A detailed, close-up photograph of an optometric instrument, likely a phoropter. The image shows several circular lenses with various adjustment dials and scales. The scales include numbers for degrees (0, 15, 30, 45, 60, 75, 90, 105, 120, 135, 150, 165, 180) and diopters (0, ±12, ±50). The instrument is primarily black and silver, with a metallic finish on the adjustment knobs and dials. The background is a soft, out-of-focus grey.

Practice Restart

A GUIDE FOR REOPENING

OPENING YOUR PRACTICE

SUPPORTING YOUR REOPEN

As you begin the process of reopening your practice, there are a number of new steps and things you should be mindful of. Not only do you need to ensure the health and safety of your entire team and your community of patients, it is also just as important to consider how your business will operate and the changes you may need to consider. We all face challenges and uncertainty as the economy recovers from the pandemic and provinces start the reopen process.

This guideline was developed, and the content curated with the support of a Restart Committee including individuals representing the Eye Recommend membership, board of directors and leadership team. The team provided guidance, ideas and things practices need to be aware of, plan for and consider as you reopen.

Supporting resources and documents to accompany this guide are available to Eye Recommend members and will continually be updated on the member portal website. We are a community who is dedicated to supporting each other and independent optometry across Canada.

BUSINESS PLANNING: Ensuring your practice is ready

- Review your business model and re-think your metrics
- Look at business alternatives and new opportunities
- Keep a journal of your decisions

SAFETY: Preparing for a safe reopen

- Reduce the risk to your team and patients
- Introduce necessary safety barriers
- Ensure proper personal protective equipment is sourced and available
- Implement new policies and procedures

YOUR TEAM: Recalling and empowering them

- Plan and prepare to bring your team back
- Bring your team back to work
- Recreate the culture at your practice

YOUR PATIENTS: Communicating and keeping them informed

- Keep your patients safe
- Connect with your patients



BUSINESS PLANNING: ENSURING YOUR PRACTICE IS READY

As your practice begins the reopen process, making sure to review your business plan and make adjustments as necessary is an important step. Decisions on your business operations, cash flow, revenue and staff are all considerations to review. You may want to look at a staggered approach and slowly build back to your regular operations. Understand what this may look like and make a plan with different scenarios. Consult with your financial and legal advisors who are available to support you and your business.

1

Review your business model and re-think your metrics

2

Look at business alternatives and new opportunities

3

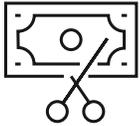
Keep a journal of your decisions

1 Review your business model and re-think your metrics



Plan cash flow for the first few weeks of start-up

Remember that you will have payroll costs within two weeks, and provincial health billings are going to be at least two weeks behind – consider preferentially booking private pay exams or other ways of receiving immediate cash payments.



Look at ways of cost cutting

Cut any expenses possible and operate as lean as possible. Discontinue all travel, limit purchasing and tightly oversee approvals for purchasing including credit cards, inventory, office supplies, phone plans etc. Look at pausing any subscription services that are not necessary.



Downsize to match your reduced revenue

Hire back on a scaled basis, reduce expenses to match reduced revenue or there will be no profit. For example, if your practice revenue is down 20%, look at reducing your expense by the same or you may run into cash flow issues.



Understand additional costs

Review your fee structure and consider small increases and factor in the added costs to your practice as you start to reopen and maintain physical distancing. This includes staffing and overhead if you are adjusting hours (open earlier and later), software costs (SMS, online forms, web updates), purchasing PPE, signage and equipment and any other expenses not otherwise incurred.



Understand staff feasibility

As you plan your start up, understand how many staff you can bring back and when based on your projected cash flow. You may not be able to bring all staff back at once and may need to stagger the restart date or even look at potentially laying off permanently.



Re-asses and review targets

Look at your KPIs and benchmarking targets, re-set any staff bonus metrics or team goals.

Look at your current revenue

Consider alternative cash flow options including teleoptometry and other revenue streams. This could include increasing exam fees to cover costs of PPE and other COVID related increases.

