

BEST PRACTICES TO GET YOU BACK TO PRACTICE



A blurred background image of a storefront at night with warm lights. A white sign with the word "OPEN" in large black letters is visible in the foreground.

Strategies for Bringing Patients Back to Your Office

From Dr. Jennifer Stewart and
Dr. Bridgitte Shen Lee.

- 1 Communicate with Purpose and Compassion**
Utilize e-newsletters, social media and update your website to reflect office closings, new hours, and changes in protocols. Many of us have been closed or changed our office schedules – patients need to know when you are there.
- 2 Think Outside the Box**
How can you provide services to patients digitally, through app-based services and remotely? This may include continuation of telemedicine, online stores, remote training for sports vision and vision therapy, digital education (I&R training done via video), touchless office procedures such as patient payment and paperwork. These services can improve patient experience and practice efficiency.
- 3 Obtain New Skills and Knowledge**
Use the extra time to learn new skills and obtain certifications, both for your professional development and for your practice growth goals.
- 4 Give the Why Behind the Why**
Patients may be unsure about returning to your offices. Make sure to let them know WHY and HOW you are taking steps to protect them. This can include social media posts and stories, confirmation emails, updates to your website, and in person education.



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