

# Experiment SMS messages

## **Purpose**

Reminder participants to take their medication and thank them for completing each stage of the study.

## **When to use**

During each stage of the experiment.

## **How to use**

To repeat the study, copy and paste the message required for each event into your SMS sending tool. Replace all items between brackets with information specific to your study. If available, use variables to auto-replace content between the brackets.

To create variations of the study, use the guidance notes to design your own messaging.

## **Tools required**

- Automated SMS sender
- Participant names and telephone numbers
- Participants medication taking times
- Participant list split into two groups (groups A and B)
- An email address and mobile number the participants can contact you on

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# Instructions

This reminder message series is designed to be used during the experiment to remind participants to take their medication.

## **Experimental condition**

The group under the experimental condition will receive reminders the same number of times that they are required to take their medication, in this example, twice daily. The times they receive the reminders will have been defined on the first day of the study after the participants confirm the time they took their first pill.

The messages contain information about how many days they have left before completing their prescription. The participants name is included so that they are reassured that the message is meant for them. The messages end with the time and date to account for network communication errors; should the messages not be delivered at the time they were sent.

It is strongly recommended that you schedule all reminders at the beginning of the study week so that they are automatically sent at the appropriate time. Automating the SMS messages reduces the chance of human error caused by the reminders being sent at the wrong time, or not at all.

## **Control condition**

No reminder messages should be sent to the control group during the first stage of the study.

During the second stage, they should receive one reminder, recapping the times they should be taking their pills.

## **Last day of the study**

'Thank you' messages should be sent to both groups of participants on the final day of the study stage. A link to fill in their adherence results should be included in the thank you message also.

# Timeline

FIRST STAGE										
Days of experiment			1	2	3	4	5	6	7	8
Message	Group A	AM	Pill 1	Pill 3	Pill 5	Pill 7	Pill 9	Pill 11	Pill 13	Thank you
		PM	Pill 2	Pill 4	Pill 6	Pill 8	Pill 10	Pill 12	Pill 14	
	Group B	AM	N/A	N/A	N/A	N/A	N/A	N/A	N/A	
		PM	N/A	N/A	N/A	N/A	N/A	N/A	N/A	

SECOND STAGE										
Days of experiment			1	2	3	4	5	6	7	8
Message	Group A	AM	Pill 1	N/A	N/A	N/A	N/A	N/A	N/A	Thank you
		PM	N/A							
	Group B	AM	Pill 1	Pill 3	Pill 5	Pill 7	Pill 9	Pill 11	Pill 13	
		PM	Pill 2	Pill 4	Pill 6	Pill 8	Pill 10	Pill 12	Pill 14	

# Messages

## First stage

Experimental group			
Guidance	Day	Pill	Example message
Progress so far and countdown to completion message.	1	1	[FIRST_NAME], it's time to take your 1 x Tic-Tac pill. You are 1 day into your prescription and have 6 days left to go.  Sent at [TIME+DATE]
		2	[FIRST_NAME], it's time to take your 1 x Tic-Tac pill. You are 1 day into your prescription and have 6 days left to go.  Sent at [TIME+DATE]
	2	3	[FIRST_NAME], it's time to take your 1 x Tic-Tac pill. You are 2 days into your prescription and have 5 days left to go.  Sent at [TIME+DATE]
		4	[FIRST_NAME], it's time to take your 1 x Tic-Tac pill. You are 2 days into your prescription and have 5 days left to go.  Sent at [TIME+DATE]
	3	5	[FIRST_NAME], it's time to take your 1 x Tic-Tac pill. You are 3 days into your prescription and have 4 days left to go.  Sent at [TIME+DATE]
Inform that half way through prescription		6	[FIRST_NAME], it's time to take your 1 x Tic-Tac pill. You are half way through your prescription and have 4 days left to go.  Sent at [TIME+DATE]
	4	7	[FIRST_NAME], it's time to take your 1 x Tic-Tac pill.