2 Look at business alternatives and new opportunities



- Consider alternative revenue options**
Explore additional revenue streams through e-commerce platforms (Eye Recommend has a partnership with sightly.com) where consumers can purchase contacts, eye drops, vitamins, sunglasses, products, cosmetics or accessories.
- Plan patient flow**
Consider how many optometrists you have working at your practice and how you can adjust schedules to spread out the entire teams schedule. This may include opening your practice up earlier and closing later, adding days and weekends.
- Prepare mentally and financially**
Make sure you are ready for the potential practice shutdown for a two-week period if ODs or employees contract COVID-19.
- Manage your inventory**
Pay attention to all your purchases. Ensure your inventory is a reflection of your current patient volume and footprint.



3 Keep a journal of your decisions



- Document your business decisions**
Make notes and start a journal on all decisions you are making that relate to your business including any staffing changes and why you chose to do things the way you did. Things are moving so quickly and change every day. What you understand to be accurate today is possibly changing tomorrow. A journal will allow you to easily look back and understand what your decision making process was at the time the decision was made. This process will help you understand how COVID-19 has impacted your business and all your decisions in one place.



SAFETY:

PREPARE FOR A SAFE REOPEN

The health and safety of everyone is a priority as your practice reopens. The events that have unfolded over the past few months has not only affected the economy; it has changed how we all interact with one another. As you plan your reopening, look at ways to introduce new policies and procedures to reduce the risk and help eliminate the spread. Ensure you follow guidelines and regulations as outlined by your provincial college and/or association.

1

Reduce the risk to your team and patients

2

Introduce necessary safety barriers

3

Ensure proper personal protective equipment is sourced and available

4

Implement new policies and procedures

1 Reduce the risk to your team and patients



Don't see patients who are symptomatic

Develop practice policies and procedures that can be shared with patients and your team. Make sure your team is trained on these new regulations so they can support and answer any patient questions.

Look at alternative solutions for patient care

Determine different ways to support patients who are not able to enter the practice, whether teleoptometry, a specific pick-up and drop-off process and direct to home shipping.



Reduce patient time at your practice

Look at ways to do consults virtually or over the phone to reduce the amount of time patients are inside your practice. Look at creating a pre-appointment question checklist that will help your team prepare for the appointment including setting aside frames, accessories or items to address questions and concerns.

Adjust sales rep visits to your practice

Further minimize exposure to your team and practice by consulting with reps virtually.



Review staff scheduling

Reduce the number of employees in your practice by looking at hosting regular staff meetings virtually, create 'teams' with schedules based on alternate shifts (if you are able), avoid having individuals share workstations and phones and stagger breaks to reduce numbers in the break room. Dividing and scheduling your staff into teams is to limit the exposure to the practice if one employee gets sick - you therefore can look at closing the practice for a day and doing an intense reopen the following day with the 'unaffected' team.

2 Introduce necessary safety barriers



Put in place structural barriers to prevent exposure

Look at areas that are high exposure in your practice such as plexiglass vapour barriers at reception and dispensing desks or shields/barriers on microscopes and other equipment.

Review your current equipment

Follow your Provincial Association and College guidelines on any regulations on the types of optometry equipment you can and cannot use and plan accordingly so you can continue providing patient care. In addition, ensure your equipment can be easily disinfected and sterilized between patients.

3 Ensure proper personal protective equipment is sourced and available



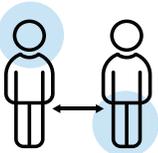
- Always use proper hygiene**

There are many types of personal protective products and the use/need varies depending on the risk. Remember a key foundation of protection is proper hand hygiene and not touching your face.



- Understand PPE Options**

Look into the types and available PPE for your office including gloves, masks and eye protection. Be aware of the products you purchase and do your due diligence to ensure products are marked FDA and/or CE and/or Health Canada registered. Insist on seeing associated certificates to confirm and follow regulations and guidelines from your provincial governing associations or colleges.



