

Steps for properly communicating to patients during a crisis:

1. Establish your office's COVID-19 policy utilizing national, state, and local board guidelines.
2. Ensure the proper team members have access the office's Practice Management and Patient Communication software remotely and securely. Reach out to the manufacturer's support team if you need help.
3. Notify patients regarding a closure, limited hours, or special precautions using your communication tool's mass email communication feature.
4. Disable or modify reminders and confirmation communications (email, text, voice, etc.).
5. Disable or block ability for patients to book appointments online during a closure or limited hours.
6. Add copy to your website and social media pages regarding your COVID-19 policy, closure, precautions, or limited hours.
7. Add contact information and policy for dental emergencies to your website, voice mail, emails, social media pages, etc.
8. Quickly notify patients that are already scheduled for appointments of office closure or limited hours utilizing a Notify All Scheduled Patients email or text messaging feature of your communication service
9. Utilize Two-Way texting feature for communicating one on one with scheduled patients regarding closure or limited hours.
10. Ensure team members can continue performing collection-related tasks (insurance management, billing, payment posting, etc.)
11. Ensure you have a team member monitoring the phone and/or returning phone calls to patients.