

AutoMed - SMS Campaign Guide

This guide will take you through how to send a **SMS Campaign** in the AutoMed Dashboard.

Please Note: To send a bulk SMS message to a specific demographic, please use **CSV import**

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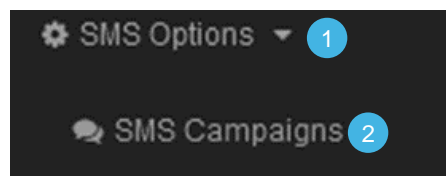
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Access SMS Campaign

From the main menu:

1. Select **SMS Options**
2. Click **SMS Campaign**



Send a SMS Campaign

1. Give the Campaign a **Name**. E.g., Flu Vaccine
2. Only select a location if you have clinics located at different physical sites. If you have one site, please leave the filter at **All Locations**.

Location Example: **Clinic A** is located in **NSW**. **Clinic B** is located in **QLD**.

- If the Campaign is to go to both sites, leave the filter as **All Locations**.
 - If the Campaign is only for Clinic B, select **Clinic B** from the Location **Drop-Down** menu.
3. Tick the **required filters**, if selecting **Age Range**, input the Patient age range you would like the message to be sent to, e.g., 25 - 45

⚙️ Message
—

1 Bulk- -20231013 **Select Location/s** 2

3 Age Range, Years from to

Gender

Limit messages per day (Max 1000/day)

Healthcare Card Holders

DVA Card Holders

Aboriginal and Torres Strait Islanders

MyMedicare eligible patients

Message: Choose template or enter custom message

Use prebuilt template Enter custom message

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Send a SMS Campaign cont.

1. Tick **Enter Custom Message**
2. Enter your message into the **text box**

Use **one** of these tags in your Message **<PtFirstName>**, **<PtLastName>**, **<PtPrefName>**, **<PtFullName>** if you want the system to populate the patient's name automatically.

3. Click **Send Message**

Message: Choose template or enter custom message

Use prebuilt template
 Enter custom message 5

Notes

- Avoid spamming patients as they will opt-out when receiving too many communications.
- Smaller messages are delivered faster compared to large text messages. Messages are sent between **9am and 6pm** at a rate for +/- 3000 per day.

Use these tags in your Message.
 [<PtFirstName>, <PtLastName>, <PtPrefName>, <PtFullName>]

Message: 6

900 of 900 characters remaining.

Send Message 7

What happens next?

- The campaign will start running after **30 Minutes**, check your campaign under **Campaign Stats/Manage** to see whether it has loaded.
- If it has not loaded, **Do not** redo it, please email the **Support Team** for further assistance

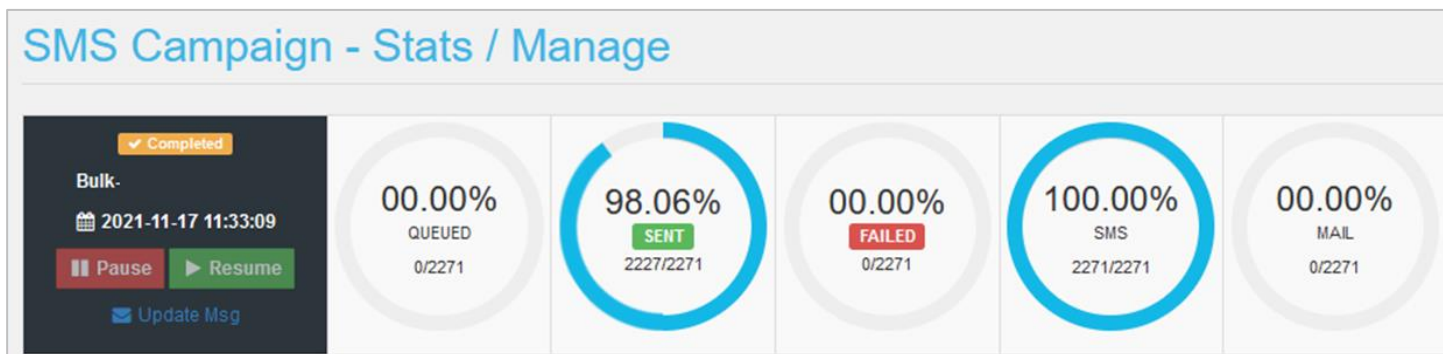
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Monitor a SMS Campaign

To monitor the SMS campaign, head to the **Campaign Stats/Manage** or **SMS Message Logs** in The AutoMed Dashboard.