- Establish PPE policies and procedures**

These policies and procedures should be for both your team and patients who enter your space. Consider when wearing PPE is required and when it is not. Outline and follow recommended guidelines for washing, changing and disposing PPE that has been used.

- Donning and doffing PPE**

Ensure everyone is aware of how to properly don and doff all PPE which includes the proper handling and space awareness.

- Alternative protective solutions**

Consider additional methods of protection including physical distancing, hand washing signs, and reminders to your team and patients.



- Consider scrubs at your practice**

While scrubs are not a form of PPE, and do not offer additional protection, they make washing clothes daily easier. Consider purchasing 2 pairs for each team member. They offer a visible sign that you are taking precautions at your practice.

4 Implement new policies and procedures



Practice Operations

- Educate your team**

Ensure your team is aware and demonstrates an understanding of all new policies and procedures to keep themselves, colleagues and patients safe.

- Adjust your practice layout**

Look at changing the layout and flow to maintain physical distancing and minimize wait times. Evaluate the distance between chairs in waiting rooms and the location of equipment as it relates to patient flow.

- Remove non-essentials**

Items that are frequently touched by different patients, would require frequent cleaning and are not mandatory to the appointment including magazines, toys and communal beverage stations.

- Be clear with signs**

Look at placing social distancing signs and/or stickers such as floor markers and new practice procedures.



4 Implement new policies and procedures... continued



Create a cleaning schedule

Establish cleaning and disinfection procedures and frequency schedule for your practice and ensure you are stocked with cleaning supplies including no-touch trash cans, hand soap, alcohol-based hand rubs with at least 60% alcohol (as per CDC) and disposable towels.

Establish a process when someone gets sick

Encourage the team member to stay home and minimize contact among workers, vendors, patients for a set period of time.

Prepare for a practice outbreak

Establish policies and procedures if there is an outbreak at your practice including staff and/or patient that has come into your practice or in contact with a team member. Consider isolation, potential 14-day closure, thorough cleaning and sanitization etc.



Precautionary Screening

Look at pre-screening everyone

Prior to entering the practice, all team members and patients should self-declare the status of their health.

Patients must be asked:

- Whether they have travelled outside their respected province in the last 14 days
- Whether they have been in contact with a known COVID-19 case
- Whether they have any symptoms

Optometrists should continue to visit their Provincial Health website for the most up to date screening criteria.

Determine urgent appointment process

Optometrists should not see any patients in practice who do not pass the screening criteria. If the patient has an urgent/emergent eye issue that cannot wait, coordinate a virtual meeting with an OMD or direct the patient to an urgent care centre who is equipt to treat patients with potential COVID-19.

Address symptomatic patients

Reschedule any patient appointments as necessary. Any patient who identifies as being symptomatic should be instructed to call their Health Links.



Exam Processes

Monitor virtual communication

Check on procedures done electronically or by phone as much as possible.

Revise collection of patient history

Reduce touching pens and clipboards as much as possible. Default to verbal checking of personal information and consents (waiting room should be empty so privacy is less of an issue). Consider implementing online update forms that are texted or emailed to patients prior to arrival to reduce time in the 'waiting room' while patients update their history.

Look at online or verbal intake forms

To reduce time inside the practice, patients can complete forms prior to entering the practice. You can schedule your team to call the patient before the appointment to get the information over the phone or look at external platforms. Some EMRs allow you to send forms directly by email or text once a patient has booked an appointment. Always refer to your provincial privacy rules. Remove unnecessary questions gathered at intake that have no purpose.



4 Implement new policies and procedures... continued



- Consider a virtual waiting room**

Online platforms or your EMR routing system and have your patients check in virtually when they arrive and wait in their car. You can also have them phone or text your practice when they arrive, and you can phone/text them back to notify them when to come into the practice once you are ready to process them into pretest.

- Decrease touchpoints**

Pretesting and other could be done by ODs, or supertechs/scribes. This will help reduce multiple different staff contacts with each patient. Think about your flow and your trained staff as to what decreases touch points for each patient.



