

Send an Email Broadcast/Blast

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Version 21.0



Overview

Email broadcasts/blasts are helpful when sending practice updates, alerts, or announcements. Think of it as an electronic version of a flyer that would be posted in the practice's waiting room! Prior to sending this mass message, first review the email template.



User Permission: To send an email broadcast, you must be assigned the permissions **Message_Distribution_Create** and **Message_Distribution_View**.

Create an Email Template

1. Navigate to the Patient Message eXchange window: **Practice Management tab > Patient Message eXchange**.
2. Click the **Email Broadcasts** tab.
3. Click the **Add** button  to create a new template.
4. Enter the following:
 - **Start sending:** This is when the email will be sent. When creating a new template, this field defaults to the current date/time.
 - **Sender email:** This field is ignored. Emails sent through the Patient Message eXchange will be sent by noreply@op.health.
 - **Name:** This field is ignored.
 - **Reply to:** Enter an appropriate contact email for your practice. This email address will automatically populate when a patient hits Reply to your message.
 - **Subject:** This is the subject line of the email.
 - **Message:** This is the body of the email.
5. Click the **Save** button .

Define the Recipients of the Email

1. Navigate to the Demographic Analysis/Recall report: **Practice Management tab > Demographic Analysis/Recall**.
2. In the Patient Demographics tab, define the search criteria for which patients should receive the email.
3. Click the **Send Messages** button. The Patient Message eXchange window is displayed.
4. Click the **Email Broadcasts** tab.
5. Use the Search drop-down to select the email template to be used.
6. Click the **Recipient List** button to generate the list of recipients based on the criteria previously entered.



Note: If families have more than one patient with the same email address OP will only send one email.

7. Click the **Broadcast** button. A confirmation window is displayed notifying you of how many message credits will be used to send the emails.
8. Click **OK**.



Note: Individual delivery receipts are not received when sending an email broadcast. However, you will receive bounces and non-deliveries so that you can update/correct your records.