

E-mail Template #2

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



STAYING IN TOUCH WITH YOUR PATIENTS WHEN YOUR BUSINESS IS PREPARING TO OPEN FOR BUSINESS AGAIN.

SUBJECT

OPTION A: Good News: Things Are Returning to Normal. Let's Plan Your Path to Eye Health!

OPTION B: We've Missed You! Business is Returning to Normal, and We're Ready to See Our Loyal Patients!

PREVIEW TEXT

While we remain cautious, we at [insert practice name] are working to get your appointments and procedures back on track. We've made it to the light at the end of the tunnel.

BODY COPY

Hi [there],

We at [insert practice name] are thrilled to bring positive news after a period of slowdown. While we remain cautious and continue making it a priority to protect our patients and staff, [Insert practice name] will be returning to [normal hours] or [reopening business] on [insert date and time].

When you're ready to make your next eye exam appointment or eyecare procedure, we can make that happen.

Here's a reminder of our hours of operation and contact information for your convenience:

- Hours of Operation: [Insert hours here]
- Number: [Insert phone number here]
- Email: [Insert email here]

We look forward to seeing you and helping you see to your clearest potential.

Warm Regards,

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.