

Patient Communications GUIDELINES



Patient behavior post COVID-19 will be shaped by current fears. Patients will be selecting dental clinics where they feel they will be “safe” from infection. Practices can deliver these quality and safety assurances by communicating and highlighting the steps that they are taking to ensure healthy, hygienic, and safe procedures.

Nobel Biocare is your partner in delivering solutions. Our goal is to assist you with your patient communication and sharpen the tools in your communication toolbox. We know you have taken, or will be taking, extraordinary measures to ensure the well-being of patients and staff. Let us help you with sample patient resources, designed to be supplemental to government, dental association and best practices established for dental offices.

What

Why

How



E-mail sample scripts

Designed and developed for your personalization

Be a steady presence in your patients' inbox conveying the statement that you are available when they are ready to meet with you. We've developed these email samples so you don't have to start off with a blank slate.

- **Personalize.** Create a genuine connection and remain unforgettable.
- **Acknowledge.** Recognize patient concerns, along with any location challenges, and add them in.
- **Automate.** Incorporate into your patient communication program.



Social media

Now is what you were waiting for

Choose your social network wisely. Find where your patients are and start participating or simply be a steady posting presence conveying that you are open for business. We developed a variety of different templates that you can personalize or use out-of-the-box.

- **Choose your network.** We like Instagram and/or Facebook. Post once but send automatically to both!
- **Use Creator Studio** to schedule your posts. <https://business.facebook.com/creatorstudio>
- **Use canva.com** as a free resource to personalize templates.
- **Be sincere,** authentic, and easy to understand.



Your website

Your patients' first point of contact

Your website is most often the first impression potential patients have of your practice, and it may be the first place current patients will turn to find out your operating hours, open policies and available services. When you keep your website up-to-date by addressing the current situation and providing relevant information, patients will feel more confident that you are engaged with them and understand their concerns.

- **Relevance.** Use our suggested samples and add up-to-date information about how you are caring for your staff and patients.
- **Recommendations.** Have you gone over-and-beyond in providing service during this difficult time? Ask for a testimonial and publish it on your main page.
- **Direction.** Be clear on what patients can expect when visiting. Give pre-visit instructions and any other helpful information so they can feel safe.



We hope this overview was helpful. If you need any help or require more information, please contact us.

