

SMS Messaging Terms & Conditions

Effective Date: September 30, 2026

Last Updated: September 30, 2026

These SMS Messaging Terms & Conditions (“SMS Terms”) govern your participation in the SMS messaging program operated by **Point to Point Therapy** (“Point to Point Therapy,” “we,” “us,” or “our”).

By providing your mobile telephone number and opting in to receive text messages from Point to Point Therapy, you agree to these SMS Terms.

These SMS Terms apply specifically to our SMS communications and supplement our **Privacy Policy, Notice of Privacy Practices**, and general **Terms and Conditions**.

You agree to receive information messages (appointment reminders, account notifications, etc.) from P2P Therapy LLC. Message frequency varies. Message and data rates may apply. For help, reply HELP or email us at Josh-stallingsdpt@p2ptherapy.org. You can opt out at any time by replying STOP.

1. Purpose of the SMS Program

Point to Point Therapy uses SMS messaging to facilitate communication with current and prospective patients in connection with our concierge, in-home physical therapy services.

Our SMS program may be used for:

- Appointment reminders
- Appointment confirmations
- Appointment scheduling and coordination
- Appointment changes or cancellations
- Provider arrival or visit-related communications
- Follow-up communications after patient encounters
- Responses to patient questions and concerns
- Care coordination communications
- Requests for information necessary to provide services
- Other patient-service communications related to your care

Our SMS program is **not intended for general marketing or promotional messaging**.

2. Patient Consent to Receive Text Messages

By voluntarily providing your mobile telephone number and opting into Point to Point Therapy's SMS program, you consent to receive text messages from Point to Point Therapy at the number you provide.

Your consent may be provided through:

- Our Website
- An online form
- A patient intake process
- A scheduling process
- A written or electronic patient communication
- Another method through which you affirmatively request SMS communication

Consent to receive SMS messages is **not a condition of receiving physical therapy services**.

You may choose another reasonable method of communication, subject to our ability to accommodate the request and applicable law.

3. Types of Messages You May Receive

Depending on your relationship with Point to Point Therapy, messages may include:

Appointment reminder: Your Point to Point Therapy appointment is scheduled for [date/time]. Reply C to confirm or contact us if you need assistance.

Messages may also include information concerning scheduling, appointment logistics, follow-up questions, or responses to communications you initiate.

We will make reasonable efforts to limit the amount of sensitive health information included in SMS messages.

4. Patient-Initiated Communications

Our SMS program may allow patients to communicate directly with Point to Point Therapy regarding questions or concerns following a physical therapy encounter.

For example, you may use SMS to:

- Ask a follow-up question

- Report a concern regarding your treatment
- Ask about an exercise or treatment instruction
- Communicate a scheduling issue
- Provide information requested by your provider
- Request assistance following an appointment

SMS communication is intended to supplement, and not replace, appropriate clinical care.

Point to Point Therapy may determine that a question or concern should instead be addressed by telephone, a secure patient portal, an in-person visit, or another communication method.

5. SMS Is Not an Emergency Service

Do not use SMS messaging to report a medical emergency.

Text messages may not be monitored continuously, and responses may be delayed.

If you are experiencing a medical emergency, severe injury, chest pain, difficulty breathing, sudden weakness, loss of consciousness, or another potentially serious or life-threatening condition, call **911** or seek immediate emergency medical attention.

Do not wait for a response to a text message from Point to Point Therapy.

6. Response Times

Point to Point Therapy will make reasonable efforts to respond to patient messages in a timely manner.

However, SMS communications are not continuously monitored and we do not guarantee an immediate response.

The appropriate response time may depend on:

- The nature of the question
- Provider availability
- Business hours
- The urgency of the communication
- Technical issues
- Other circumstances affecting our ability to respond

If a matter requires immediate attention, please contact Point to Point Therapy by telephone or seek appropriate medical care.

7. Privacy and Protected Health Information

Information communicated through our SMS program may contain or constitute **Protected Health Information (“PHI”)** under HIPAA or other protected health information under applicable law.

Point to Point Therapy will handle PHI in accordance with applicable federal and state privacy requirements and our **Notice of Privacy Practices**.

We will use reasonable safeguards designed to protect information communicated through our SMS program.

However, standard text messaging may involve privacy and security risks, including the possibility that a message could be viewed by someone who has access to your mobile device, phone number, notifications, or messaging account.

You are responsible for maintaining the security of your mobile device and notifying us if your telephone number changes or if you no longer control the device associated with your number.

8. Limiting Information in Text Messages

Because SMS messages may appear on a device's lock screen or notification panel, Point to Point Therapy will make reasonable efforts to limit the amount of sensitive health information contained in ordinary SMS communications.

For example, appointment reminders may identify Point to Point Therapy and provide appointment-related information without including unnecessary details concerning a patient's diagnosis or medical condition.

You may request that we communicate with you through an alternative method where reasonable and required by applicable law.

9. Your Information Will Not Be Sold or Used for Third-Party Marketing

Point to Point Therapy does not sell, rent, or provide patient information to third parties for their own marketing, advertising, or commercial purposes.

We do not use information obtained through our SMS program to create or provide third-party marketing lists.

We do not permit third parties to use your phone number or SMS communications with Point to Point Therapy to market their own products or services to you.

We do not sell patient phone numbers or SMS communication information.

