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Website Twilio Information- East Valley Orthodontics

From Greyfinch Implementation <implementation@greyfinch.com>

Date Tue 3/3/2026 12:36 PM

To Stacey McClendon <staceyeastvalleyortho@gmail.com>; Implementation <implementation@greyfinch.com>

Stacey,

SMS Hosting/Website: Here is the verbiage that needs to be added to your website in order for Twilio to approve the SMS hosting capabilities :

- **Contact Us and Opt-in text:**

Anywhere you collect patient phone numbers on your website make certain the **phone number is not mandatory** for form submission and include this opt-in text with checkbox:
Checkbox Requirement: The opt-in consent *must* be provided through a selectable checkbox that is **not** pre-selected and **not** mandatory.

Put this opt-in wording before the Submit button. Make sure it has a checkmark that is not preselected and it is optional (it doesn't need to be selected in order to submit form): "By sharing your phone number, you consent to receive communications from [PRACTICE NAME], including notifications and appointment reminders. Message and data rates may apply. Message frequency may vary. Text 'STOP' at any time to unsubscribe."

Put this exact wording under the Phone Number field: "Providing your phone number does not automatically enroll you in SMS messages. SMS consent is optional and not required to submit this form or receive services."

Put this wording directly under the Submit button: "By submitting this form, you acknowledge that you have read and agree to the Privacy Policy and Terms & Conditions." ****Privacy Policy and Terms & Conditions* should link directly to your privacy policy and Terms & Conditions pages.

IMPORTANT : Twilio Website Compliance Information

Appointment Widget for your Website: WEBSITE LINKS:

- **Leads App / Appointment Widget direct**

link: <https://leads.greyfinch.com/dbd7268e-6ff8-4e4d-a7eb-82ee3d2b9736>

- **Leads App / Appointment Widget embed code:**

```
<iframe  
src="https://leads.greyfinch.com/dbd7268e-6ff8-4e4d-a7eb-82ee3d2b9736"  
style="height: 650px; width:100%; border: 0;display: block;margin: auto;"  
allow="geolocation"></iframe>
```

- **Tracking with Google Analytics (optional)**

This depends on your website and tracking setup, and may need some development and Google Analytics expertise.

It is possible to listen to `pageView` events from an embedded Leads app. Adding the code below to the page on which you embed the Leads app, relays these messages to your on-page Google Analytics data layer. Leads App tracking code: `<script type="text/javascript" id="" charset="">function greyfinchEmbedListener(c){function e(d){typeof c==="string"&&a===null&&(a=document.getElementById(c));try{if(window.dataLayer&&(localhost|.greyfinch.com)).test(d.origin)&&(a===null||a.contentWindow===d.source)){var b=JSON.parse(d.data);console.log({type:"greyfinch/leads",iframeId:c,data:b});b.event&&b.event.event==="pageview"&&window.dataLayer.push(b.event)}}catch(f){}}var a=null;typeof window.addEventListener==="function"?window.addEventListener("message",e):typeof window.attachEvent==="function"?window.attachEvent("onmessage",e):console.error("Failed to initialize Greyfinch embedded app event parser")}}greyfinchEmbedListener();</script>`

- **Patient Hub for Website:** Patients can access their personal hub by navigating to your website. Please place this *Patient Hub* or *Patient Portal* link: <https://hub.greyfinch.com> on your website so patients can click to access their hub.

Further instructions for Google Tag Manager are available here: [Tag Manager Relay](#).