



# Creating Flu Campaigns

**Author:** Paul Constable  
**Version:** 0.4  
**Status:** Internal  
**Classification:** Draft



## MJog – Creating Flu Campaigns

### Table of Contents

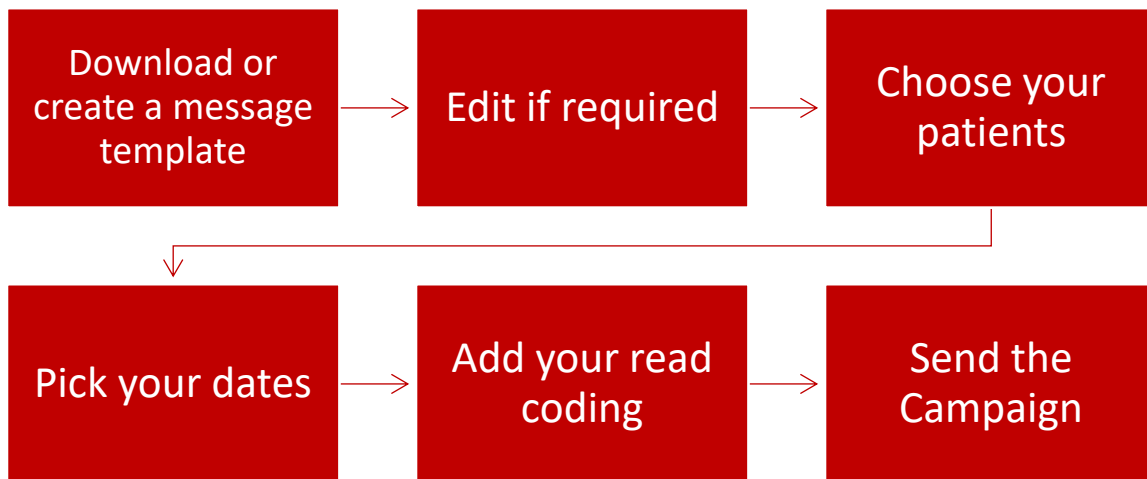
1. Introduction .....	1
How to Build a Campaign in MJog .....	1
2. Downloading Templates.....	2
Choosing the Correct Templates.....	3
3. Creating the Campaign .....	5
Building your Campaign .....	7
Setup Message Template .....	8
Select Patient File or Group.....	9
Editing a CSV file for use with MJog .....	9
EMIS .....	9
TPP SystemOne .....	9
Setup Delivery Options .....	12
Setup Response Filters – Read Coding.....	14
Send Messages.....	19
Send Test Message .....	20
4. Managing your Flu Campaign .....	21
Accessing a Previously Sent Campaign.....	21
View Detailed Delivery Status .....	22
Check Communication Replies.....	23
Response Filters .....	24
Exporting Responses.....	25
Retrospectively adding Read Codes.....	26
5. Help and Support .....	31
Training.....	31
Contact MJog Support .....	31

### 1. Introduction

This document will guide you through the process of creating a campaign to inform your patients that they are eligible for a Flu vaccination. You will learn how to add specific read codes to your campaign so that it will code the responses automatically for you on the delivery of the message or on a response to it.

#### How to Build a Campaign in MJog

This is the process for building a campaign in MJog:



In the following pages, you will find step-by-step instructions on how to create and manage your MJog Flu campaign.

## 2. Downloading Templates

The first thing that you need to think about when preparing for your Flu campaign is the wording within the message itself. To save you time, there is a large selection of different pre-written templates available to download. Once downloaded, you can edit them to your own requirements if you wish.

To access the MJog template library:

1. From the **Home Page** of MJog, click **Communicate with my patients**.
2. Click **Download Templates**.
3. The template library will be displayed, and our various campaigns are organised by category:



4. Click on **Flu**.

You will see a list of various Flu campaign templates.

## MJog – Creating Flu Campaigns Downloading Templates

### Choosing the Correct Templates

The table below describes the latest message templates for Flu:

Template Name	Description
Flu Vacc	Message advising the patient they are eligible to receive a FLU VACCINATION, then asking them to arrange an appointment.
Flu Vacc – Walk-in Clinic	Message advising the patient there is a FLU VACCINATION clinic they can attend.
Flu Vacc – For Pregnant Women	Message advising pregnant mothers that they are eligible to receive a FLU VACCINATION, then asking them to arrange an appointment.
Flu Vacc – For Children	Message advising a parent or guardian, their child is eligible to receive a FLU VACCINATION, then asking them to arrange an appointment.

- To preview the templates first, you can click on the preview icons to view the various versions of the template; i.e.:

Smart (mobile app)



TEXT



Email



Voice



Voice with PIN



- To download a template, click **Download Templates**.

The template has now been downloaded to your MJog message templates.

## MJog – Creating Flu Campaigns Downloading Templates

**Please note:** The text template for the campaign template includes a field called '**Textback Number**', this is specifically for MJog implementations that use **NHS Mail** for sending messages.

If you use the **SMS Gateway** for sending messages via MJog, you will need to download the appropriate template.<sup>1</sup>

---

<sup>1</sup> To check which method of sending your MJog uses:

1. From the **Home Page** of MJog, click on **About MJog**.
2. Click **System**.

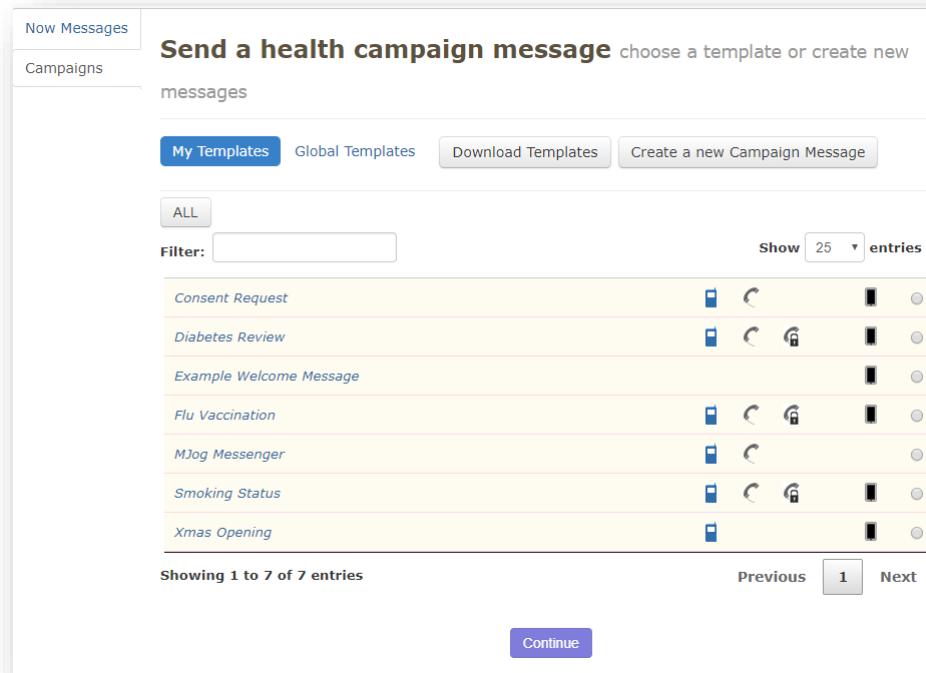
The field "**Text Messages Sent Via**" shows you if SMS Gateway or NHS Mail is being used.

