

Checklist

COMMUNICATING A TEMPORARY PRACTICE CLOSURE

Follow this communication checklist to keep your patients well informed of your temporary practice closure.

Clear communication will build rapport and goodwill with your patients that'll pay dividends when your practice re-opens.

- Create your communication message.
This could be in the form of a written message or a personal video message recorded on your phone. It doesn't need to be perfect, just sincere and authentic.
- Email your patient database.
- Email your referral partners, suppliers and local businesses.
- Place a notice on your practice door or window
(Important particularly if your practice is located on a high street).
- Update your Google My Business Listing
Google has created a temporary closure section within your listing.
- Post the message or video on your practice Facebook business page. Pin the message to the top of the newsfeed so that it remains visible.

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- Update your Facebook cover image
Facebook sends a notification to people who have liked the page when the cover image is updated.
- Add a notification to Facebook Messenger.
- Create an Instagram post and add to Instagram stories.
- Create a LinkedIn post if you have a practice LinkedIn Page.
- Update your voice mail and on-hold messaging.
- Send out an SMS to your patients.
- Post the message to your practice website.
Add the message to the following pages:
 - Home page
 - Operating hours and contact page (ensure you include information about how often your emails and voice mail will be checked)

Despite the temporary closure, the patient experience when interacting with your practice is vitally important. Keeping your patients well informed will ensure they'll return to your practice when it opens again.

For assistance, contact
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