national-webinar-july>

NHS App SMS messaging to patient:

The NHS App allows patients to submit Online Consultations, book appointments, order repeat prescriptions and get advice without directly contacting their GP practice. It also allows GP practices the functionality of sending messages directly to patients without having to pay for the SMS cost, once their NHS App notifications are switched on. NHS England has sent all GP practices the target that 60% of the patient population should have downloaded the NHS App. Please log into the NHS App dashboard to view the NHS App data:

[NHS App dashboard - NHS England Digital](#)

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

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.

If you have any questions please don't hesitate to contact the Digital Transformation and Delivery team via nhsnw.digitalfirst@nhs.net