## MJog – Creating Flu Campaigns

### Creating the Campaign

## 3. Creating the Campaign

Once you have downloaded the template you require, it will be available as a link on the **Pick an Activity** page underneath the **My Templates** heading.

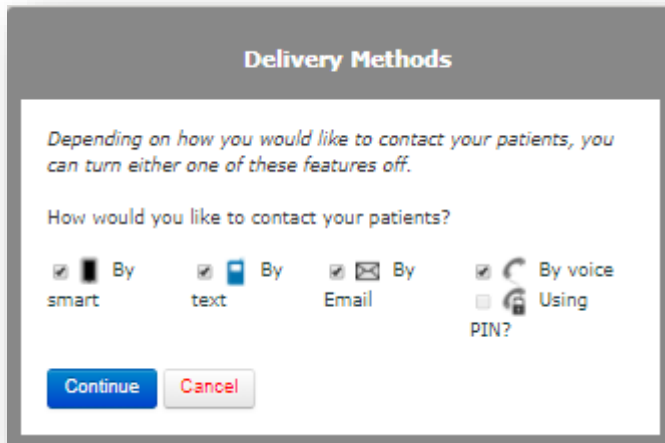


1. From the **Home Page** of MJog, click **Communicate with my patients**.
2. Click on the relevant template name (depending on whether you are inviting patients to book an appointment or attend a drop in clinic) link to begin building your campaign.



## MJog – Creating Flu Campaigns Creating the Campaign

**Please Note:** If you have subscribed to one or more additional MJog services; i.e. 'MJog Smart', you will see the next two screens, otherwise skip to '**Building your Campaign**' on page 3.



**Delivery Methods**

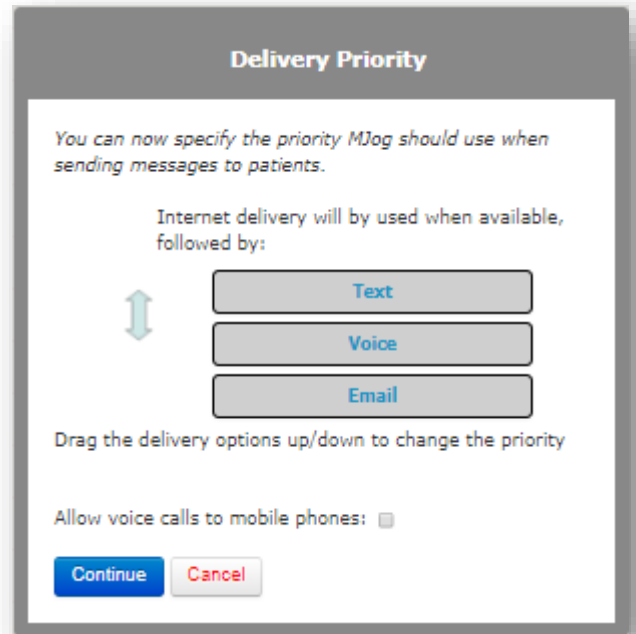
Depending on how you would like to contact your patients, you can turn either one of these features off.

How would you like to contact your patients?

By smart     By text     By Email     By voice

Using PIN?

**Continue** **Cancel**



**Delivery Priority**

You can now specify the priority MJog should use when sending messages to patients.

Internet delivery will be used when available, followed by:

↑ ↓

**Text**

**Voice**

**Email**

Drag the delivery options up/down to change the priority

Allow voice calls to mobile phones:

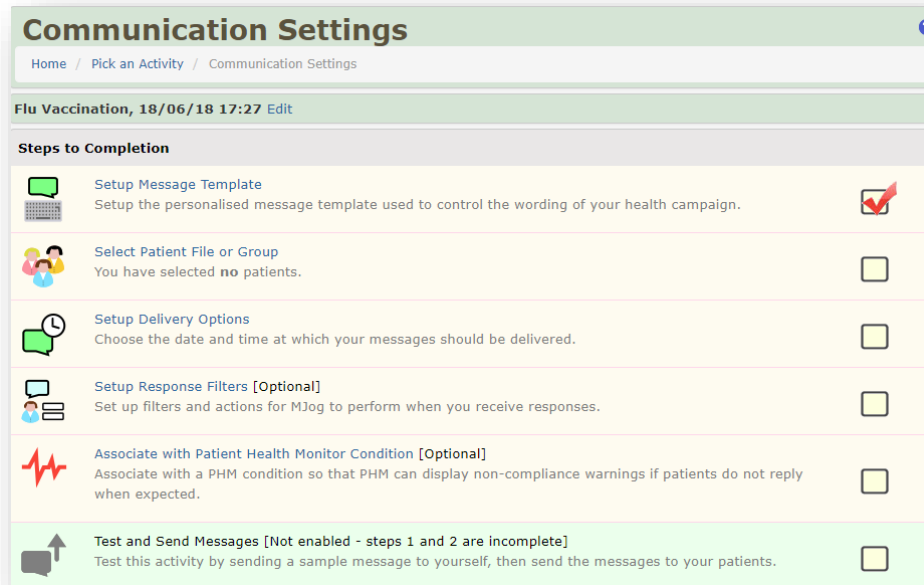
**Continue** **Cancel**

3. Click **Continue** on both screens.

## MJog – Creating Flu Campaigns Creating the Campaign

### Building your Campaign

The **Communication Settings** screen is where you will build and finally, send your campaign. It is separated into five different sections (or six if you have subscribed to 'Patient Health Monitor').



- **Setup Message Template** – Allows you to edit a template that you have downloaded.
- **Select Patients to Contact** – Import the patients that you wish to send the campaign to.
- **Setup Delivery Options** – Choose the days and time of day you wish to send your messages on.
- **Setup Response Filters** – Add any read coding that you wish to have associated with the message.
- **Send Messages** – Send a test message to yourself or just send the campaign.

## MJog – Creating Flu Campaigns Creating the Campaign

### Setup Message Template

This will allow you to edit any template before you send it.

1. Click on **Setup Message Template**.
2. The message editor will appear, and you can make any changes to the message you require.
3. If you have selected to send your campaign by more than one delivery method, you will need to edit each template in turn.
4. Click **Continue** once you have finished editing.

Repeat these steps for all remaining templates; i.e. Text, Smart and Email.

**Create your Smart template**

**Smart Subject:** Flu Vaccination

Rich text editor toolbar: X, Undo, Redo, Cut, Copy, Paste, Styles, Normal, Bold (B), Italic (I), Strikethrough (S), Text Color (I<sub>x</sub>).

Insertion options: «» Title, «» First Name, «» Last Name, «» Mobile, «» NHS Number, «» Custom Message, «» Contact Name, «» Contact Number, «» Hospital Name, «» Textback Number, Add Response Template...

