

Improve Patient Engagement During Public Health Crises

Here are five steps you can revisit now to ensure you'll be ready to engage with patients during future public health events—whether it's the next COVID-19 wave or another yet-to-be-determined test.

1. PREPARE YOUR OFFICE TO ENSURE PATIENT AND PROVIDER SAFETY

Ensure your health system or practices meets national, state, and local criteria during emergencies and public health crises—especially those that may cause office closures or re-openings.

- Sanitation & Sterilization Processes
- Physical Separation for Social Distancing
- Check-in and Payment Processes

2. PREPARE YOUR STAFF FOR SCHEDULING ADJUSTMENTS

Consider your staffing needs and be prepared to make staffing adjustments, including modifying schedules.

- Employee Screenings
- Physical Separation to Ensure Social Distancing
- Employee Education

3. PREPARE YOUR PLAN FOR PATIENT SCHEDULING CHANGES

When practice schedules are interrupted, it is crucial to reach out to your high-risk, chronic patients and begin to triage who you want to see first.

- Hours of Operations
- Appointment Types: Virtual Versus In-person
- Leverage a Medical Call Center to Improve Staff Availability

4. COMMUNICATE CHANGES USING A PATIENT OUTREACH STRATEGY

Once you have determined your plan and schedule, you will want to communicate with patients to set proper expectations about their upcoming visit.

- Medical Appointment Scheduling Software
- Patient Appointment Confirmation & Reminders
- Pre-Visit Instructions with Appointment Reminders

5. PREPARE TO GROW PATIENT ACQUISITION

To ensure you thrive, make sure you deliver the convenience, access, and value healthcare consumers are looking for when seeking providers.

- Ratings and Reviews
- Website Experience