Campaign Stats/Manage

Campaign Stats/Manage is in the Dashboard under **SMS Options > Campaign Stats/Manage**. Here, you'll be able to see the progress of your SMS Campaign.



Message Logs:

Message Logs is in the Dashboard under **SMS Options > Message Logs**

1. In Message Type, select **SMS Campaigns**
2. Enter the **date range** from when you started the campaign
3. Tick Include **SMS Campaigns**
4. In Order Name, select the **SMS Campaign Name**
5. Click **Filter**

Message Logs will display the SMS messages that have been sent or are queued to go out.

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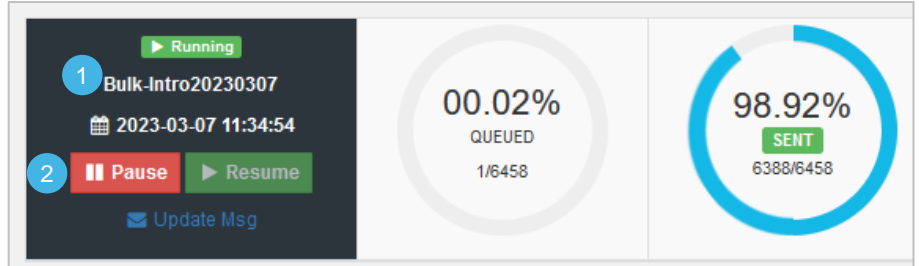
Pause or Update a SMS Campaign Message

If you need to pause or update the SMS campaign going out to patients, this can be done in the [Campaign Stats/Manage](#).

To pause a SMS campaign:

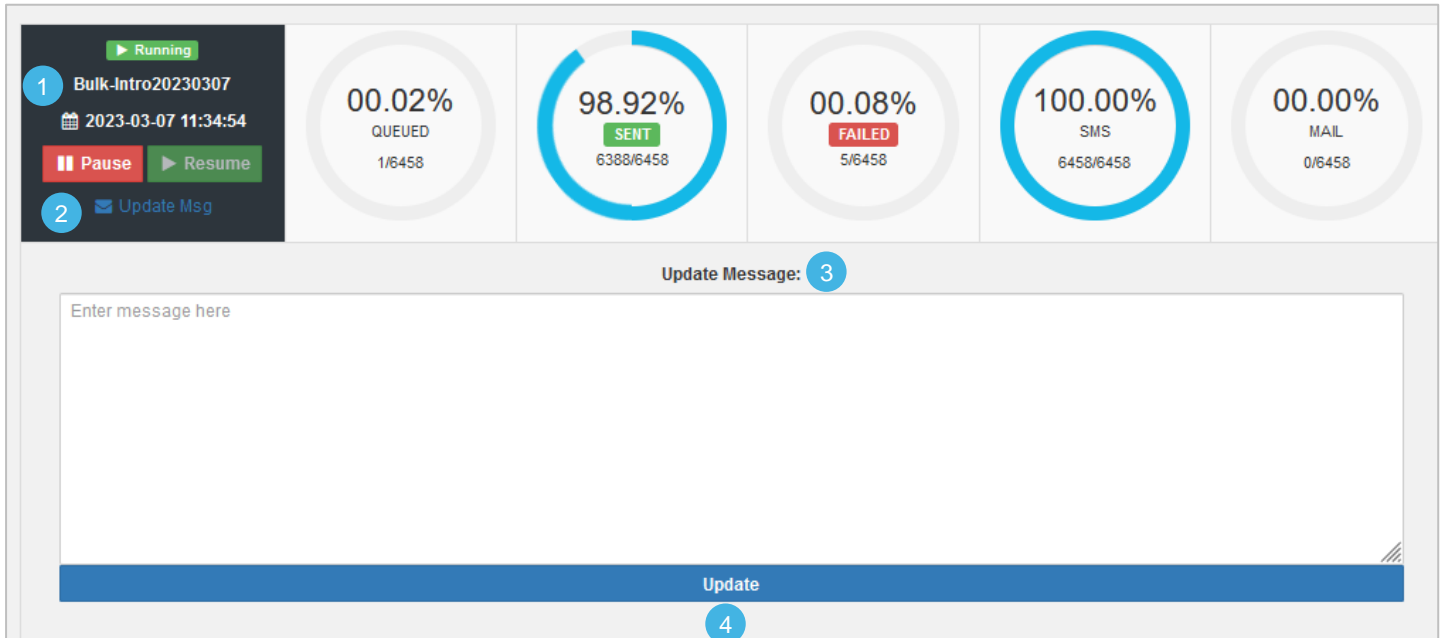
1. Locate your [Campaign](#)
2. Click the [Pause Button](#)