- Reduce unnecessary testing**

Use judgment on what tests are necessary or alternative options to maintain physical distancing and time interacting directly with patient. If not urgent, look at scheduling tests for a later date.

- Use teleoptometry for problem-specific exams**

Consider seeing patients in-person only as needed, or direct referrals to OMDs. Partial and problem-specific exams can be fully managed via teleoptometry examples such as dry eye follow-ups, allergic conjunctivitis, subconjunctival hemorrhage, ocular migraines, can all be adequately managed via teleoptometry.



- Look at telemedical referral platforms**

Whenever possible look at telemedical platforms to allow consults between ODs and OMDs. Communicate and plan with local OMDs to reduce duplicated in-person testing and patient visits.

- Understand your practice patient capacity**

Set a maximum number of patients allowed in the practice at one time. Assign a staff member to monitor this number as well as to monitor physical distancing protocols. Do not allow more patients into the practice once this maximum is reached.



- Appoint a safety officer**

This individual will ensure proper sanitization at the practice including products that are available, physical distancing is being adhered to, PPE is properly worn etc. You could look at a different person for specific days of the week to spread the responsibility.

- Make payments at the end of the appointment seamless.**

Look at pre-billing insurance while the patient is in the exam room, and utilize card tap whenever possible at checkout (credit companies have all upped their limits to \$250 right now). Consider emailing receipts to patients vs. printing.



Optical Processes

- Schedule your appointments**

Book appointments for pick-ups, repairs, and adjustments as much as possible. "Walk-ins" will have to wait outside until called in.

- Consider evening and weekend pickups**

Consider scheduling pick-ups for evenings or weekends when there is less patient flow. Try and do as many 'curb-side' pick ups as possible.

- Change your frame selection process**

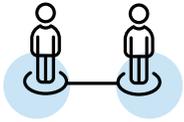
Frame selections should be one-on-one "white glove" service with an optician. Patients do not grab/touch frames on their own. Frames get placed into a tray for sanitization once they have been touched/tried on.



4 Implement new policies and procedures... continued



- Look at ways to do PD measurements**
Avoid use of pupillometers in favor of manual methods, digital measuring systems or use past PD measurements. Alternatively invest in a pupillometer shield.
- Introduce safety barriers**
Install a narrow plexiglass shield at dispensing desks that opticians can reach around for measurements and adjustments. Dispensary staff could wear masks and face shields to better protect themselves while in closer contact to patients.



Patient Scheduling

- Maintain physical distancing**
Consider patient journey mapping along with physical distancing requirements when planning out your appointment schedule. Longer spacing between appointments is almost certainly required and/or longer hours will be needed to see more patients.
- Schedule multidocor practices**
Consider two shifts of staff and doctors such as, 8 am – 2 pm and 2 pm – 8 pm to provide the necessary physical distancing and patient care.
- Review your hours of operation**
Consider adding extending practice hours - evenings and weekends.
- Continue using teleoptometry**
If you are using teleoptometry, continue for triaging urgent/emergent issues – anything but routine eye exams get triaged/assessed via teleoptometry first.
- Schedule all patient appointments**
Book appointments for adjustments, repairs, and pick-ups to control flow through the optical practice.
- Address all cancelled appointments**
For all appointments that were cancelled and not yet rescheduled while your practice was closed, consider starting from March 16th and working your way forward to reschedule patients. Prioritize any patients you feel are a greater priority due to underlying ocular health conditions or VIP patients.



Considerations for Prioritizing Bookings:

- Who are your VIP patients, who buys from you
- Who are revenue generating patients
- Who are medical/urgent patients (POAG/AMD/Urgent Care)

When you start connecting with these patients, ask them to subscribe to your text messaging service for your practice to communicate with patients in their cars, if this is something you are making available. This is also a great time to ask all patients at time of booking for their current emails and cell phone numbers for patient communications.



