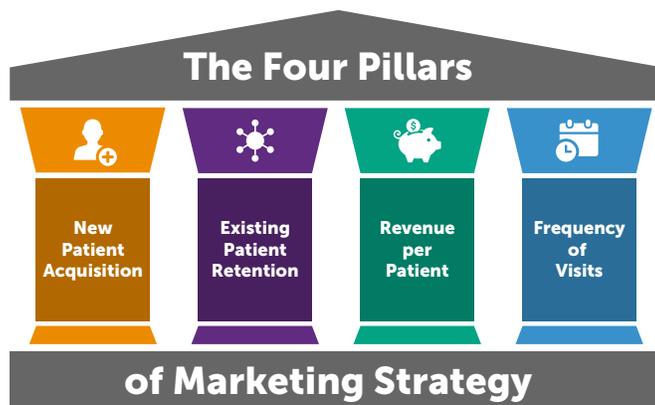


Reboot Your Practice: Getting Patients Back in the Chair

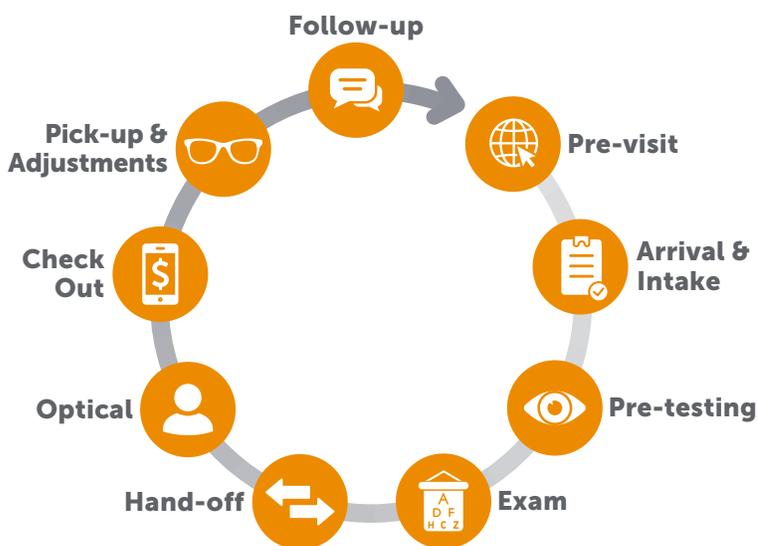
The Four Pillars of Marketing Strategy

To achieve and maintain a financially healthy practice, it's essential to focus on the four pillars of marketing strategy. While everyone is craving some sort of normalcy, people are also anxious about getting back out. While there's no one-size fits all solution to reopening, we can be certain patients require eyecare and it's important to align proven existing patient retention strategies to reboot your practice and help patients feel safe and comfortable coming back to your office.



The Patient Journey

The patient experience must be evaluated and adapted at each point of patient contact to create remarkable patient experiences despite increased safety protocols and social distancing. The patient needs to know what to expect and how they will be protected at every point of their journey.



Continuity of messaging from the beginning of the patient journey to the end should inform patients of how you're delivering on your safety promise and provide specific examples of what they should expect.

What Patients Care About Most

It takes 3-5 weeks to develop new habits and this pandemic will have a lasting effect resulting in changes to consumer behavior and purchasing trends that experts expect to last for the foreseeable future. As organizations adapt, their watchwords must be safety, trust, convenience, and relevance.

Changes in Behavior & Purchasing

1. Look, but don't touch
2. Protect your personal space
3. Shop & support local
4. Discretionary spending drops
5. Loyal to brands that give you confidence
6. Everything goes virtual & accelerated adoption of tech
7. The omni-channel experience is more important than ever



Reimagining the Omni-Channel Patient Experience

Post-pandemic patients are more comfortable with technology and expect their digital and in-office experiences with your practice to align. Now is the time to implement an omni-channel approach to patient care.