NHS logo

**STAY WELL THIS WINTER**

«First Name» «Last Name»

You are eligible to receive a FLU VACCINATION, learn more at [nhs.uk/staywell](https://nhs.uk/staywell). Please call «Contact Number» to make

Continue Cancel Preview

Smart Template Editor

## MJog – Creating Flu Campaigns Creating the Campaign

### Select Patient File or Group

This page allows you to import a CSV file that has been exported from your clinical system. Run a search in your clinical system of the patients that you want to send the campaign to. Once you have done this, export this as a CSV file.

MJog will not recognise an Excel file, so please ensure the correct file is exported.

### Editing a CSV file for use with MJog

Before you can bring this file into MJog, you must edit it so that MJog is able to read it. This will be a slightly different edit, depending on the clinical system you have.

#### EMIS

For **EMIS PCS** and **EMIS Web** users, the only information that is required in the CSV file is the **Patient Number** (Emis Number). Please delete all other information in the spread sheet, including headers, and then save it. If you forget to do this, MJog will throw back an error when you try to import it.

#### TPP SystemOne

For **TPP** users, the only information that is required in the CSV file is the **NHS Number**, however, in this case, MJog also requires the **NHS Number** header for this column.

Please delete all other information in the CSV file and then save it. If you forget to do this, MJog will throw back an error when you try to import it.

Below is an example of how the CSV files should be formatted:

EMIS	
	A
1	12345
2	12346
3	12347
4	12348

TPP SystemOne	
	A
1	NHS Number
2	123456789
3	123456781
4	123456782

Once the CSV file has been edited you can import the file.

## MJog – Creating Flu Campaigns Creating the Campaign

1. Click **Select Patient File or Group**:

**Steps to Completion**

- Setup Message Template**  
Setup the personalised message template used to control the wording of your health campaign.
- Select Patient File or Group**  
You have selected **no** patients.
- Setup Delivery Options**  
Choose the date and time at which your messages should be delivered.
- Setup Response Filters [Optional]**  
Set up filters and actions for MJog to perform when you receive responses.
- Associate with Patient Health Monitor Condition [Optional]**  
Associate with a PHM condition so that PHM can display non-compliance warnings if patients do not reply when expected.
- Test and Send Messages [Not enabled - steps 1 and 2 are incomplete]**  
Test this activity by sending a sample message to yourself, then send the messages to your patients.

2. Ensure **Patient File** is selected in the top left-hand corner:

**Patient File** upload patient file

**Patient Group**

**Smart Group**

**Please browse for your CSV campaign file and then select 'Upload'**

No file chosen

3. Click on **Choose File**.
4. Browse to the CSV file that you edited earlier and double click it.
5. Click **Upload**.
6. Click **Start**.

## MJog – Creating Flu Campaigns Creating the Campaign

Your patients have now been uploaded into your campaign and a preview will be displayed, showing you the messages that can be delivered by:

- Internet (Smart)\*
- Text
- Voice\*
- Email\*

\*Only if you have subscribed to these services:

MJog has broken down the patients in your CSV file in to the following delivery mechanisms:

Send by internet: 8 (89%)  Send by text: 1 (11%)  Send by voice: 0 (0%)  Cannot send: 0 (0%)

The following view shows you all patients that have been read from your campaign file. Please check that the information looks correct before continuing!

Filter:

Patient ID	Title	Last Name	First Name	Date of Birth	Gender	NHS Number	Mobile	Home Phone	Email
396	Ms	Ella	Cremeans	12/07/2014		8570251041	07908007702	01340391891	
396	Ms	Ella	Cremeans	12/07/2014		8570251041	07908007702	01340391891	
301	Ms	Mable	Deering	03/11/1994		8686005014	07766566777		
513	Ms	Patsy	Prigg	01/01/1970		9469584238	07926088016	01487406851	wesley.gree...
696	Ms	Sonia	Grubbs	01/01/1970		787625218	07894069650	01338772836	
cafe0052aa6...	Mrs	Sharon	Hanley	01/01/1970			07770734675		
604	Mr	Gene	Ball	01/01/1970		1266237647	07971606996	01235075584	
949	Mr	Leonard	Christmas	04/11/1980		787315166	07427117961	01444043023	
700	Mr	Holly	Deel	01/01/1970		7950066701	07700900921	01278372377	
184	Miss	Jessie	Chesney	01/01/1970		8803254415	07896466635	01257738958	

For any messages that cannot be sent, you may wish to export a list of those patients and send a letter to them instead.

A list of patients will be opened in Microsoft Excel. You could use this file for creating a mail merge within your clinical system.

7. To export a list of patients whom you can't send to, click **Export Cannot Send to CSV**.
8. Once you have previewed your patients, click **Continue** at the bottom of the screen.

## MJog – Creating Flu Campaigns Creating the Campaign

### Setup Delivery Options

This section allows you to add the time and days you wish to send your messages.

1. Click on the **Setup Delivery** Options link:

The screenshot shows a 'Steps to Completion' panel with the following steps:

- Setup Message Template**: Setup the personalised message template used to control the wording of your health campaign.
- Select Patient File or Group**: You have selected **no** patients.
- Setup Delivery Options**: Choose the date and time at which your messages should be delivered. (This step is highlighted with a red border in the image.)
- Setup Response Filters [Optional]**: Set up filters and actions for MJog to perform when you receive responses.
- Associate with Patient Health Monitor Condition [Optional]**: Associate with a PHM condition so that PHM can display non-compliance warnings if patients do not reply when expected.
- Test and Send Messages [Not enabled - steps 1 and 2 are incomplete]**: Test this activity by sending a sample message to yourself, then send the messages to your patients.

2. Click on the **date** that you wish to send the campaign on.

If you wish to send the campaign on more than one day, please hold down the **Ctrl** key on the keyboard and select the other days you wish to add.

## MJog – Creating Flu Campaigns Creating the Campaign

- The **Deliver Messages During** section allows you to choose the time of day you wish the messages to be delivered. Select the option you require:

### Health Campaign Delivery Details

[Home](#) / [Campaign Settings](#) / [Delivery Details](#)

#### Deliver Messages On

Jun 2018						
Mo	Tu	We	Th	Fr	Sa	Su
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1
2	3	4	5	6	7	8

Today

**1 days selected:**  
Saturday, 30/06/2018

**Repeat messages:**  
Repeat:

#### Deliver Messages During

The campaign will start on the same date specified above and will cover your chosen window of delivery. Please select **daytime**, **evening**, or **both**.

Daytime  Evening  Anytime

- Click **Continue**

#### Please Note:

Using the calendar, it is possible to set up multiple campaigns in advance of a given date.



## MJog – Creating Flu Campaigns Creating the Campaign

### Setup Response Filters – Read Coding

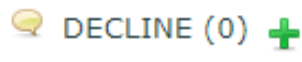
MJog can automatically read code a patient's record when they respond to a message; for example, to decline a Flu vaccine, or when a message is delivered:



In a Flu campaign, the response word for a text message will be **DECLINE** as this is the word that you will ask them to reply with if they don't wish to have a Flu vaccination. For a Smart message, you will add the code to **I DO NOT want to have this vaccination**.