YOUR TEAM: RECALLING AND EMPOWERING THEM

Your entire team is an integral part of your practice. Teams in the past few weeks have all been faced with new realities and new ways to stay connected. As you plan on reopening and bring your team back, make sure you consider the impact financially and culturally as you come together. A lot has changed over the past few weeks that practices have had to close their doors. You may be faced with some team members who are not willing to come back. You may find you have to stagger the start dates or make tough decisions on which team members you are able to bring back. This is a time to look at your entire team, the roles, their capabilities, their fit and your entire team culture. Your practice is a true reflection of you and your team.

1

Plan and prepare to bring your team back

2

Bring your team back to work

3

Recreate the culture at your practice

1 Plan and prepare to bring your team back



Understand your funding options

The Government of Canada has made a number of funding programs available for individuals and business owners. Ensure you are taking advantage of the programs available for your situation. Work with and consult with your financial and legal advisors.

Determine how many hours and days of the week your team will work

Align with your new office and patient processes and plan your team to support what you need.

Understand your team may be different

Be prepared for some team members not wanting to come back to work, roles changing and culture shifting. Be prepared to work with your team to build up your culture and the confidence in your team.

Determine which team members you are bringing back

This includes when and what their schedule will look like. You may decide to stagger start dates based on your cash flow forecasts.



Considerations when determining who to bring back

→ The compensation among the different team members

→ Past performance and behaviours

→ Skill sets and what you need

→ Some team members may only need to be brought back part time

→ Some team members may only want to work part time

→ Some team members may not want to come back at all

→ Look into the Government of Canada workshare program

→ Conduct an employee skills assessment and practice demand assessment. For example, if only one or two individuals will be working while the optometrist sees emergencies, look at who can meet all the job requirements, or the most requirements, and go from there.

→ If you're updating employee manuals does one person understand every job vs. another who has only worked in only one position. If it comes down to choosing between multiple qualified individuals, you could use a system such as seniority to make it fair.



2 Bring your team back to work



Recalling Your Team

Have individual conversations

Ensure conversations are one-on-one with each employee, explaining what the plan to reopen is and how it affects them.

Consider partial salary options

You have the **option** to pay a partial salary under the CEWS. If you will be doing this, ensure you explain they will be coming back at 75% of their previous salary (or the percentage that you plan on) and you will re-evaluate to shift back to the previous salary in X time frame/when business conditions improve.

Consider reassigning job duties

Explain to your team that some duties may be different than what they did before for the practice. To support your practice opening, it is the 'all hands on deck' approach. If you have a planned list of things you may change, tell them your plans so they understand and support you. Keep in mind a dramatic change in duties may be considered constructive dismissal so ensure you document that the employee is in agreement with the outlined changes.

Document all verbal conversations

Ensure your record all conversations with notes so you can refer back to them at a later date. This includes actions, questions, their tone and response. Make sure to put these notes along with the recall letter into their file.

Have open and honest conversations

Make sure you listen to them and let them be heard if they have any concerns. Doing so will go a long way to mitigate any future issues that may arise.



Other Possible Team Scenarios

Employee refusal to work

Keep the lines of communication open and try and understand why:

- For workplace health and safety concerns, you will need to address this
- If they are sick, taking care of an ill family member or child the employee can take a leave of absence and if this is a result of COVID-19 they may still be eligible for CERB

If refusal persists, send a recall letter, advise them of the return to work date, consider job abandonment and termination. Once the ROE is updated with termination, they may no longer receive CERB or EI.

Employer termination

You may decide to terminate some employees contracts, in this case you will need to provide formal written notice and update the employees ROE.

Employee choice to leave

If any team member decides not to come back to work, you will need to update their ROE and proceed with termination.

Announce changes to your team

Let your remaining team know the changes to the team and instill confidence and support for your team to move forward together.

2 Bring your team back to work... continued



Office Policies

Update employee handbook

Adjust your current employee handbook with the updated policies and procedures. You could look at adding a “in times of crisis” section that is specific to the COVID-19 changes.

