

E-mail Template #1

For ECP's Communicating with your patients during the COVID-19 State of Emergency



STAYING IN TOUCH WITH YOUR PATIENTS WHEN YOUR BUSINESS IS DEALING WITH CLOSURES OR REDUCED HOURS.

SUBJECT

OPTION A: COVID-19 Update: We Care About Our Patients and Our Employees.

OPTION B: Here's How We're Dealing with COVID-19 to Keep You and Our Employees Safe.

PREVIEW TEXT

At [insert practice name], we're taking precautions that will keep our patients safe, as well as our staff. At the same time, we're still in business and are here for you. [←if applicable; if not, replace with: "While we pause business for a short time, we're still here for you."]

BODY COPY

Hi [there],

It's no secret that COVID-19 has had an impact on business operations across all industries. We're taking this time seriously and are looking for ways to keep our patients and our staff as safe as possible.

For us, that means we have made the decision to [choose from the following]: temporarily close business until [insert day and time if applicable] or reduce hours to [insert new hours and days of operation if applicable] and/or focus on specific procedures and appointments for the time being, until [insert deadline if possible/applicable]. Those applicable procedures and appointments include:

- Procedure/Appointment Type 1
- Procedure/Appointment Type 2
- Procedure/Appointment Type 3

If you currently have glasses on-order, don't worry. We're making sure to [insert what you are doing to still get the glasses to your patients, such as curbside pickup]. Both your safety and your vision are very important to us.

We greatly appreciate your support during this time, and we hope to provide you with any resources and information you need for future appointments and treatment. We do have to ask that any patients experiencing coronavirus symptoms continue to stay safe in the comfort of their homes. Otherwise, we promise to tackle your needs as soon as possible.

At [insert practice], we can see the light at the end of the tunnel. In the meantime, let us know how we can help you plan for the overall well-being of your eye health.

Thinking of you,

The [insert practice name] Team

The HOYA logo, consisting of the word "HOYA" in a white, bold, sans-serif font, centered within a blue square.