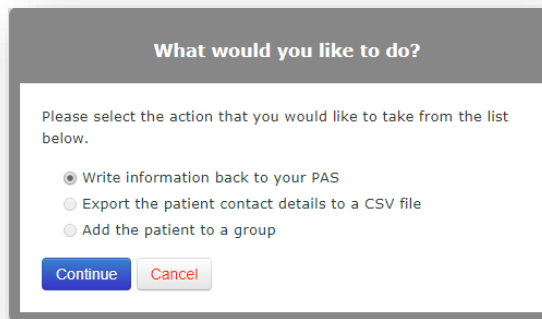
**Messages Delivered** will add a read code once the patient has received it on their phone. This is what you will use to add your **invitation code** for QOF.

1. Click the green plus sign **+** next to the word **DECLINE**:



## MJog – Creating Flu Campaigns Creating the Campaign

2. Select the radio button **'Write information back to your PAS'**:



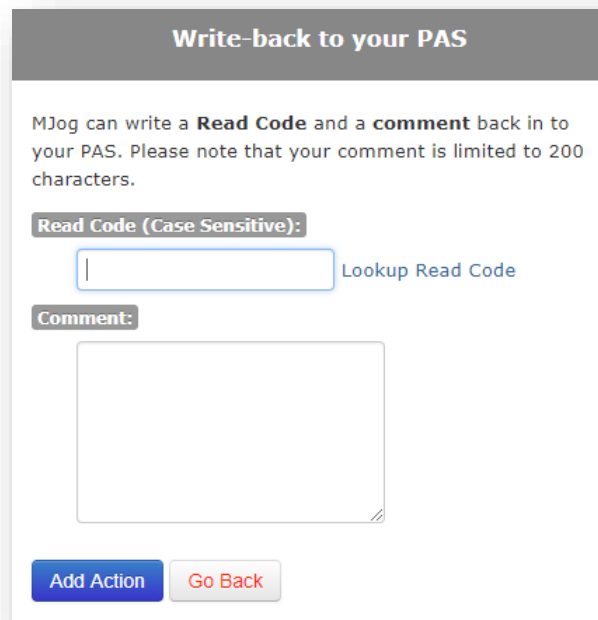
**What would you like to do?**

Please select the action that you would like to take from the list below.

- Write information back to your PAS
- Export the patient contact details to a CSV file
- Add the patient to a group

[Continue](#) [Cancel](#)

3. Click **Continue**.
4. Add the decline code for Flu in to the field titled **'Read Code (Case Sensitive)'**:



**Write-back to your PAS**

MJog can write a **Read Code** and a **comment** back in to your PAS. Please note that your comment is limited to 200 characters.

**Read Code (Case Sensitive):**

[Lookup Read Code](#)

**Comment:**

[Add Action](#) [Go Back](#)

5. If you are unsure of the code to use, please click the **Look up Read Code** link to the right of the window, to select the read code you need.
6. Click **Add Action** once the correct read code has been chosen.

**Please Note:** It is important to note at this point that if you are sending a campaign using more than one delivery method; such as Text and Smart, you need to add the read codes to both message types. It is easy to forget to do this and only code the first message type. The codes can be added retrospectively, but it makes sense to get it right from the offset.

If you do forget to add the read codes to a message, they can be added after the campaign has been delivered for up to fourteen days (please refer to ')

## MJog – Creating Flu Campaigns Creating the Campaign

Retrospectively adding Read Codes' on page 22).

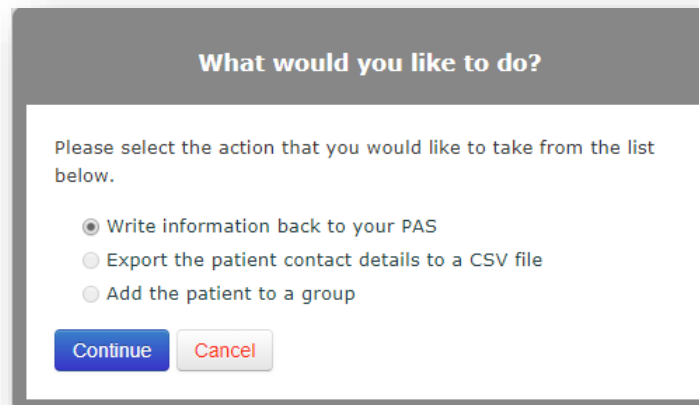
You now need to add a read code to signify that you have invited your patients for their Flu vaccine.

7. Click the green plus sign next to **Messages Delivered**:



Messages delivered (0) +

8. Select the radio button **'Write information back to your PAS'**:



**What would you like to do?**

Please select the action that you would like to take from the list below.

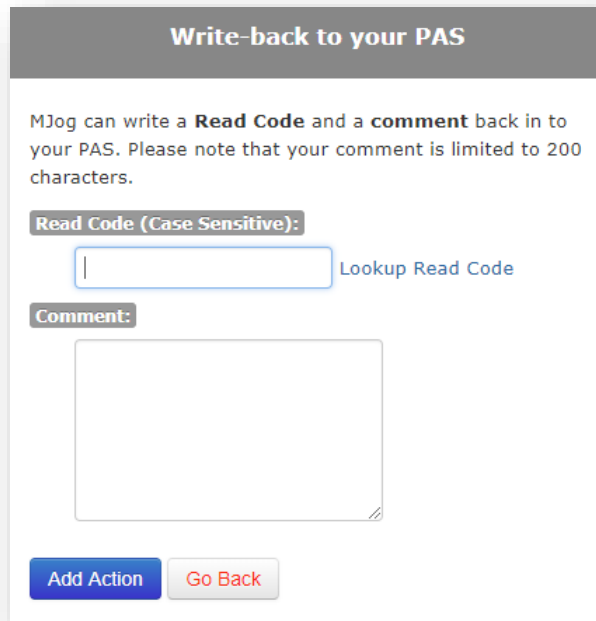
- Write information back to your PAS
- Export the patient contact details to a CSV file
- Add the patient to a group

**Continue** **Cancel**

9. Click **Continue**.

## MJog – Creating Flu Campaigns Creating the Campaign

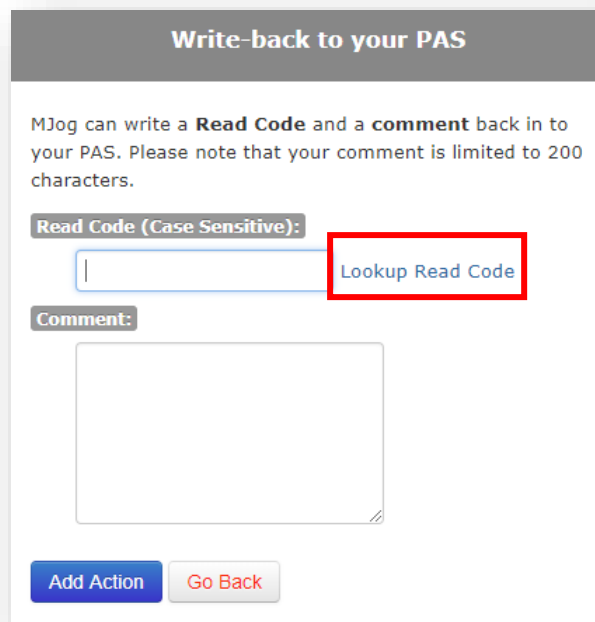
10. Add the invitation code for Flu in to the field titled '**Read Code (Case Sensitive)**':