Introduce an intent policy

Consider having all employees read and sign that they understand the new policies and procedures at your practice as part of their agreement to coming back to work.



Onboarding Options for Consideration

Host a virtual meeting

Connect with your team. Outline the changes, precautions and ensure they feel safe and comfortable to return to work. You may need a few meetings and one-on-one conversations leading up to and at the beginning of the reopen to address concerns. Review how your business has changed including expectations, cross-training, hours, procedures and who to contact if there are questions.

Support your team

Have comfortable two-way conversations and let your team know you are there to support them. Be flexible and transparent with them and understand that sometimes you have to say ‘no’. It may be stressful on the team when someone leaves or when the team reshuffles, so be aware and address this with your team.

Create an onboarding and training checklist

Help facilitate the onboarding process of bringing your team back to work with a quick checklist of things to review when they are back in the practice. This may include:

- Safety procedures
- Cross training, as required
- Communication with patients
- New workflows
- New sales techniques with insurance
- Training on direct billing



3 Recreate the culture at your practice



Practice Culture

Rebuild your culture

Ensure a positive work environment through shared values and experiences among your team. Culture does require deliberate planning and effort. Culture is intentionally created and the likelihood of having a good culture is directly correlated to what you put into it. Culture can just happen, but without deliberate planning it might not be the type of culture you were hoping for.

Establish community relationship

In an optometric practice, those relationships are owner, team members, patients, community at large. There are different levels of relationships that you want to pay attention to and cultivate that overall summarizes who you are and who your business is.



Look at culture as your brand and reputation

Culture is about how your patients, community and your team perceive you and your business.

Resonate with your team

If you do nothing else at all but focus on building amazing relationships with your patients, community and your staff then you will have an amazing culture you are proud of. The most important relationship of all is between you and your team. If you get it right, then the rest will also be amazing. Do this one thing well and then you don't need to fuss as much.

Stay connected to your team

While team outings may not be possible at this time, consider virtual game nights, movie nights or happy hours to foster team spirit.



Culture Leader

Be Authentic

The stronger and more authentic your relationships, the stronger your culture will be, which will translate into a strong financial business.

Be Understanding

Your team may have different feelings at this time with all the change, be understanding on the impact this may have and how you can support them whether they are happy, sad, scared or indifferent.

Recognize

A good leader recognizes and accepts a variety of responses. If you can discover where they are on the spectrum and how you can best support them.

Share and respect emotions

Individuals all have a different range of responses and emotions. Recognizing them and tailor your support to them based on where you think the staff are at.

Communicate

Offer several different communication options and let the staff decide what level they want and what works best for them.



3 Recreate the culture at your practice... continued



Communicate Culture

Create meaningful connections

Ensure to communicate with your team regularly. Understanding days can fly by, make a point in your calendar to reach out at least once a week and let them know you are there for them. If you aren't able to connect in person due to scheduling, send them an email, call or text. Ask them how you can support them.

Build upon one conversation at a time

Build the relationship one conversation or text at a time. Letting them know you are there for them but not overloading them is important.

Support through other team members

Sometimes you may not be able to connect or they are looking for peer-support. Have someone in mind that can support you and your team.



YOUR PATIENTS:

COMMUNICATING AND KEEPING THEM INFORMED

Communication is key. Your practice is undergoing a lot of change and everyone has been faced with new ways of living. As your practice begins to reopen, patients will understand and expect there to be new processes and procedures that you have introduced to keep themselves and your team safe and healthy. Let them know what these changes are and how this affects them and how they can support you.

1

Keep your patients safe

2

Connect with your patients

1 Keeping your patients safe



What Your Patients Can Expect

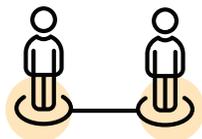
Changes to your office

Before they arrive, let your patients know things may look different and why you made these changes. Reassure them it is for the health and safety of everyone and your practice is taking every precaution. This can be done in an email. Ensure to include any new safety and exam procedures. This can be sent with their intake or history form.

