Mass Texting Overview

What is Mass Texting?

Mass Texting (also known as Short Message Service (SMS) Marketing) is a marketing technique that allows you to send messages to multiple recipients at once. This service can be used to share important clinic updates or notifications, appointment reminders and more with patients who have agreed to receive updates via text.

Why is it useful?

Mass texting is just one effective method for contacting a large number of patients all at once. There are many ways you can implement it in your practice, including informing your patients about clinic updates such as closures, changes in hours, infection-reduction protocols, or to inform patients about how to book online appointments with you. Platforms that offer two-way messaging can enable you to create polls that may help you understand your patients' preferences and gather feedback. Mass texting can also be used to keep clinic staff informed on schedule changes or general announcements. Lastly, most of the platforms give you a phone number to use, so you do not need to share your personal cell phone number.

What do you need?

Most platforms require you to have a list of your patients and their cell phone numbers. You will most likely be able to export this list from your EMR software and upload it onto the platform.

Is sending texts secure?

Text messages are **not** secure because text messages are stored on providers' servers. Be sure to not share *personal and/or private medical* information while using mass texting platforms. They are, however, appropriate for general messages meant for large audiences.

How can it be used with other marketing tools like Mailchimp?

Many SMS marketing platforms allow integration with MailChimp. If your practice is already using MailChimp, you can synchronize your contact lists between the two platforms. You can also utilize Mailchimp Forms to collect phone numbers through a mass email campaign to your patients.

Example of Users:
- Vancouver Coastal Health - Uses text alerts to disseminate information to staff on COVID-19 related updates
- A number of large Vancouver Clinics have recently started using Mass Texting to share clinic updates and satisfaction surveys

Questions? Contact us at vanpmh@divisionsbc.ca

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Summary of Popular Mass Texting Options:

Please see the relevant section of our website for a more granular overview of these Mass Texting Platforms.

Vendor	Recommendations and Highlights
SimpleTexting simpletexting.com	Simple Texting is a mass text messaging software that connects to all the major wireless carriers and makes it possible to send campaigns through your existing number, or through a new provider number. ● Free for the first 14 days ● 2-way conversations ● Text large groups at once ● Keep your number or get a new one ● Appointment reminders feature
SlickText slicktext.com	Slick Text is a marketing and mass text messaging service that aims to remove user complexity. ● Free for first 20 days ● Option to access platform through free mobile app ● 1 on 1 training sessions ● 2-way messaging
EZ Texting eztexting.com	EX Texting offers a multi-use platform that enables mass texting. ● Free for first 14 days ● 2-way conversations ● Cloud-based self-service app
Trumpia trumpia.com	Trumpia offers a text automation software that can help users instantly alert subscribers. ● Online sign-up pages to subscribe ● 2-way messaging ● Email marketing templates ● Appointment reminders feature
Red Oxygen redoxygen.com	Red Oxygen provides a solution for messages to be sent from PC to mobile devices, as well as email integrations. ● First 15 days free ● Unlimited customer support ● Pricing based on number of messages sent and received ● Web administrator to manage account, view reports, etc. ● Dedicated and unique number provided

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