The screenshot shows a form titled "Write-back to your PAS". The form contains the following elements:

- A header bar with the text "Write-back to your PAS".
- A paragraph of text: "MJog can write a **Read Code** and a **comment** back in to your PAS. Please note that your comment is limited to 200 characters."
- A label "Read Code (Case Sensitive):" above a text input field.
- A link "Lookup Read Code" positioned to the right of the text input field.
- A label "Comment:" above a large text area.
- Two buttons at the bottom: "Add Action" (blue) and "Go Back" (grey).

If you are unsure of the code to use, please click the **Look up Read Code** link to the right of the window:



This screenshot is identical to the one above, but with a red rectangular box highlighting the "Lookup Read Code" link.

11. Click **Add Action** once the correct read code has been chosen.

## MJog – Creating Flu Campaigns Creating the Campaign

The coding you have done can now be seen to the right of each section.

Smart

Text

### Text Response Filters

Setup the response filters for Text messages

**Patients responded?** (0) +

Q1 – "«First Name» «Last Name», you are eligible to receive a FLU VACCINATION. Please call «Hospital Name» on «Contact Number» to make an appointment, or text DECLINE to «Textback Number» if you do not want this vaccination"

Linked Question: "Please let us know whether or not you want to have this vaccination, using the options below."

ATTEND (0) +

DECLINE (0) +

The following action(s) will be taken when a matching response is received:

Read Code: 90X51 Comment: ✖ 0 responses actioned

What word would you expect the response to start with?

Not responded (0) +

Messages delivered (0) +

The following action(s) will be taken when a matching response is received:


Read Code: 90XC1 Comment: ✖ 0 responses actioned

Failed messages (not delivered) (0) +

Patients not included (0) +

The following keywords have special meaning for opting patients in and out of receiving messages. You can use them but they MUST only be used for this specific purpose:

- STOP or OPTOUT will opt patients out of receiving further messages via this delivery method.
- START or OPTIN will opt patients in to receiving further messages via this delivery method.

If you have used any of these keywords, they will be highlighted with  and **bold** text.

Continue

12. Click **Continue** once you are sure you have the correct code in the correct place.

**Please note:** When the new 'SNOMED' read codes come into effect, MJog's database will be automatically updated.







## MJog – Creating Flu Campaigns Creating the Campaign

### Send Messages

This section gives you an overview of everything you have done so far, before sending your campaign; allowing you to ensure everything you have done is correct.

1. Click **Test and Send Messages**:

#### Steps to Completion

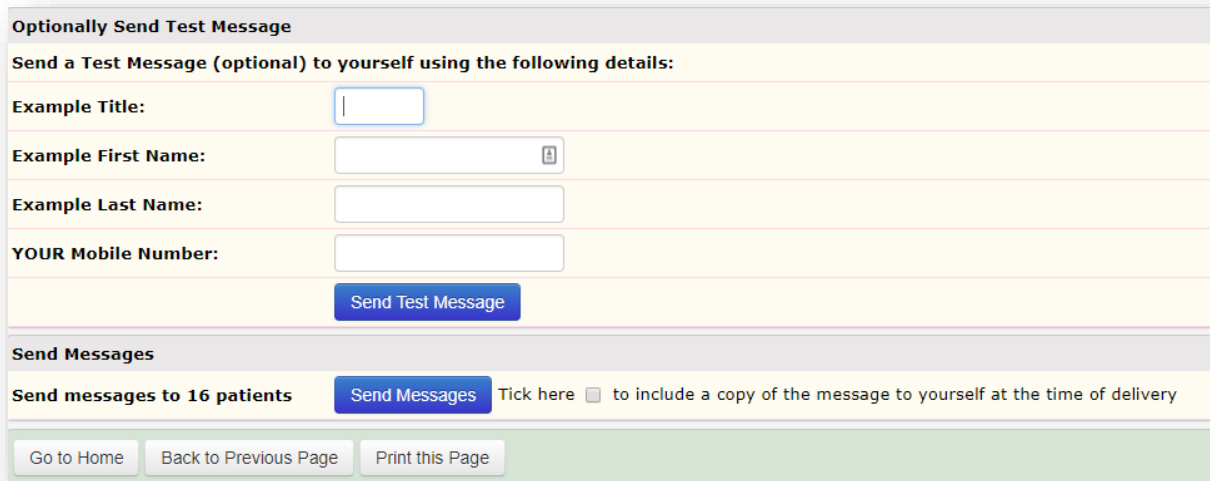
	<b>Setup Message Template</b> Setup the personalised message template used to control the wording of your health campaign.
	<b>Select Patient File or Group</b> You have selected <b>no</b> patients.
	<b>Setup Delivery Options</b> Choose the date and time at which your messages should be delivered.
	<b>Setup Response Filters [Optional]</b> Set up filters and actions for MJog to perform when you receive responses.
	<b>Associate with Patient Health Monitor Condition [Optional]</b> Associate with a PHM condition so that PHM can display non-compliance warnings if patients do not reply when expected.
	<b>Test and Send Messages [Not enabled - steps 1 and 2 are incomplete]</b> Test this activity by sending a sample message to yourself, then send the messages to your patients.

## MJog – Creating Flu Campaigns Creating the Campaign

### Send Test Message

The section headed **Optionally Send Test message** allows you to send a test message to yourself before the campaign is sent to your patients.

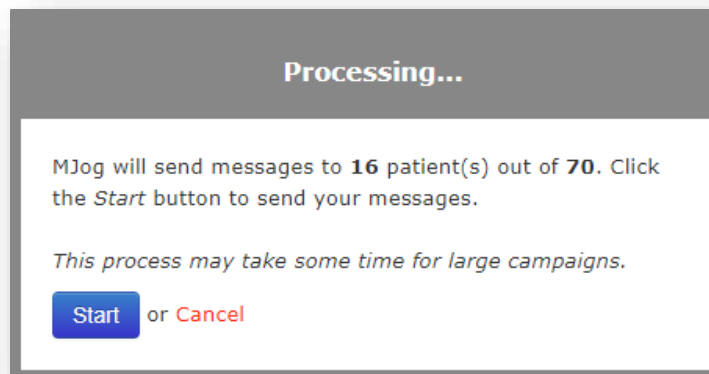
2. Fill out the fields with your own details and click **Send Test Message**:



The screenshot shows a web form titled "Optionally Send Test Message". Below the title is a yellow instruction box: "Send a Test Message (optional) to yourself using the following details:". The form contains four input fields: "Example Title:" (a simple text box), "Example First Name:" (a text box with a small icon), "Example Last Name:" (a text box), and "YOUR Mobile Number:" (a text box). Below these fields is a blue button labeled "Send Test Message". Underneath the form is a section titled "Send Messages" with a blue button labeled "Send Messages" and a checkbox labeled "Tick here" followed by the text "to include a copy of the message to yourself at the time of delivery". At the bottom of the page are three buttons: "Go to Home", "Back to Previous Page", and "Print this Page".