Once you are ready to resume the Campaign, click [Resume](#).



To update a SMS campaign:

1. Locate your [Campaign](#)
2. Click the [Update Msg](#).
3. Enter your updated message
4. Click [Update](#) to send the updated message.



Important information!

- The updated message will only be sent to patients who have **not received** the message
- Patients who have already **received** the message, **will not get** the updated version
- If you want the updated message to go to all patients. Please **pause** the current Campaign and create a **new** one.

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FAQ

<p>How many characters can I include in the SMS Campaign?</p>	<p>900 characters including spaces and line breaks If 900 characters is exceeded, the SMS Campaign will fail.</p>
<p>Can I include Special Characters into the SMS Campaign</p>	<p>It's recommended special characters are not included, as it may not display correctly on different smart phone types and models.</p>
<p>How can I send a test SMS before running the SMS Campaign?</p>	<p>It's recommended a test message is sent prior to running the SMS Campaign, using AutoMed Systems – Single Message. Clinics can send the message to themselves first to review the message.</p>
<p>When will the messaging start after I run the SMS Campaign?</p>	<p>After loading the SMS Campaign, it will take 30 minutes for the messaging to start.</p>
<p>Can I load multiple SMS Campaigns?</p>	<p>Yes, you can. Please wait 1 hour before raising your next campaign.</p>
<p>My campaign did not work? What should I do?</p>	<p>Please email the Support Team for further assistance.</p>
<p>If a family is sharing one phone number. Will the SMS campaign send multiple messages to that number?</p>	<p>The System will send one message per mobile. E.g. if a Parent and child are sharing the same phone number. Only one message will be sent, not two.</p>
<p>If a patient has opted out of receiving SMS messages, will they get the SMS campaign message?</p>	<p>If the patient has opted out of receiving SMS Campaigns Message, they will not receive the SMS Campaign</p>
<p>I need to send an SMS Campaign to a small group of patients. How do I do that?</p>	<p>To send a bulk SMS message to a specific demographic, please use CSV import. Please refer to the CSV import guide.</p>

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SMS Campaign Filters Definitions

Filter	What does it do?
Age Range	Insert an Age Range you want the Campaign to be sent to Hint: If you want to send the Campaign to all patients, tick age range and enter the date range 0 -110 (or higher if required)
Gender	Select a gender if you want the campaign to go to male or female patients only
Limit Message per day	Only use this filter if you want to limit the number of messages going out. Example: Your patient base is 5000, and you only want 200 messages going out per day. Enter 200 into this filter
Healthcare Card Holders	Tick this filter, if you want the campaign to go to Healthcare Card Holders only
DVA Card Holders	Tick this filter, if you want the campaign to go to DVA Card Holders only
Aboriginal and Torres Strait Islanders	Tick this filter, if you want the campaign to go to Aboriginal and Torres Strait Islanders.
MyMedicare eligible patients	Will send the SMS Campaign to Patients who have had 2 visit within 2 years at the Clinic

Need further assistance?

Reach out to our [Support Team](#) for any day-to-day assistance with AutoMed System

- Email: support@automedsystems.com.au