



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

You can never be too safe. In our new blog article, IDOC Human Resources manager Geronda Wollack lays out easy steps to keep your Practice, your Employees and your Patients safe. More Safety Guides here:

- [*NEW* You Can Never Be Too Safe - Safety Blog](#)
- [Practice Restart - Safety Protocols](#)
- [COVID-19 Safety Precautions](#)

2 MARKETING

IDOC Marketing Consultant Maddie Langston shares how to market the reopening of your practice after a temporary closure due to COVID-19, including social media content samples. In her latest blog, Maddie shares updates you need to know from Google on the functionality of the Google My Business listing for your practice. See more Marketing here:

- [*NEW* Updates to Google My Business Listings](#)
- [Practice Restart - Marketing \(article\)](#)
- [Marketing Tips on Reopening Your Practice \(video\)](#)



3 STAFF

Who will be returning and what does hiring and rehiring look like now? Consider creating new shifts if you have to adjust your schedule to minimize patient exposure risks. Consider what training programs need to begin, assuming your practice is running differently now (patient and staff protocol, how do we schedule telehealth appointments, what questions do we need to ask before seeing them?)

4 OPTICAL

Wondering how to sell glasses during a pandemic? Or interested in understanding the patient mindset? Read IDOC optical expert Susan Daly's latest article. More Optical resources available here:

- [*NEW* Practice Restart - Optical Plan](#)
- [Practice Restart - Optical Management](#)
- [Frame Inventory Management: 3 Step Series \(video\)](#)
 - [Step 1- Frames Demand](#)
 - [Step 2 -Brand Analysis](#)
 - [Step 3 -Developing an Adjustment Strategy](#)



5 FINANCE

IDOC Finance Consultant Nathan Hayes has a complete playbook to help you prepare financially to survive a practice shutdown. Also check out our Facebook Live webinar (recorded) to learn more about PPP loans.

- [Playbook | April 2nd | Nathan Hayes | Coronavirus Practice Finance Playbook](#)

6 VENDORS

Many of our Vendor Partners have great resources available to you including social media assets, training webinars, and shipping information. See more here: <https://optometry.idoc.net/covid19partnerinfo>



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>

ADDITIONAL RE-OPEN RESOURCES AT IDOC.NET