Once you have received the test message and are happy to proceed, you can now send the campaign to your patients.

3. At the bottom of the screen click the **Send Messages** button.
4. Click **Start** on the next pop up window:



The screenshot shows a grey pop-up window with the title "Processing...". The text inside reads: "MJog will send messages to **16** patient(s) out of **70**. Click the *Start* button to send your messages." Below this is a note: "This process may take some time for large campaigns." At the bottom, there is a blue button labeled "Start" followed by the text "or Cancel".

Your Flu campaign will now be sent to your patients.

## 4. Managing your Flu Campaign

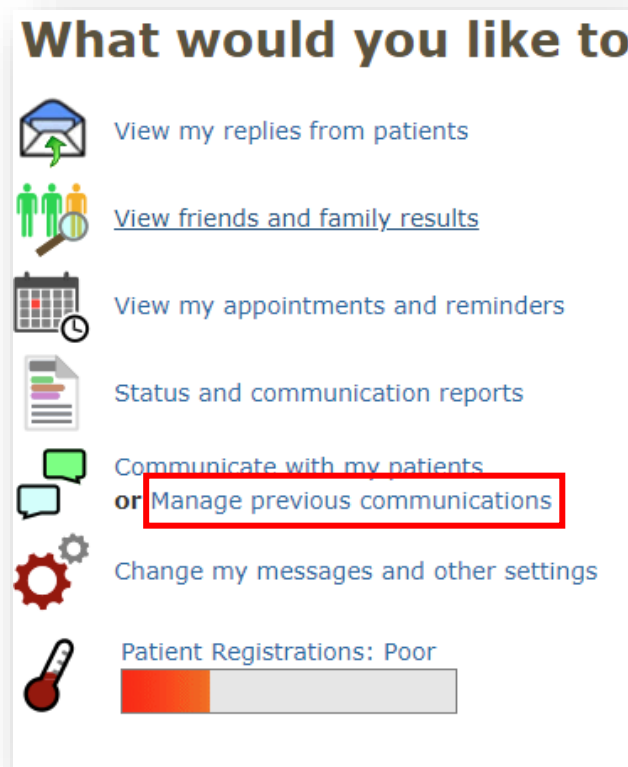
Once you have sent your campaign, you may want to monitor its progress, and you may want to do the following:

- Check which messages have delivered / failed.
- Check the replies from patients (specifically you may want to check for incorrect replies; i.e. where patients have texted an invalid response.
- Creating a copy of a previously sent campaign.

### Accessing a Previously Sent Campaign

To access a previously sent campaign:

1. From the **Home Page** of MJog, click **Manage previous communications**:



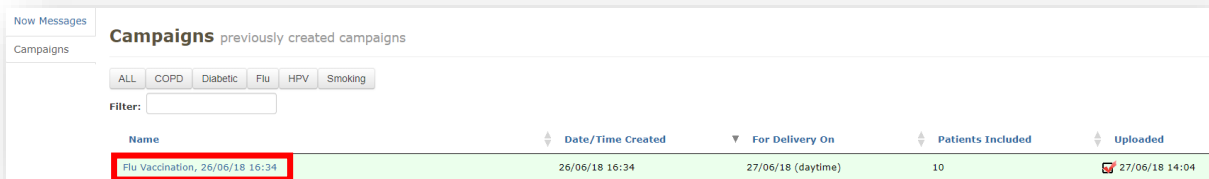
2. Click **Campaigns**.



## MJog – Creating Flu Campaigns

### Managing your Flu Campaign

3. Open the Flu Campaign that you have sent:



Now Messages  
Campaigns

**Campaigns** previously created campaigns

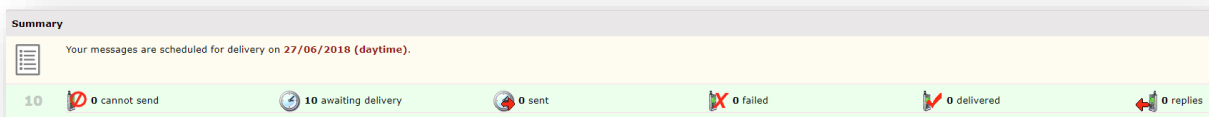
ALL COPD Diabetic Flu HPV Smoking

Filter:

Name	Date/Time Created	For Delivery On	Patients Included	Uploaded
Flu Vaccination, 26/06/18 16:34	26/06/18 16:34	27/06/18 (daytime)	10	27/06/18 14:04

You will be taken into the 'Summary' page for your campaign.

- The **Summary** provides you with an overview of your campaign's progress:



Summary

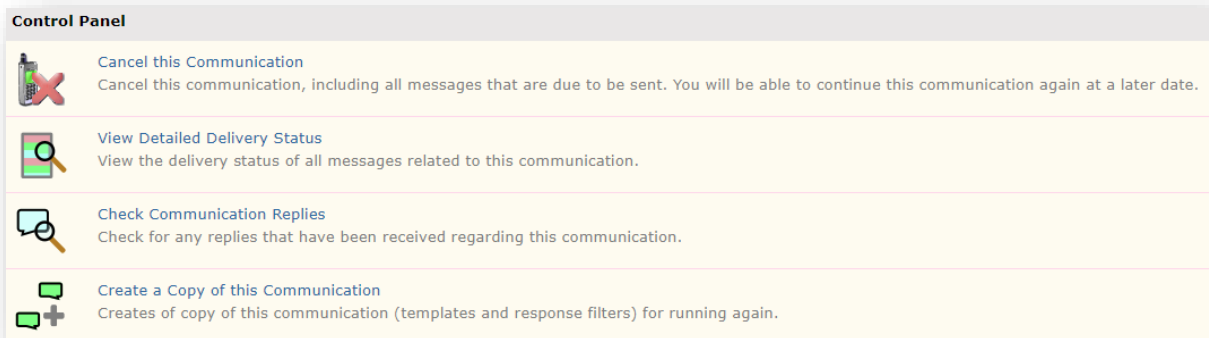
Your messages are scheduled for delivery on **27/06/2018 (daytime)**.

10	0 cannot send	10 awaiting delivery	0 sent	0 failed	0 delivered	0 replies
----	---------------	----------------------	--------	----------	-------------	-----------





### View Detailed Delivery Status

The Detailed delivery status allows you to filter for messages which have been **Delivered**, **Cannot Send** and **Failed**.

