**TEXT MESSAGE TEMPLATE**

Sample wording: “[Your GP Practice] is inviting you to use the new Best Health App, a simple and secure way to communicate with us. Find out more at [ xxxxx: ] (link to Practice website, featuring the Best Health App, or directly to our website if easier). *It’s best to keep this message to under 160 characters for maximum impact.*

*NB: You must have a lawful basis to use personal information to send promotional messages by text or email. If patients haven’t been previously informed that they may be contacted via text message or email, then the Practice should provide an opportunity for the patient to opt in or out.*

**TELEPHONE MESSAGE SCRIPT**

(for Messages on Hold or queues)

“If you’re a patient at our Practice you can now use the new Best Health App, a simple and secure way to check in for your appointment, view your Heath Summary, access Health Fact Sheets and much more. Ask our receptionist about it when you come off hold”.

**HINTS AND TIPS**

* Encourage Best Health App use through social media by posting on your Twitter, Facebook, and LinkedIn profiles about App benefits – please feel free to copy and paste the ideas below.
* Ideally, take a photo of some of your team with the Best Health App marketing material and use it for your social media posts.
* On your website link to the Best Health App website ([www.bpbesthealth.net](http://www.bpbesthealth.net)) to encourage current and prospective patients to find out more.

**SOCIAL MEDIA IDEAS**

**TWITTER**

“If you’re a patient at our Practice you can now use the Best Health App, a simple and secure way to communicate with us on your smartphone or tablet. Use the Best Health App to book appointments, view your Health Summary and access Health Fact Sheets. Go to [xxxx]: *(link to Practice website, featuring the Best Health App, or directly to our website if easier: www.bpbesthealth.net)*

**FACEBOOK and LINKEDIN POST**

If you’re a patient at our Practice you can now use the new Best Health App, a simple and secure way to communicate with us on your smartphone or tablet. You can use the Best Health App to book appointments, view your Health Summary and access Health Fact Sheets. For more information, go to [xxxx]: *(link to Practice website, featuring the Best Health App, or directly to ours: www.bpbesthealth.net).*

**TEXT MESSAGE TEMPLATE**

Sample wording: “[Your GP Practice] is inviting you to use the new Best Health App, a simple and secure way to access a range of medical services. Find out more at [ xxxxx: *] (link to Practice website, featuring the Best Health App). It’s best to keep this message to under 160 characters for maximum impact.*