HENRY SCHEIN®

SOLUTIONS FOR HEALTH CARE PROFESSIONALS

General messaging for the COVID-19 pandemic

Tips and messaging guides to help patients understand your COVID-19 policy and reschedule their appointments:

COVID-19 has forced us to change how we conduct our daily business and even how we interact with each other. During times of uncertainty, it's critical we have a plan to effectively communicate with our patients to help deal with any disruption to their dental care schedules, while continuing to provide a quality patient experience.

Below are some best practices for using your patient communication tools to send messages that ease patient concerns, clarify your COVID-19 policy, provide dental care information, and reschedule appointments for when your practice is ready. Also included are sample messages to help you communicate practice closure and reopening.

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.

Messaging guides for communicating to patients about your COVID-19 policy:

For automated emails announcing: Office Closure

As novel coronavirus (COVID-19) diagnoses continue to increase around the world, we are committed as always to providing a safe and hygienic environment for our patients and team. Updates may change day-to-day but currently, individual state dental associations are recommending for dental practices to suspend nonessential or non-urgent dental care for the next two weeks to help with social distancing efforts in order to help slow the spread of the virus. If you have a dental need and are unsure of the next steps, please do not hesitate to give us a call so we can help you! Our phone lines will be staying open and appointments will be available on an as-needed basis. We will keep in touch if current guidelines change and will let you know of any updates. Thank you for your trust in us, and we look forward to helping you with your dental care in the future.

Messaging guides for communicating to patients about your COVID-19 policy (continued):

For automated emails announcing: Office Open

As novel coronavirus (COVID-19) diagnoses continue to increase around the world, we are committed as always to providing a safe and hygienic environment for our patients and team. Updates may change day-to-day but currently, our doors are still open and we are maintaining business as usual. We do kindly ask, for the health and safety of patients and our staff, that only the patients receiving dental treatment come into the office. We will continue to use precautions with every patient we interact with in order to keep you safe! If you have a dental need and are unsure of the next steps, please do not hesitate to give us a call so we can help you! Our phone lines will be staying open and appointments will be available on an as-needed basis. We will keep in touch if current guidelines change and will let you know of any updates. Thank you for your trust in us, and we look forward to helping you with your dental care in the future.

For automated voice messages announcing: Office Closed

Good morning/afternoon, this is Dr. _____'s office.

We are calling to let you know that due to local outbreaks of COVID-19, the disease caused by the new coronavirus, our office will close until [insert date], at which point we will look at the local situation and evaluate reopening or extending our closure. Thank you for patience and understanding. We hope you and your family and friends stay healthy and safe during this outbreak

For automated voice messages announcing: Office Open

Good morning/afternoon, [insert patient name]. This is Dr. _____'s office confirming your appointment for [insert date and time].

To protect our patients and staff during the new coronavirus outbreak, we are taking additional precautions to keep you safe. This includes being more aggressive with daily cleaning in the waiting and clinical areas. If you are experiencing symptoms such as fever, coughing, shortness of breath or body aches, please reschedule your appointment for at least two weeks after your symptoms end. You will not be charged a cancellation fee for any appointments canceled due to illness until further notice. We are monitoring the situation at the national and local levels, and we will keep you updated with any changes.

Tips for using Henry Schein One Patient Communication Software:

If you are a user of Henry Schein One North America patient communication systems, such as Demandforce, Lighthouse360, Dentrix Patient Engage, Sesame, or Communication Manager, you can use these features now:

- Email Campaigns or Newsletters
- Two-way Text Messaging
- Appointment Cancellation and Rescheduling Messaging
- Family Messaging
- Facebook Integration

Helpful "How to" tips:

Visit these help pages for steps on how to use your specific software features to communicate to your COVID-19 policy and reschedule patients.

For Patient Communication users, visit:

Demandforce

Lighthouse360

Patient Engage

Dentrix Patient Engage

Sesame Communications

Communication Manager

For website users, visit:

Sesame Communications

Officite

Website Manager

If you have any questions regarding how to reach your patients, best practices, or how your business can adjust to the evolving situation, please reach out to our support team at 833.471.2273.

If you do not use Henry Schein One patient communication tools, feel free to use these recommendations in your own practice. And if you would like to learn more, we're here to help, at 833.471.7253.