1. To access the Detailed Delivery Status, click **View Detailed Delivery Status**:



Control Panel

	<b>Cancel this Communication</b> Cancel this communication, including all messages that are due to be sent. You will be able to continue this communication again at a later date.
	<b>View Detailed Delivery Status</b> View the delivery status of all messages related to this communication.
	<b>Check Communication Replies</b> Check for any replies that have been received regarding this communication.
	<b>Create a Copy of this Communication</b> Creates a copy of this communication (templates and response filters) for running again.

## MJog – Creating Flu Campaigns

### Managing your Flu Campaign

The report will open, and you can filter for a specific delivery status; i.e. **Cannot Send**:

Clinic/Session	Not Required	Patient Opt Out	Cannot Send	Awaiting Delivery
[Health Cam]	0	0	0	10

### Check Communication Replies

You may need to check the replies which have been sent back from your patients, especially if they have misspelled '**DECLINE**' by text or chosen to text something altogether invalid such as '**I don't want my flu vaccine**'.

If your patients reply with invalid responses, MJog will not read code correctly, and you will possibly need to read code these responses manually.

To access your replies from your patients:

1. Click **Check Communication Replies**.

Your replies from patients will be displayed, and then you can identify which are invalid responses.

# MJog – Creating Flu Campaigns







## Managing your Flu Campaign

### Response Filters


Another way of monitoring patient responses is to view the **Response Filters**. This will clearly show you a count of the various responses that you have received.

To access your responses:

1. Click **Setup Response Filters**:

Steps to Completion	
	<b>Setup Message Template</b> Setup the personalised message template used to control the wording of your health campaign.
	<b>Select Patient File or Group</b> You have selected <b>10</b> patients.
	<b>Setup Delivery Options</b> Choose the date and time at which your messages should be delivered.
	<b>Setup Response Filters [Optional]</b> Set up filters and actions for MJog to perform when you receive responses.
	<b>Associate with Patient Health Monitor Condition [Optional]</b> Associate with a PHM condition so that PHM can display non-compliance warnings if patients do not reply when expected.
	<b>Send Messages</b> Test this activity by sending a sample message to yourself, then send the messages to your patients.

Response Filters will show you a count of the individual responses that have been received from your patients:

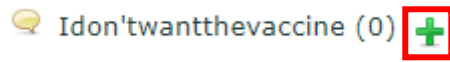
 **DECLINE (0)**

You will be able to see any invalid responses easily on this screen, and it can help you with manually updating patient records with read codes.

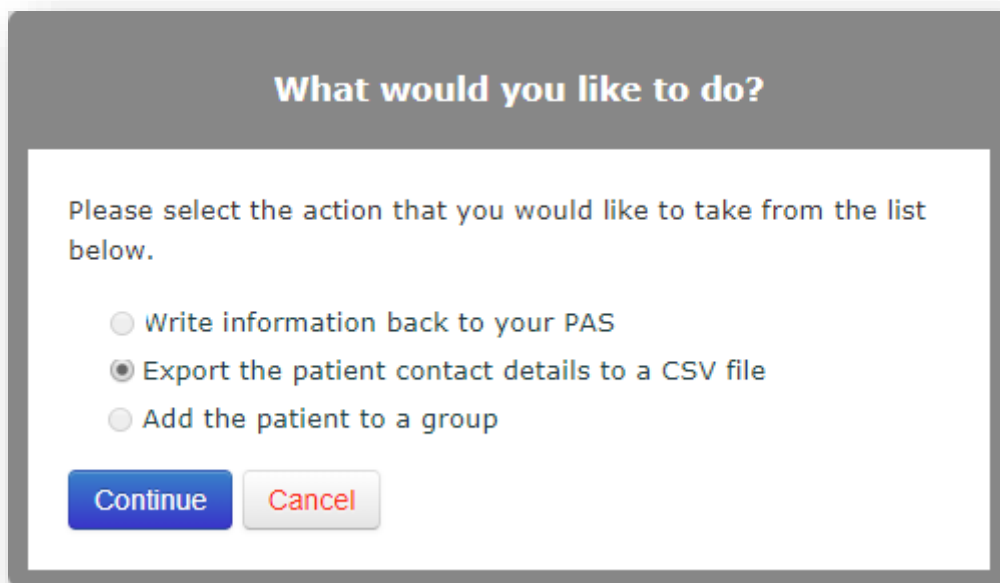
## Exporting Responses

To export responses from your campaign:

1. Click **Add Action**:



2. Click **Export the patient contact details to a CSV file**:



The selected responses will be downloaded into an Excel CSV file.

## MJog – Creating Flu Campaigns

### Managing your Flu Campaign

#### Retrospectively adding Read Codes

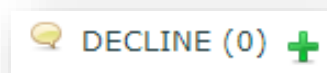
You can also retrospectively add read codes to a campaign that has been previously sent, if you didn't set them up when creating your campaign. This can be done up to 14 days after sending your campaign.



In a Flu campaign, the response word for a text message will be **DECLINE** as this is the word that you will ask them to reply with if they don't wish to have a Flu vaccination. For a Smart message, you will add the code to **I DO NOT want to have this vaccination**.

**Messages Delivered** will add a read code once the patient has received it on their phone. This is what you will use to add your **invitation code** for QOF.

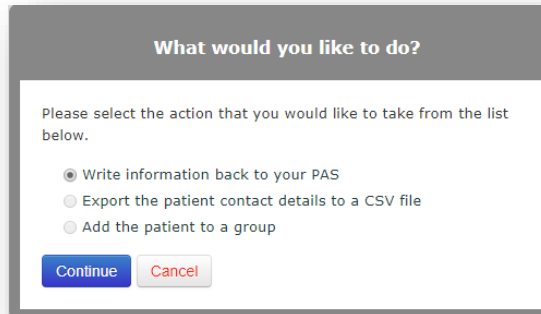
1. Click the green plus sign **+** next to the word **DECLINE**:



## MJog – Creating Flu Campaigns

### Managing your Flu Campaign

2. Select the radio button '**Write information back to your PAS**':



**What would you like to do?**

Please select the action that you would like to take from the list below.

- Write information back to your PAS
- Export the patient contact details to a CSV file
- Add the patient to a group

[Continue](#) [Cancel](#)

3. Click **Continue**.
4. Add the decline code for Flu in to the field titled '**Read Code (Case Sensitive)**':



**Write-back to your PAS**

MJog can write a **Read Code** and a **comment** back in to your PAS. Please note that your comment is limited to 200 characters.

**Read Code (Case Sensitive):**

[Lookup Read Code](#)

**Comment:**

[Add Action](#) [Go Back](#)

5. If you are unsure of the code to use, please click the **Look up Read Code** link to the right of the window, to select the read code you need.
6. Click **Add Action** once the correct read code has been chosen.

#### **Please Note:**

It is important to note at this point that if you are sending a campaign using more than one delivery method; i.e. Text and Smart, you need to add the read codes to both message types. It is easy to forget to do this and only code the first message type. The codes can be added retrospectively, but it makes sense to get it right from the offset.

