

WhatsApp message pack for clinics

24 messages: 14 for appointments and visits, 10 for the relationship with the patient, each with its moment and a note on tone. Replace what is in braces { } before sending.

The rules before the messages

- No more than 3 messages a month to a patient who is not in treatment.
- Offers and new-service messages only to patients who agreed to receive them.
- No results, diagnoses or medicines in a WhatsApp message.
- Send between 9 am and 9 pm, and avoid prayer times.
- Answer every reply within the same working day: a message starts a conversation.

{name}	The patient's first name
{clinic}	The clinic name patients know
{doctor}	The doctor, with title
{service}	The service or procedure
{date} {time}	Day, date and time
{branch} {map}	Branch and its map link
{link} {amount}	Payment or review link; amount with currency
{phone}	The clinic's phone number
{options} {sessions}	Free times; sessions remaining
{offer} {hours}	The offer; opening hours
{instructions} {period}	Doctor's instructions; time since the last session

Appointments and visits

1 Booking confirmation

When: As soon as the appointment is booked.

Hello {name}, your appointment at {clinic} is booked: {service} with {doctor} on {date} at {time}, {branch}. Location: {map}. To change it, just reply to this message.

- ♦ Send the location with it: it is what new patients ask most.

2 24-hour reminder

When: The day before, late morning.

Hello {name}, a reminder of your appointment tomorrow, {date} at {time}, with {doctor}. Reply 1 to confirm or 2 if you need another time.

- ♦ Ask for a one-digit reply: the easier the reply, the more patients confirm.

3 3-hour reminder

When: Three hours before.

{name}, we look forward to seeing you today at {time}. Please arrive 10 minutes early. Location: {map}

- ♦ Keep it short and do not ask for confirmation again.

4 Confirm or cancel

When: When the 24-hour reminder is unanswered, the evening before.

Hello {name}, we have not heard back about tomorrow at {time}. If you cannot come, just reply 2 and we will offer the time to a patient on our waiting list.

- ♦ Make cancelling easy: an early cancellation puts the slot back on the waiting list.

5 Missed appointment follow-up

When: The same day, an hour after the missed slot.

Hello {name}, we missed you today at {time} and hope all is well. Would you like us to find you another time this week?

- ♦ Concern, not blame. Do not mention the deposit in this message.

6 Rebooking offer

When: Two days after a missed or cancelled visit with no new booking.

{name}, {doctor} has openings on {date}: {options}. Reply with the time that suits you and we will book it.

- ♦ Offer two or three actual times rather than an open question.

7 Waiting-list slot opened

When: As soon as a slot frees up.

Hello {name}, a slot has opened with {doctor} on {date} at {time}. You are on our waiting list: reply YES within an hour to take it.

- ♦ Send to one or two patients at a time, with a time limit to reply.

8 Results ready

When: Once the doctor has reviewed them.

Hello {name}, your results are ready and {doctor} has reviewed them. Call {phone} or reply here to book a time to go through them.

- ♦ Never write a result or a diagnosis in a WhatsApp message.

9 Balance due, with link

When: The day after the visit; once, then a phone call.

Hello {name}, thank you for visiting {clinic}. A balance of {amount} remains from your visit on {date}. You can pay here: {link}

- ♦ State the amount and the visit date exactly; no warning language.

10 Recall: annual check-up

When: Eleven months after the last check-up.

Hello {name}, it has been almost a year since your last check-up at {clinic}. Shall we book your annual check-up? Reply with a day that suits you.

♦ Only for patients the doctor wants to see yearly.

11 Review request

When: Two or three hours after the visit.

{name}, thank you for coming in today. If you were happy with your visit, a short Google review helps other patients find us: {link}

♦ Only to patients who were happy with the visit, and only once.

12 Before the procedure

When: Two days before the procedure.

Hello {name}, your {service} is on {date} at {time}. Before you come, please follow {doctor}'s instructions: {instructions}. Any questions, reply here.

♦ The instructions come from the treating doctor; copy them as written.

13 After the procedure

When: The next day.

Hello {name}, how are you feeling after yesterday's {service}? If anything worries you, reply here or call {phone} and we will get back to you today.

♦ Replies are read by someone who knows when to pass them to the doctor.

14 Ramadan hours

When: A week before Ramadan; once.

Ramadan Kareem from {clinic}. During Ramadan we are open {hours}. To book or move an appointment, reply to this message.

♦ Only to patients seen in the past year.

The relationship with the patient

15 Welcome after the first visit

When: The evening of the first visit.

Welcome to {clinic}, {name}. Save this number: it is where we confirm your appointments and answer questions, and you can book, move or cancel here at any time.

♦ An introduction, with no offer in it.

16

Three months after treatment ends**When:** Three months after the last session of a plan.

Hello {name}, it has been three months since you finished your {service}. How are things? If you would like a check with {doctor}, reply and we will find a time.

♦ A genuine question about how they are; booking is optional.

17

Birthday**When:** The morning of the birthday.

Happy birthday, {name}. Wishing you good health and a lovely year, from everyone at {clinic}.

♦ A greeting only; do not attach an offer.

18

Eid greeting**When:** The morning of Eid.

Eid Mubarak, {name}. Wishing you and your family a happy Eid, from all of us at {clinic}.

♦ No offer and no link. Holiday hours go in a separate message if needed.

19

New service**When:** When the service launches.

Hello {name}, {clinic} now offers {service} at {branch} with {doctor}. If you would like to know whether it suits you, reply and we will arrange a consultation.

♦ Only to patients it is relevant to who agreed to receive offers.

20

Package renewal offer**When:** When one or two sessions remain in the package.

Hello {name}, you have {sessions} left in your {service} package. If you renew before your last session, {offer}. Reply and we will reserve it for you.

♦ Make the offer clear and give it an end date.

21

Recall: dermatology**When:** In the month the doctor set for the review.

Hello {name}, {doctor} asked us to remind you that your skin review is due this month. Shall we book you in? Reply with a day that suits you.

♦ The interval is the doctor's decision for each patient, not the message's.

22

Recall: physiotherapy**When:** Six to eight weeks after the last session.

Hello {name}, it has been {period} since your last physiotherapy session. How are you feeling? If the pain has come back, {doctor} can see you for a review.

♦ Ask how they are first: many come back when the pain does.

23 Recall: nutrition

When: When the agreed follow-up is due.

Hello {name}, how is your plan going? It is time for your follow-up with {doctor} to review your progress and adjust the plan. Shall we book you in?

♦ Encouragement, not judgement.

24 Review thank-you

When: Within a day of the review appearing.

Thank you for your review, {name}. We read every one, and we have shared yours with {doctor} and the team.

♦ Thanks only; do not ask for anything else.

In Medicolize these messages go out on their own at the right moment, from the calendar and the patient file, and replies land in one thread: medicolize.com