

Text delivered at the time of booking

	IMW procedure Type		Text Draft	Character Count
New Patient to MEC	Telemed - New	1	Thank you for booking your Telehealth appointment with Milan Eye Center at {appointment_date/time}.	~103
		2	Please click on the following link to complete your new patient packet prior to your scheduled appointment time: [insert link]	~129
Established Patient (New Patient to Telemedicine)	Telemed - Established	1	Thank you for booking your Telehealth appointment with Milan Eye Center at {appointment_date/time}.	~103
		2	Please click on the following link to sign consents and review your information prior to your scheduled appointment time: [insert link]	~138
Established Patient (Established to Telemedicine)	Telemed - Established	1	Thank you for booking your Telehealth appointment with Milan Eye Center at {appointment_date/time}.	~103
		2	Please lookout for your link to check in 15 minutes prior to your scheduled appointment time.	~97

Text delivered 15 minutes prior to scheduled appointment time

Reminder Text (15 mins prior)	ALL Telemed Appointment Types	1	Your Telehealth appointment with Milan Eye Center is today at {time}. To check in for your scheduled appointment, please visit: {insert bitly link}	~150
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