Patient safety protocols

Your patients are likely aware that new safety protocols are in place. Take time to explain what your expectations are and what they can do before, during and following the exam. Post signs around the office with images. Some examples include:

- Please come in alone, unless you are with a child, require a translator or have a mobility issue
- Leave all extra unnecessary items such as food, drinks, coats, large bags in your car or at home
- Wear your own mask (fresh gloves to put on once you arrive)
- Masks/gloves are available to purchase from the practice for \$X
- Practice physical distancing at the practice, maintaining 2 M distance and avoiding touching anything you don't need to



Office capacity changes

Ensure your patients know you are practicing physical distancing and have taken precautions to support whether a max number of patients inside the practice at a time or a new virtual waiting room by waiting in their vehicles.

Adjusted hours

Communicate adjusted hours and days of operation including availability of doctors, amount of time for appointments (and pre and post appointment requirements outside the practice) and if there are certain times/days set for seniors or those most vulnerable.



New office processes

Let your patients know about each of the new office processes including precautionary screening upon arrival and an adjusted exam process.

Patient follow ups

Always follow up with patients to ensure they were satisfied with their visit and received support from your team.

Display Practice Signage

Control patient entry

Look at how you can manage the entry way of your practice within your environment. This may include a locked door policy with a door sign where patients need to text or call to enter or a physically open-door policy, reducing door handle touching with a stop sign or stanchion indicating to patients a team member will be with them. For any door signs, ensure they are clear on what the expectation is and what patients are required to do.

For example *“Due to physical distancing, we can only have 4 patients in the practice at a time. Please wait in your vehicle and call or text us at 800-123-4567 so we know you have arrived. We will let you know when you are able to come in”.*



Symptoms

Indicate if patients are experiencing any symptoms they cannot see you in person but you can offer telehealth consults.

Dispensary

Nicely state that patients not to touch frames. Rather staff will provide “white glove” service.



1 Keeping your patients safe... continued



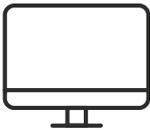
- Front Desk**
Practice Safety Protocol sign such as a pictogram of what you are doing to keep patients safe. Look at distancing placards of where patients should stand to keep their distance.
- Upon Entry**
Sign asking patients to sanitize their hands and wear any personal protective gear. Remind them of protocols if experiencing symptoms and how the office is keeping everyone safe and healthy.

2 Connect with your patients



Keep Your Patients Informed

- Email**
Plan your email communication to inform and keep your patients up-to-date with what is going on at your practice. Including when you are plan on opening, what changes they can expect to see, new safety procedures and office processes and always ensure they know their health and safety is your top priority as you provide eye care solutions to your community.
- Website**
Ensure you update your website and inform your current and potential patients who are looking at your website as a resource for information. Things to consider include:
 - Prominent area stating “We Are Open”
 - Practice Safety Protocols
 - Patient Safety Protocols
 - New Hours
 - Appointment procedures such as no walk-ins
 - Updates to staff/team page
 - Updates to online booking - doctor schedule availability
 - Virtual Care/Teleoptometry
 - Online shop
- Other websites**
Don't forget to update your hours and practice information on other websites you may have a page and be listed on including your Eye Recommend website, Google and optometry locators through supplier partners and your provincial associations.



Stay Active in your Community

- Physical platforms**
Maintain your presence and keep your followers up-to-date with what you are doing. Let your community know you are excited to see them soon.
- Support local businesses**
Remind consumers to support their local community. Thank those who are, encourage others to do so. Let them know how you are dedicated to serving your community, the things you are doing such as partnering with other businesses and what it means to support small businesses.
- Support eye health**
Educate consumers on how you are supporting their eye health including safety glasses, contact lens safety, blue light blocking glasses, treatments, products and routine comprehensive eye exams.





Calgary Alberta
102 - 35 McTavish Place NE

📞 403.295.9111
☎ 866.308.2020
eyerecommend.ca