

# Operations Manual Addendum: SMS/MMS Communication

Our practice will:

- Present all new and returning patients with the SMS/MMS Communication Policy and Opt-In paperwork
- Create and utilize two custom fields on each patient record within our practice management platform:
  - SMS Opt-in (Boolean/checkbox): indicates that a patient or guardian has consented to receiving SMS/MMS text message communication concerning their own or their dependent's care, appointments, or account
  - SMS Opt-out (Boolean/checkbox): indicates that we have received communication of any kind that indicates that this patient or their guardian does NOT want to receive any form of textual communication
- In the event that a patient initiates communication with our practice via SMS, we will consider them to have opted in to communication and mark their patient record as such.
- In the event that a patient notifies us via SMS, telephone, or in person that they no longer wish to receive text message communication, we will mark their patient record as such.
- When any employee of our practice wishes to communicate with a patient or guardian via SMS, they will first check the patient record for their opt-in/out status.
- If either the 'Opt-out' checkbox IS populated in the patient record, or the opt-in checkbox IS NOT populated, our staff will not communicate with the patient or guardian via text message.
- Employees of our practice will exercise the 'least necessary' methodology when including any sensitive information in any message to a patient in order to reduce risk.