When	What To Do	What To Say
 Pre-visit	<p>Create a landing page including pre-visit patient instructions regarding new safety protocols and what to expect during their visit. Include links to medical history, lifestyle questionnaire, upload pictures of insurance cards, and any other forms you require for office visits the patient can complete and submit online prior to their visit.</p> <p>Send a text and/or email with a link to the pre-visit landing page after scheduling an appointment and update automated appointment reminder templates to include the link.</p>	<p>"Thank you for scheduling your appointment, {first_name}. To prevent the spread of COVID-19, please complete the required pre-visit paperwork prior to coming to our office to ensure we can honor your appointment: {pre-visit landing page}"</p> <p>"Hello {first_name}! Just a reminder of your appointment on {date & time}. Please call or text us to confirm and complete the required pre-visit paperwork online prior to coming to our office. Thank you!"</p>
 Arrival & Intake	<p>Offer "Curbside Concierge Service" by asking patients to send a text when they arrive so a staff member may meet them at the car for any safety protocol activities that can't be completed electronically prior to arrival.</p> <p>Screen patients with a wellness form prior to bringing them into the office by sending a link to complete the form via text message.</p>	<p>"Hello {first_name}, please text us when you have arrived for your appointment. Relax in your parked car and we will text you back as soon as we're ready to see you!"</p> <p>"Hello {first_name}, to prevent the spread of COVID-19 please complete the required form before coming to our office to ensure we can honor your appointment: {wellness form}"</p>
 Pre-testing	<p>Utilize office text chats to manage the flow of patient visits and minimize close contact with patients and other staff members.</p>	<p>"Dr. Smith, your next patient {first name} is finished pre-testing and is ready for her exam. Will you please reply and let me know when the room is ready for me to bring her back?"</p>
 Exam	<p>Install protective breath shields for slit lamps, sanitize all equipment in front of the patient, and consider a digital phoropter and acuity screen with iPad or other controls that allow you to face the patient, operate the equipment, and sit 6+ feet away during the refractive exam.</p>	<p>"All equipment was sanitized before you entered the exam room {patient name}. Because our practice believes in going above and beyond for your protection, you'll notice we 'double sanitize' so you can feel confident seeing it cleaned first-hand."</p>
 Hand-off	<p>Utilize office text chats to manage the flow of patient visits and minimize close contact with patients and other staff members.</p> <p>Optician joins the exam room for transfer of trust from the doctor to the optician and reiterates the prescription and recommendations in person.</p>	<p>"Jane, I'm finished with {patient name}'s exam and she's ready to visit optical. Will you please join us and then accompany her to the optical?"</p> <p>"{patient name}, this is my optical expert Jane. Jane, I shared with {patient name} my recommendation of ____ to will help with _____. Would you please accompany {patient name} into the optical?"</p>
 Optical	<p>Install digital displays to maximize safety messaging, tell brand stories, and simplify decision making. Keep an iPad in the optical to take pictures of happy patients with HIPAA compliant releases for sharing on social media and in-office digital displays.</p>	<p>"{patient name}, you look amazing! Would you mind if I took a picture? With your permission, I'd love to use this picture in our marketing and social media. What do you think?"</p>
 Check Out	<p>Confirm patients enjoyed their visit and there was nothing the staff could have done to improve it, ask for an online review and request contactless payment with text-to-pay.</p>	<p>"Our office is 100% committed to patient safety and satisfaction. Is there anything we could have done better to improve your experience with us today? If I send you a link, would you be willing to spend 2-3 minutes to leave us a review including your level of satisfaction and feelings of safety during your visit?"</p>
 Pick-up & Adjustments	<p>Offer "Curbside Concierge Service" and offer door signage asking patients to send a text when they arrive so a staff member may meet them outside their car. Two-way text enables the staff person coming out to meet them to be prepared with their pick-up, etc.</p>	<p>"Thank you or visiting {name of practice.} For your convenience, and to prevent the spread of COVID, we're offering Curbside Concierge Service. What may I help you with today?"</p>
 Follow-up	<p>Confirm patients enjoyed their visit, ask for an online review and request contactless payment with text-to-pay.</p>	<p>"Our office is 100% committed to patient safety and satisfaction. Your feedback is very important to us as we continue to adapt and improve post-covid. In the next day or two, you may receive a link to complete a patient survey, and/or an invitation to leave us an online review. Are you willing to take 2-3 minutes to complete one of both of them for us? Thank you!"</p>

Reopening Patient Communication Checklist

A consistent message across communication platforms informs patients that you're delivering on your safety promise. Use specific examples and pictures of how you're doing it so they know what to expect when they come back.

- Voicemail / Phone Greeting**
 - Update hours
 - Content focused on safety and what to expect
- Website**
 - Update hours
 - Create landing page for what to expect during your visit
 - Wellness forms
 - Add custom, electronic patient forms or link to your EHR
 - Add or turn back on your online scheduler/or request form
- User Review Sites (Facebook, Google, Yelp, Healthgrades)**
 - Update hours
 - Update copy in business listings to include emphasis on safety
- Social Media**
 - Update hours
 - Develop & post content focused on making safety fun
- Text-to-Pay**
 - Setup and create messaging templates
 - Setup virtual credit card terminal
- Two-Way Text**
 - Setup and create messaging templates
 - Wellness forms
 - Curbside concierge
 - Appointment reminders
 - Appointment recall
- Email**
 - Setup and create messaging templates
 - Send reopening emails, updates on hours, what to expect during visit



Tools for Patient Communication

You need the right technology and tools to communicate with existing and new patients quickly, efficiently, and safely. The following solutions make it easier to notify patients when you open, address new COVID-19 health and safety protocols, and help them understand what they can expect when they visit your practice.



Innexus Texting Booster

Easily "text-enable" your landline phone number to enable quick and safe communication with patients for curbside adjustments and repairs, to schedule a visit, check-in for an appointment, upload pictures of their insurance cards, and more. You can even send a secure payment request and patients can conveniently pay their bill whenever they want... often the same day!



Innexus Social Booster

Effortlessly send texts or email invitations to patients requesting online reviews. It also includes access to a HIPAA compliant photo-release functionality for patient pictures and testimonials, post-ready social media content, a post scheduler, and more to build a positive online reputation that helps patients choose your practice.

Request a demo of these tools by calling **888.963.8894** or email sales@getinnexus.com.

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