

# HOYA

## COVID - 19

### EMAIL TEMPLATES

# Covid - 19



EMAIL TEMPLATES

**TYPE**  
Email Template 1

**SUBJECT LINE**  
A: COVID-19 Update: We Care About Our Patients and Our Employees.  
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, not to 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.

Thanks,

The [insert practice name] Team

**RESOURCE**  
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**TYPE**  
Email Template 2

**SUBJECT LINE**  
A: Good News: Things Are Returning to Normal. Let's Plan Your Path to Eye Health!  
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:
- Number:
- Email:

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

Thanks,

The [insert practice name] Team

**RESOURCE**  
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