## MJog – Creating Flu Campaigns

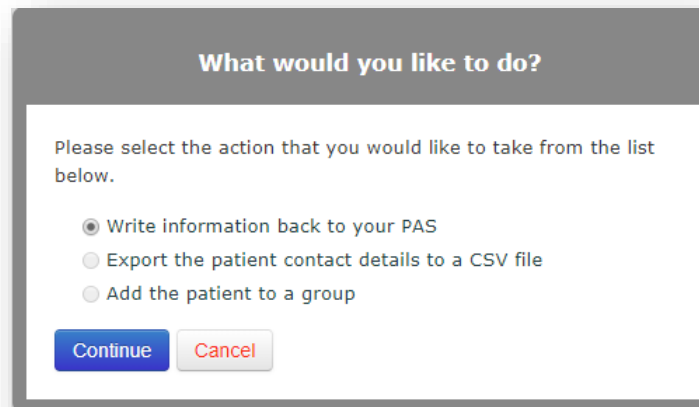
### Managing your Flu Campaign

You now need to add a read code to signify that you have invited your patients for their Flu vaccine.

7. Click the green plus sign next to **Messages Delivered**:

A rectangular button with a white background and a thin grey border. The text 'Messages delivered (0) +' is displayed in a dark blue font. The plus sign is a green square with a white cross inside.

8. Leave the radio button checked for **'Write information back to your PAS'**:

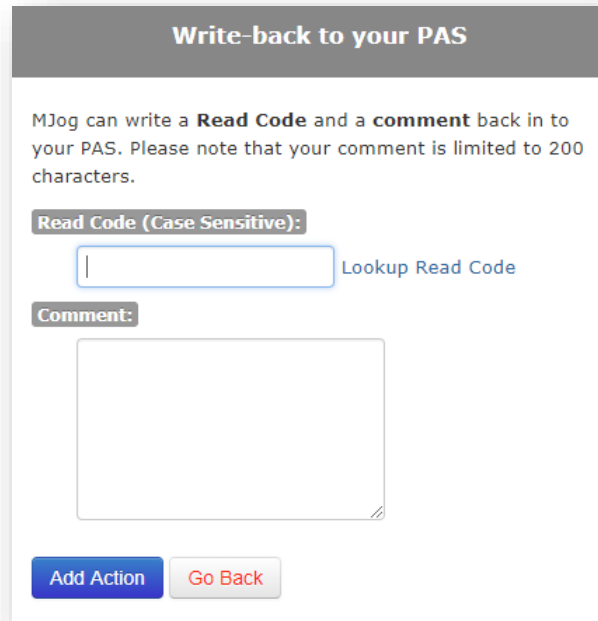
A dialog box with a dark grey header and a white body. The header contains the text 'What would you like to do?'. The body contains the text 'Please select the action that you would like to take from the list below.' followed by three radio button options: 'Write information back to your PAS' (which is selected), 'Export the patient contact details to a CSV file', and 'Add the patient to a group'. At the bottom, there are two buttons: 'Continue' (blue) and 'Cancel' (grey).

9. Click **Continue**.

## MJog – Creating Flu Campaigns

### Managing your Flu Campaign

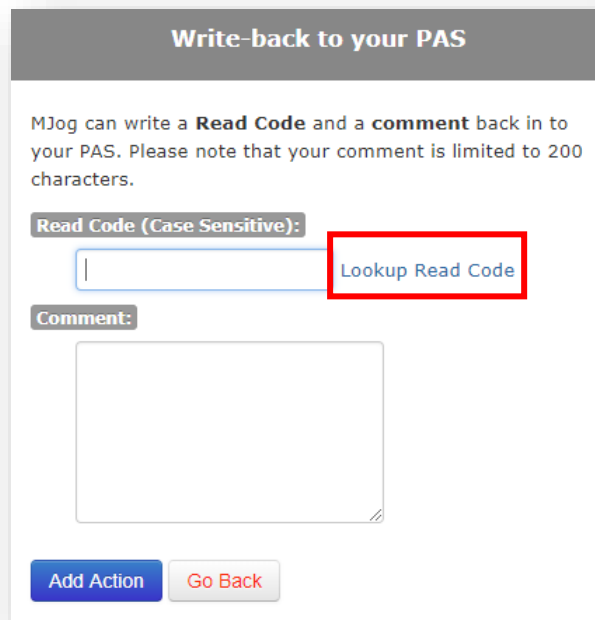
10. Add the invitation code for Flu in to the field titled '**Read Code (Case Sensitive)**':



The screenshot shows a form titled "Write-back to your PAS". The form contains the following elements:

- A header bar with the text "Write-back to your PAS".
- A paragraph of text: "MJog can write a **Read Code** and a **comment** back in to your PAS. Please note that your comment is limited to 200 characters."
- A label "Read Code (Case Sensitive):" above a text input field.
- A "Lookup Read Code" link to the right of the input field.
- A label "Comment:" above a large text area.
- Two buttons at the bottom: "Add Action" (blue) and "Go Back" (grey).

If you are unsure of the code to use, please click the **Look up Read Code** link to the right of the window:



This screenshot is identical to the one above, but the "Lookup Read Code" link is highlighted with a red rectangular box to draw attention to it.

11. Click **Add Action** once the correct read code has been chosen.



## MJog – Creating Flu Campaigns

### Managing your Flu Campaign

The coding you have done can now be seen to the right of each section.

Smart

Text

### Text Response Filters

Setup the response filters for Text messages

**Patients responded?** (0) +

Q1 – "«First Name» «Last Name», you are eligible to receive a FLU VACCINATION. Please call «Hospital Name» on «Contact Number» to make an appointment, or text DECLINE to «Textback Number» if you do not want this vaccination"

Linked Question: "Please let us know whether or not you want to have this vaccination, using the options below."

ATTEND (0) +

DECLINE (0) +

The following action(s) will be taken when a matching response is received:

Read Code: 90X51 Comment: ✖ 0 responses actioned

What word would you expect the response to start with?

**Not responded** (0) +

**Messages delivered** (0) +

The following action(s) will be taken when a matching response is received:

Read Code: 90XC1 Comment: ✖ 0 responses actioned

**Failed messages (not delivered)** (0) +

**Patients not included** (0) +

The following keywords have special meaning for opting patients in and out of receiving messages. You can use them but they MUST only be used for this specific purpose:

- STOP or OPTOUT will opt patients out of receiving further messages via this delivery method.
- START or OPTIN will opt patients in to receiving further messages via this delivery method.

If you have used any of these keywords, they will be highlighted with and **bold** text.

Continue

12. Click **Continue** once you are sure you have the correct code in the correct place.

**Please note:** When the new 'SNOMED' read codes come into effect, MJog's database will be automatically updated.

## 5. Help and Support

If you require further assistance, MJog offers several options for Training and Support:

### Training

Webinars: <https://www.mjog.com/updates/webinar-calendar/>

eLearning: <https://support.mjog.net/display/MKB/Interactive+Training>

### Contact MJog Support

Telephone: 0845 862 1858

Email: [support@mjog.com](mailto:support@mjog.com)

