

Touchpoint / Stage	Timing	Message (WhatsApp-style)	Purpose / Notes
Awareness / Voucher Intro	After 1 hour	Hi there, it's the PRUHealth Team — just checking in to see if you'd like to use your Free Breast Screening Voucher. I can help you book in just a minute.	Friendly reminder, re-opens intent
Awareness / Voucher Intro	After 1 day	Hello again, your Free Screening Voucher is still active. Would you like me to find a convenient time at [Hospital Name]?	Follow-up emphasizing value
Appointment Scheduling	After 30 minutes	No rush at all. When you're ready, just choose Morning, Afternoon, or Evening — and I'll reserve your slot at [Hospital Name].	Gentle nudge to complete booking
Appointment Scheduling	After 3 hours	Would you like me to hold a tentative slot for you tomorrow? You can always reschedule later.	Offers low-commitment option
Appointment Scheduling	After 24 hours	Hi again, just a gentle reminder that your free screening voucher is still valid. Shall I find a time that suits you?	Polite follow-up reminder
Pre-Screening Reminder	2 hours before appointment	Good day, I just wanted to confirm you're still okay for your screening at 2 PM today at [Hospital Name]. Everything's ready for you.	Confirmation before visit
Pre-Screening Reminder	30 minutes before	Our team at [Hospital Name] is ready for you. Take your time — just reply "On my way" when you're leaving.	Encouraging pre-arrival prompt
Consultation & Results	After 2 hours	Hi, I hope everything went smoothly with [Dr.Name]. Would you like me to stay online to guide you through your next steps?	Keeps support active post-consult
Consultation & Results	After 1 day	Just checking in — do you have any questions about your screening results or follow-up plan? I'm here to help.	Gentle follow-up reassurance
Treatment & Follow-Up	After 1 day	Hello, just a little check-in — shall I help you confirm your next appointment at [Hospital Name]? Everything's fully covered.	Encouraging continuation
Treatment & Follow-Up	After 3 days	Hi there, hope you're feeling okay. Would you like me to share your treatment summary again or connect you to a PRUNurse?	Re-opens dialogue after pause
Treatment & Follow-Up	After 1 week	Hi again. Checking in to see how you're doing after your recent treatment. You can message me anytime, even just to talk.	Human touchpoint for care
Survivor Care	After 2 weeks	Hi, just reaching out with a little reminder that we're here for you — anytime you want to check in or ask about your health.	Maintains ongoing care
Survivor Care	After 1 month	Hello. How have you been feeling lately? Would you like me to schedule your next follow-up visit?	Long-term follow-up
Survivor Care	After 3 months	Remember, recovery is a journey — I'm here whenever you'd like to schedule a follow-up.	Emotional connection and encouragement
Smart Prompt (Auto)	1 hour after no response	Hi again, just checking in if you'd like to continue.	Gentle no-pressure nudge
Smart Prompt (Auto)	24 hours after no response (critical step)	Hello, your appointment link will expire soon — would you like to reschedule?	Creates soft urgency politely
Smart Prompt (Auto)	When message is seen but no reply	I'll hold your slot open a little longer. Just reply when you're ready.	Keeps tone helpful and human