



SMS Sender ID Registration

Action required: before 30 June 2026

From 1 July 2026, SMS/MMS messages sent using a branded sender ID (your pharmacy name) must be registered.

If not, messages will appear as **"Unverified"**, which may reduce patient trust and disrupt important communications.



What this means for your pharmacy

If your pharmacy sends messages using a name (rather than a phone number), this is a **branded sender ID**.

This commonly includes:

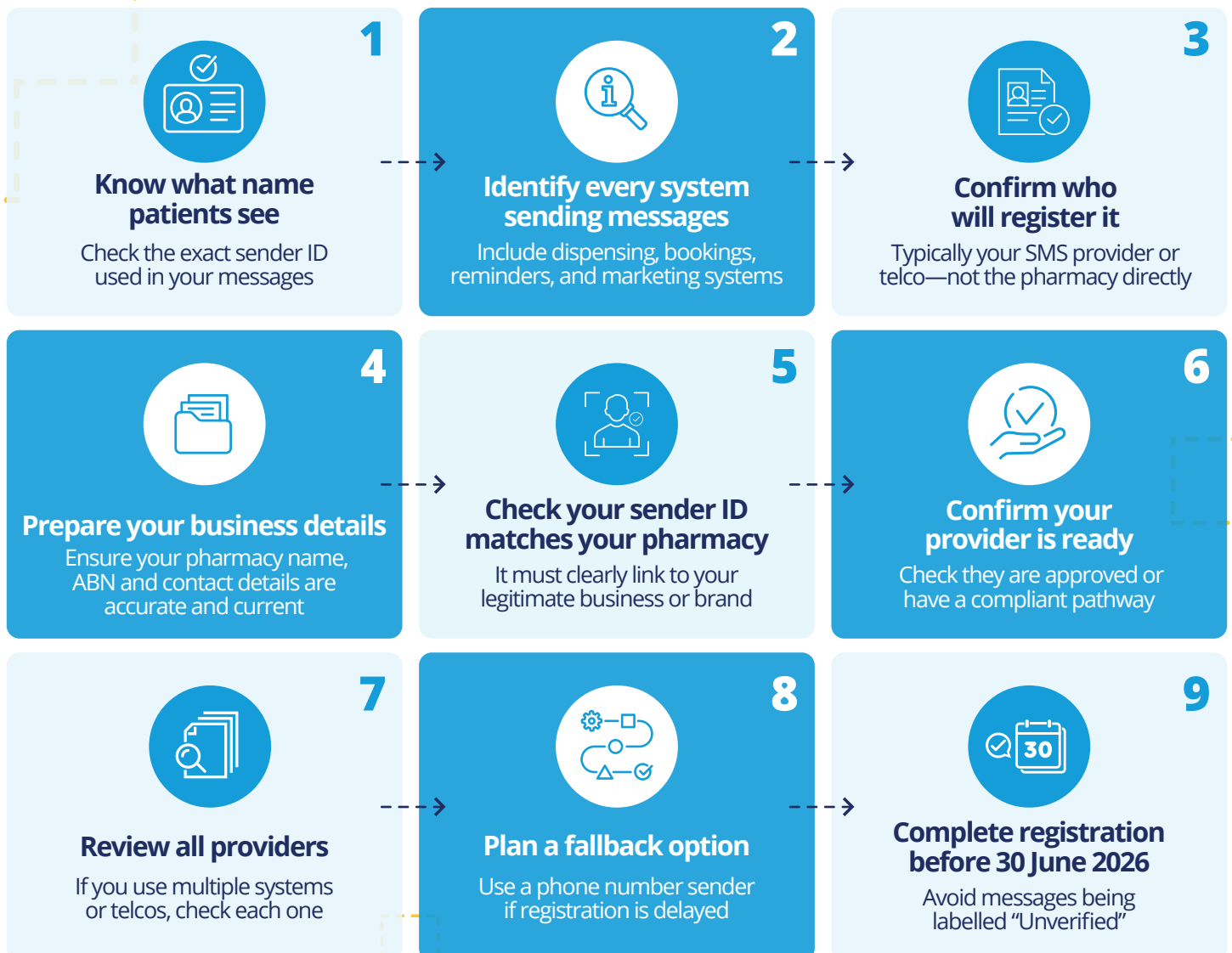
- Prescription ready notifications
- Appointment reminders
- Vaccination prompts
- OTP/verification messages
- General patient



Why this matters:

- Protects your pharmacy from impersonation scams
- Helps patients recognise and trust your messages

What you need to do now – in 9 steps





Who is responsible for what?

Pharmacies need to start and coordinate the process, but registration is completed by your SMS provider or telco on your behalf.



Your SMS provider / telco

- Submits sender ID(s) for registration
- Confirms whether they are approved or have a compliant pathway
- Advises if sender IDs need to be adjusted
- Manages the registration process on your behalf



Your software vendor / platform

- Confirms how SMS/MMS messages are sent (directly or via a provider)
- Identifies all sender IDs used across your systems
- Confirms their registration plan and timeline
- Ensures systems support compliant sender ID use

Questions for your software vendor (message service provider):

1. Do our pharmacy messages use an alphanumeric sender ID (a name) or a phone number?
2. What exact sender ID(s) are used for our pharmacy today (list all of them)?
3. Who is the actual telco/message provider that sends the SMS/MMS?
4. What is your registration plan, so our messages do not show as "Unverified" from 1 July 2026
5. What evidence do you need from us to support registration (business name, domain, trademark)?
6. Are any of our sender IDs likely to be rejected due to restricted words (e.g., "alert", "verify") or length limits?
7. What will patients see during transition if registration is not completed?

At a glance



- **You need to act:** before 30 June 2026
- **You don't register it yourself:** your provider does
- **You do need to start it:** contact your provider early
- **Risk if you don't:** messages may appear as "Unverified"