

# GUIDE TO RE-OPEN

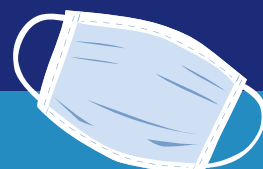


Not sure where to start? We've developed some guidelines to make your re-open strategy as painless as possible!

## 1 SAFETY PROTOCOLS

As you prepare for the re-opening of your practice, IDOC has created a Safe Work Playbook as a guide for preparing your office and employees. We also have a video with IDOC's Steve Vargo and De Rigo REM President & CEO Alessandro Baranti discussing safety in the optical, and a new suggested article about procedures and protocols.

- [\\*NEW\\* Suggested Article: Reopening Ramp Up: Our New Procedures & Protocols](#)
- [Safety in the Optical Facebook Live](#)
- [Safe Work Playbook](#)



## 2 MARKETING

Maddie Langston, IDOC Marketing Consultant, discusses why your practice marketing should be all about communication with patients right now and Dr. Sirgany of Sirgany Eyecare provides a video highlighting safety and cleaning procedures for frames so patients are aware and feel safe coming to the office.

- [\\*NEW\\* Article: As You Reopen, Communicate Your Safety Protocol to Patients](#)
- [Sanitizing Frames Video Example, Sirgany Eyecare](#)



## 3 STAFF

As you prepare your staff for the re-opening of your practice, IDOC has created several documents that will assist in alerting your staff to the reopen and what new policies will be in place once the re-open occurs.

- [Video | May 20th | Dr. Steve Vargo | QOTW: What to do about no shows?](#)
- [Families First Coronavirus Response Act FAQs](#)
- [HR Guide for Your Practice - FAQs](#)

## 4 OPTICAL

IDOC's Susan Daly provides an article to help ease your mind about the impersonal feeling wearing a mask can give you. You can also now request a virtual frame rep appointment!

- [Practice Restart - Optical Management 3](#)
- [Virtual Frame Rep Appointments](#)



## 5 FINANCE

New videos featuring IDOC Finance Consultant Nathan Hayes, CEPA as he discusses new PPP Loan Forgiveness updates and learnings from reopening.

- [\\*NEW\\* Video - PPP Forgiveness Updates](#)
- [\\*NEW\\* Video - Reopening Learnings](#)
- [FB Live Event - PPP Loan Forgiveness Application](#)
- [PPP Loan Forgiveness Application FAQs](#)

## 6 VENDORS

Many of our Vendor Partners have provided frame and equipment cleaning guidelines & PPE. See more here: <https://optometry.idoc.net/covid19partnerinfo>

- [Silhouette Frame Cleaning Guidelines](#)
- [Zeiss - Cleaning Guidance for HFA](#)
- [Zeiss - Cleaning your HFA Perimeter](#)



## 7 INSIDER

As you and your practice prepare for re-open, it's important to review your Insider data to see trends and areas that have been affected in your practice as you ramp back up. See more here: <https://optometry.idoc.net/idocinsiderinfo>