

Appointment reminder message pack

Confirmation, 24-hour, 1-hour and rebooking messages, for email and WhatsApp.

What this is

Ready-to-send wording for the four messages that keep your diary full: a booking confirmation, a reminder 24 hours before, a short reminder 1 hour before, and a friendly message to rebook after a missed session. Each comes as an email and a WhatsApp message, with extra lines for online sessions, couples and first visits.

How to use it

- Replace every highlighted [placeholder] with the client's details and your own. Keep the messages short and in your own voice.
- Ask each new client which channel they prefer, and note their answer on the intake form before you send anything.
- Use the cancellation line exactly as it appears in your cancellation policy. The wording here matches our free cancellation and no-show policy template.
- Delete this page and the last page before you use the pack.

Before you use it

Keep messages free of clinical detail. Say "your session" and nothing about why the client sees you. Health information is special personal information under the Protection of Personal Information Act, and WhatsApp is not a secure channel for it.

Get the client's permission for the channel and use the number or address they gave you.

Keep it kind. Reminders work best as a helpful nudge, not a warning. Save the fee wording for the policy.

One more check: this is a template, not legal advice, and it is not approved by the Health Professions Council of South Africa.

What we checked

- Gurol-Urganci et al., Cochrane review (2013): across 8 randomised trials with 6,615 people, mobile phone text message reminders probably increase attendance compared with no reminder (about 95 more people per 1,000 attend) and work about as well as phone call reminders. [Cochrane summary](#)
- Behavioral health practice guidance (NIATx): remind clients 24 to 48 hours ahead, ask clients how they want to be reminded, and use the reminder to ask whether anything might stop them coming. [NIATx](#)
- Discovery Health guidance on the Protection of Personal Information Act for healthcare professionals: WhatsApp is not a secure way to send health information. [Discovery Health](#)

Last checked: 3 October 2026. General information only, not legal or professional advice. Not approved or endorsed by the Health Professions Council of South Africa.

Appointment reminder message pack

Copy, paste, fill in the highlights and send. Change the wording until it sounds like you.

1. Booking confirmation

Send straight after the client books.

Email

Subject: Your session on [date] at [time]

Hi [first name],

Thank you for booking. This is to confirm your session with me on [day, date] at [time] for [50 minutes]. [Where: address and parking, or: the online link]

If you need to change it, please let me know at least [24 hours] before. A fee may apply for a late cancellation or a missed session, as set out in the cancellation policy I sent you.

I look forward to seeing you.

[Your name] · [Practice name] · [Telephone]

WhatsApp

Hi [first name], this is [your name]. Your session is confirmed for [day, date] at [time]. [Address or link] Please tell me at least [24 hours] before if you need to change it. See you then.

2. Reminder 24 hours before

Send the day before, in the late afternoon or early evening. The reminder is also a chance for the client to tell you about a problem.

Email

Subject: Reminder: your session tomorrow at [time]

Hi [first name],

A friendly reminder of your session tomorrow, [day, date], at [time]. [Address or link]

If anything is in the way of coming, such as transport or timing, please reply and we will find a solution. To change the session, I need at least [24 hours] notice.

See you tomorrow.

[Your name] · [Practice name]

WhatsApp

Hi [first name], a reminder of your session tomorrow, [day] at [time]. [Address or link] Reply if you need to change it. See you then. [Your name]

3. Reminder 1 hour before

Keep it very short. Best on WhatsApp or SMS, where it is seen quickly.

WhatsApp

Hi [first name], just a reminder that your session starts at [time] today. [Address or link] See you soon. [Your name]

Email

Subject: Your session today at [time]

Hi [first name], a quick reminder that we meet today at [time]. [Address or link] See you soon. [Your name]

4. Rebooking after a missed or cancelled session

Send the same day or the next morning. Be warm and curious. Do not mention the fee here: it belongs in the cancellation policy and on the invoice.

Email

Subject: We missed you today

Hi [first name],

I missed you at our session today, [day, date], and wanted to check that you are well. Things come up, and there is no need to explain unless you want to.

If you would like to book another time, here is my link: [booking link]. Or reply with a day that suits you, and I will see what I can offer.

Take care.

[Your name] · [Practice name]

WhatsApp

Hi [first name], I missed you today and wanted to check that you are okay. If you would like to rebook, here is my link: [booking link]. Or tell me which day suits you. [Your name]

WhatsApp: when the client cancels in time

Thanks for letting me know, [first name]. I have cancelled your session on [date]. Would [alternative day and time] suit you, or here is my link to choose a time: [booking link]. [Your name]

WhatsApp: when you need to cancel

Hi [first name], I am sorry, but I need to move your session on [date]. There is no charge. Could we do [alternative day and time], or choose a time here: [booking link]? Thank you for understanding. [Your name]

Swap-in lines

Add one of these to any message above.

- **Online session.** Your session is online. Please join with this link at [time]: [link]. Find a private, quiet spot and test your sound and camera a few minutes before. If the link fails, call me on [telephone].
- **Couples.** This session is for both of you. Please let me know if either of you cannot attend, so we can decide how to use the time.
- **First session.** Since this is your first visit, please arrive about [10 minutes] early. The intake and consent forms are here: [link]. Please complete them beforehand if you can.
- **Directions.** You will find us at [address]. There is parking [where]. Come to [door or reception] and wait in [the waiting area].
- **Medical aid.** Please bring your medical aid card. I will give you an invoice and a receipt after the session, which you can submit to your scheme.

A quick checklist before you press send

The first name, date and time are right.

The message says nothing about the reason for the sessions.

You are using the channel the client chose.

The cancellation line matches your cancellation policy.

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- **Booking confirmations and rebooking links** sent for you.
- **Your wording, your timing**, with no clinical details in the message.

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Built by Sumarie Engelbrecht, a Registered Counsellor in active practice in Mbombela, for South African psychologists and Registered Counsellors.