

Re-Opening Email Announcement Template

Purpose: Increase appointment bookings when re-opening

Who to send to: Current/previous patients, your list, post on social media on your personal/business page

Body of email framework

- Write something personal about your excitement about re-opening and the protective measures you're taking at your clinic.

-Bring up why it's important to come in (including why it's more important now than ever)

-Address the most FAQ or concerns people have about coming in

-Insert a call-to-action

Call to action

Option #1

Book your xx now about that health issue you've been putting off getting checked out.

OR

Book your xxx now about that health issue you've been ignoring, because you had haven't had the time.

Option #2: (Referencing closing)

Book your xxx now about that health issue you haven't been able to take care of until now, because we've been closed.

OR

Schedule your appointment for your xxx

Take care of yourself by putting yourself first today :) It's especially important to take care of your health during these times.

OR

Book your x appointment now and get yourself first in line for first choice of appointments as we re-open.

Objections Cheat Sheet

Overall ways to address any objection:

Tip: acknowledge first their concern

Share a relatable story

Talk about their health issues (especially those that make them at higher risk for mortality from COVID-19, ie: diabetes, asthma; or issues, ie: pregnancy) & how it may be a higher risk to them if not treated or taken care of best as possible

| Patient Concern: | How to Respond: |
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| <p><i>“Will there be other people in the treatment room (or waiting room)?”</i></p> | <p>If there won't be any other people in the waiting room, just tell them that.</p> <p style="text-align: center;">--OR--</p> <p>“No, only one person at a time.”</p> <p>“No, you'll be in a private room for your treatment.”</p> <p>“Only one patient is allowed in the waiting room at a time. Wait in your car and we will text you when ready for you.”</p> <p>“We've had people worry about that. We let folks especially worried wait until their room is ready then whisk them right in. They wait in their car or just outside of the office.”</p> |
| <p><i>“I'm afraid of risking contamination”</i></p> | <p>Ways to make the visit more comfortable for them:</p> <ul style="list-style-type: none"> • Offer them to come in first slot in the morning and ensure them they will leave before anyone else arrives. • You may also allow them to bring their own sheet to put down so they touch nothing. • Leave the door open so they don't have to touch door handles <p>Acknowledge that there is risk in going to all public places, yes, and let them know about the safety protocols you do have in place to minimize those risks. Let them know that 1:1 contact with protection carries very little risk</p> <p>To reduce the fear of contamination, send out email or post a video explaining what a visit is like, highlighting the safety protocols</p> <p>Include visual framework of safety protocol. Example: https://www.facebook.com/tingpharmacy/photos/a.1644242219221233/2508851039427009/?type=1&theater</p> |

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| | <p>Include examples of other countries that have re-opened without high incidence of COVID coming back</p> |
| <p><i>“Any exposure is risky”</i></p> | <p>“The risk of exposure is lower when both are wearing a mask, ~6ft apart and being mindful of hand hygiene.”</p> <p>Talk about the amount of exposure - the particle numbers change the risk. Higher immunity with (your expertise) lowers that risk.</p> <p>Talk about exposure comparison ie, going to a grocery store, Home Depot, restaurant, out on the street vs in your clinic</p> |
| <p><i>“I’m feeling kind of nervous about your plan, but I don’t have good reason. I know you are doing the right things.”</i></p> | <p>Ask what it is they are nervous about in particular, is it the location? Is it sanitation? Is it space between appointments or people in the treatment room? And from there, sending an article about COVID spread with follow up that particularly backs their concern in question.</p> <p>It may be that it’s something completely unrelated to your practice so ask into that, offer psychological support</p> <p>Mention you are screening everyone with a contactless thermometer</p> <p>Offer a telemedicine treatment until patient feels comfortable. Explain positive experiences of other telemedicine visits.</p> |
| <p>Finance-related concerns:</p> <p><i>“I’m still not working or not worked for almost 3 months”</i></p> | <p>How much is their problem costing them?</p> <p>If they’ve never tried the service, they need to be educated on what you offer and how it can help them, including financially.</p> <p>Feeling poorly can mean lower productivity, potentially losing a job or not moving up in their company. The time spent concerned about their health issue means time not being present with their loved ones.</p> |
| <p><i>“This type of treatment isn’t considered essential or necessary”</i></p> | <p>Look into the specific guidelines in your state/area so that you are knowledgeable on the specific restrictions that might pertain to you. Some states may consider your expertise as necessary.</p> <p>Help people understand that by keeping their body strong and healthy it will benefit their immune system and prevent problems down the road. Especially if they have comorbidity.</p> <p>“My expertise will help your stress response and its effect on the immunity.”</p> <p>You can also adapt your procedures to provide care even when you can’t be traditionally open. I.E. Most labs can be done at home. If necessary hire a</p> |



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| | <p>phlebotomist to come draw their blood so they can continue their health plan or learn more about themselves.</p> <p>Offer telemedicine visits to help improve their symptoms</p> |
| <p>“I’ve been waiting to come in because I assumed you were not open.”</p> | <p>Prevent this by:</p> <ul style="list-style-type: none">• Sending notices to your email list• Making sure it’s clear on your website/yelp/google page that you’re open• Posting a FB live that you are open |
| <p>“I’m in a high risk group that was told not leave the house at all.”</p> | <p>“Getting support with their health/helping to reduce inflammation through your services may eventually reduce your risk”</p> <p>Offer telemedicine services/packages including some virtual exams & exercise/movement prescriptions</p> <p>Talk about their health issues (especially those that make them at higher risk for mortality from COVID-19, ie: diabetes, asthma; or issues, ie: pregnancy) & how it may be a higher risk to them if not treated or taken care of best as possible</p> <p>Consider offering house calls-can be a great service at this time</p> |