



SMS Policy

Ohr Acupuncture and Wellness, PLLC

Effective date: October 18, 2026

This policy explains how Ohr Acupuncture and Wellness, PLLC (“we,” “us,” or “our”) uses text messages sent from our office number, 540-324-3422, and how we protect your mobile number.

Your Health Information

Text messages are not fully secure. To protect your privacy, we keep texts short and limited to scheduling and general questions about our services. Please do not text us detailed health information. If you have a health concern, call us at 540-324-3422 or message us in the secure patient portal through AcuBliss.

Texts Are Not for Emergencies

Text messages are not for emergencies. If you have a medical emergency, call 911.

1. What We Text You About

If you agree to get texts from our office number, we will only send messages about scheduling or rescheduling, and replies to questions you send us. We do not send marketing or promotional texts.

Appointment reminders come from our patient portal, AcuBliss. Agreeing to texts from our office number is separate from those reminders.

2. How You Sign Up

Texting is optional. You do not have to agree to texts to book an appointment or receive care. You can sign up in either of these ways:

- Text us first at 540-324-3422.
- Tell a staff member that you agree to texts, for example when we set up your patient account. We will right away send you a text confirming that you signed up. That text tells you how to get help (reply HELP) and how to stop texts (reply STOP).

3. If You Text Us First

Many people first reach out to us by text to ask about our services. If you text us at 540-324-3422, you are giving us permission to text you back. We will use texts to answer your questions and help you schedule.

Our first reply will tell you how to stop texts (reply STOP) and how to get help (reply HELP). We will not add you to any marketing list.

If you become a patient, we may also text you if we need to change one of your appointments. You can reply STOP at any time.

4. How Often We Text

Message frequency varies. It depends on your appointments and your questions.

5. Cost

Message and data rates may apply. Check with your mobile carrier for your plan's rates.

6. How to Stop Texts

Reply STOP to any message at any time. You will get one final text confirming that you have been unsubscribed. After that, we will not text you unless you sign up again. You can also reply CANCEL, END, QUIT or UNSUBSCRIBE.

To sign up again, reply START.

7. How to Get Help

Reply HELP to any message. You can also call us at 540-324-3422 or email ohracupunctureandwellness@gmail.com.

8. Carriers

Mobile carriers are not responsible for delayed or undelivered messages.

9. How We Protect Your Mobile Number

Here is how we handle your mobile number:

- We use your mobile number only to send the texts described in this policy.
- We do not sell, rent or share your mobile number or texting consent with third parties or affiliates for marketing or promotional purposes.
- Text messaging opt-in data and consent will not be shared with any third parties.
- We may use a texting service provider to deliver messages. They may only use your information to send our messages to you.

10. Changes to This Policy

We may update this policy. The newest version will always be on this page, with the date it took effect.

11. Contact Us

If you have questions about texting or this policy, please contact us:

Ohr Acupuncture and Wellness, PLLC

129 S Randolph St
Lexington, VA 24450

Phone: 540-324-3422

Email: ohracupunctureandwellness@gmail.com

Sparking possibility. Illuminating your path.