Limited Technical Service Exception

In order to deliver SMS messages, Point to Point Therapy may necessarily use telecommunications networks and technology infrastructure operated by service providers.

These providers may technically process information such as:

- Your telephone number
- Message routing information
- Message delivery information
- Device or network information
- The content of messages necessary to transmit the communication

Such processing is limited to what is reasonably necessary to provide the communication service and is not intended to authorize those providers to independently market to you, sell your information, or use your patient information for their own purposes.

Where applicable, Point to Point Therapy will use contractual, administrative, and technical safeguards appropriate to the services and information involved.

10. No Sale of Patient Information

Point to Point Therapy does **not sell patient information**, including:

- Patient names
- Mobile telephone numbers
- Health information
- Treatment information
- Appointment information
- SMS communication records
- Contact information

We do not sell patient information to advertisers, marketers, data brokers, or other commercial entities.

11. No Promotional SMS

The Point to Point Therapy SMS program described by these Terms is intended primarily for patient-service communications.

We will not use this SMS program to send unrelated advertising or promotional messages.

If Point to Point Therapy introduces a separate marketing or promotional messaging program in the future, that program will be subject to its own applicable consent requirements and disclosures.

12. Message Frequency

Message frequency will vary depending on your appointments, communications with your provider, and other interactions with Point to Point Therapy.

You may receive messages when necessary to:

- Confirm or remind you of appointments
- Coordinate an upcoming visit
- Respond to a message you send
- Follow up after an encounter
- Address a patient-service question or concern

We do not guarantee a specific number of messages per month or week.

13. Message and Data Rates

Message and data rates may apply depending on your mobile carrier and wireless plan.

Point to Point Therapy does not control charges imposed by your wireless carrier.

You are responsible for any applicable telecommunications charges associated with receiving or sending SMS messages.

14. How to Opt Out

You may stop receiving SMS messages at any time.

To opt out, reply:

STOP

to a Point to Point Therapy SMS message.

After you send “STOP,” you should receive a confirmation message, and no further SMS messages will be sent through the program except as permitted or required by law, or as necessary to confirm your opt-out.

You may also contact Point to Point Therapy directly to request that SMS communications be discontinued.

Opting out of SMS messaging does **not** terminate your relationship with Point to Point Therapy and does not prevent you from receiving physical therapy services.

You may continue to receive important communications through other reasonable communication methods.

15. Re-Enrolling in SMS

If you previously opted out and later want to receive SMS communications again, you may contact Point to Point Therapy and request to re-enroll.

You may be required to provide your mobile telephone number and affirmative consent again.

16. Help

For assistance with the SMS program, reply:

HELP

or contact Point to Point Therapy directly.

Point to Point Therapy

Website: p2ptherapy.org

Email: **[INSERT BUSINESS EMAIL]**

Phone: **[INSERT PHONE NUMBER]**

17. Changes to Your Telephone Number

You are responsible for ensuring that the mobile telephone number provided to Point to Point Therapy remains accurate and is under your control.

Please notify us promptly if:

- Your telephone number changes
- You transfer your number to another person

- You stop using the number
- You lose control of the device associated with the number

This helps prevent communications from being sent to an unintended recipient.

18. Third-Party Carriers

SMS messages are transmitted through telecommunications networks that Point to Point Therapy does not own or control.

Mobile carriers may have their own terms, conditions, privacy policies, and fees.

Point to Point Therapy is not responsible for:

- Carrier network availability
- Carrier delays
- Failed message delivery
- Wireless service interruptions
- Carrier fees
- Actions taken by your mobile carrier

19. No Guarantee of Delivery

Although we will make reasonable efforts to send SMS communications, we cannot guarantee that every message will be delivered or received.

Messages may be delayed, blocked, filtered, or otherwise affected by:

- Carrier networks
- Device settings
- Network outages
- Technical problems
- Incorrect telephone numbers
- Spam filtering
- Other circumstances beyond our reasonable control

For important or time-sensitive matters, we may use another communication method.

20. Relationship to Our Privacy Policy

Our general **Privacy Policy** explains how Point to Point Therapy collects, uses, protects, and discloses personal information.

Our **Notice of Privacy Practices** explains how Point to Point Therapy may use and disclose PHI and describes your rights under applicable healthcare privacy laws.

These SMS Terms should be read together with those documents.

If there is a conflict concerning the treatment of PHI, applicable healthcare privacy law and our Notice of Privacy Practices will control.

21. No Waiver of Patient Rights

Participation in the SMS program does not waive any rights you have under HIPAA, applicable state law, or other applicable privacy or healthcare laws.

You may request reasonable alternative methods of communication where required by applicable law.

22. Changes to These SMS Terms

We may update these SMS Terms from time to time.

When we make changes, we will update the “Last Updated” date at the top of this page.

If material changes affect your rights or the way we use SMS communications, we will provide additional notice where required by applicable law.

23. Contact Information

For questions about these SMS Terms or to change your communication preferences:

Point to Point Therapy

Website: p2ptherapy.org

Email: Josh-StallingsDPT@p2ptherapy.org

Phone: **540 677 7580 / ext 800**

By opting into Point to Point Therapy's SMS messaging program, you acknowledge that you have read and understand these SMS Terms & Conditions and agree to receive SMS communications as described above.