			<p>You are 4 days into your prescription and have 3 days left to go.</p> <p>Sent at [TIME+DATE]</p>
<p>Progress so far and countdown to completion message.</p>		<b>8</b>	<p>[FIRST_NAME], it's time to take your 1 x Tic-Tac pill. You are 4 days into your prescription and have 3 days left to go.</p> <p>Sent at [TIME+DATE]</p>
	5	<b>9</b>	<p>[FIRST_NAME], it's time to take your 1 x Tic-Tac pill. You are 5 days into your prescription and have 2 days left to go.</p> <p>Sent at [TIME+DATE]</p>
		<b>10</b>	<p>[FIRST_NAME], it's time to take your 1 x Tic-Tac pill. You are 5 days into your prescription and have 2 days left to go.</p> <p>Sent at [TIME+DATE]</p>
	6	<b>11</b>	<p>[FIRST_NAME], it's time to take your 1 x Tic-Tac pill. You are 6 days into your prescription and have 1 day left to go.</p> <p>Sent at [TIME+DATE]</p>
<p>Inform that nearly at the finishing line.</p>		<b>12</b>	<p>[FIRST_NAME], it's time to take your 1 x Tic-Tac pill. You are 6 days into your prescription. You have only 1 day left to go.</p> <p>Sent at [TIME+DATE]</p>
<p>Inform that they have nearly completed their prescription.</p>	7	<b>13</b>	<p>[FIRST_NAME], it's time to take your 1 x Tic-Tac pill. You have one more pill to take this evening in order to complete your prescription.</p> <p>Sent at [TIME+DATE]</p>
<p>Inform that this is the last pill in their prescription.</p>		<b>14</b>	<p>[FIRST_NAME], it's time to take your 1 x Tic-Tac pill. This pill completes your prescription.</p> <p>Sent at [TIME+DATE]</p>
<p>Thank you.</p>		-	<p>[FIRST_NAME] thank you for taking part in this stage</p>

<p>Ask to fill in survey about performance. Inform participants how long the survey will take to complete and that the link has been sent by email as well, so that they can fill it in on their computer if preferred.</p> <p><b>N.B.</b> Sent at least 3 hours after the last pill time.</p>			<p>of the study. We will be in contact to arrange an interview about your experience. This interview won't take more than 40 minutes. In the mean time we would like you to fill in this 5-minute survey: <a href="#">[LINK]</a> (this link has also been sent to you by email)</p>
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<b>Control group - stage one</b>			
Guidance	Day	Pill	Example message
<p>Thank you.</p> <p>Ask to fill in survey about performance. Inform participants how long the survey will take to complete and that the link has been sent by email as well, so that they can fill it in on their</p>	7	-	<p>[FIRST_NAME] thank you for taking part in this stage of the study. We will be in contact to arrange an interview about your experience. This interview won't take more than 40 minutes. In the mean time we would like you to fill in this 5-minute survey: <a href="#">[LINK]</a> (this link has also been sent to you by email)</p>

<p>computer if preferred.</p> <p><b>N.B.</b> Sent at least 3 hours after the last pill time.</p>			
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## Second stage

### Experimental group - stage two

The messages used for the experimental condition are the same across stages. Please use [the messages from stage one](#).

### Control group - stage two

Guidance	Day	Pill	Example message
Final reminder about the times they will need to take their Tic-Tac's.	1	1	[FIRST_NAME], it's [TIME] and time to take your first Tic-Tac. You should take your evening Tic-Tac 12 hours later. This is the only reminder you will receive.
Thank you.  Ask to fill in survey about performance  <b>N.B.</b> Sent at least 3 hours after the last pill time.	7	-	[FIRST_NAME] thank you for taking part in the second stage of the study. We will be in contact to arrange an interview about your experience. This interview won't take more than 40 minutes. In the mean time we would like you to fill in this survey: <a href="#">[LINK]</a>