

PRACTICE REOPENING RESOURCE GUIDE

BROUGHT TO YOU BY THE VSP GLOBAL® PREMIER PROGRAM



Practice Reopening Checklist

Revised 6/3/2020

Ready to reopen but not sure where to start?

Based on doctor and industry expert feedback, we're here to support you with tips and tools for a safe and successful process. Use this checklist and connect with your VSP® representative or email Premier@vsp.com for additional information.

We hope these suggestions support you in your reopening journey. Always refer to CDC, AOA, and state association websites for additional information.

Before You Open

- Consider a phased opening (e.g., operating with limited hours first) based on patient demand, staffing, and supplies.
- Add updated reopening information to your website—Yelp, Google My Business, and VSP *Find a Doctor* hours and services.
- Share status alerts with patients through text, direct mail, email, and social media.
- Carefully create schedules to manage capacity in your waiting area, exam lanes, and dispensary.
- Determine which services can be performed safely within the practice and which can be offered via telemedicine.
- Establish your supply chain for personal protective equipment (PPE) and cleaning supplies.
- Arrange office furniture, including waiting room chairs to allow social distancing. Consider plexiglass shields for your reception desk.

Your Daily Routine

- Adhere to a minimum of six feet of personal space as per CDC guidelines.
- Call patients before their exam to obtain insurance information and medical history—they will appreciate the safety and convenience.
- Use signages reminding patients of hand hygiene and coughing etiquette, as well as your own sanitization measures.
- Instruct patients to wear face masks upon arrival and observe the same practice.
- Ask patients to use hand sanitizer upon entering or designate a handwashing station.
- Offer special hours for elderly and patients at higher risk.
- Use cashless payments when possible to avoid unnecessary contact.
- Monitor supplies of tissues, disposable towels, hand sanitizers, soaps, bathroom necessities, and trash bins.
- Create a log book to ensure frequent cleaning of all surfaces, tools, and equipment.
- Think about creating a “clean frame” protocol, such as separate, marked trays for worn vs. sanitized frames.
- Offer a curbside waiting room, allowing patients to wait in their car until the doctor is ready. Call or text them when it is their turn.

Remote Patient Services

- Determine the patients that can be seen remotely based on clinical needs.
- Consider a variety of telemedicine opportunities.
- Utilize e-commerce options and virtual try-on technologies.
- Consider patient communication systems—making it easier to distribute notices to patients on changes in your office, as well as online appointment scheduling.
- Explore the idea of curbside dispensing or an outside lock box for patient materials pickup and drop-off.

Find all your Premier Program resources all in one place: vspproviderhub.com 


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1. Patient Engagement

Staying connected is more important than ever, and access to valuable marketing resources can be hard to come by. The Premier Program offers marketing resources like social media posts and customizable signages to help you engage with your patients, and many of these resources are currently available to all network doctors—regardless of Premier Program status. Check out the list below for in-depth resources:



LINKS

- [My Marketing Team COVID-19 Resource Kit](#)
- [6 Patient Engagement Tips for Successful Reopening](#)
- [Marketing Campaigns, Social Media Content, and Tips to Market Your Practice](#)
- [Eye-catching Videos for Patients Made Easy](#)
- [Customized Printed Materials](#)

2. Fostering a Clean, Safe Practice Environment

A clean and safe environment is paramount to staff and patient confidence, but knowing where to start can be overwhelming. Each touchpoint on the patient journey must have health and well-being top of mind, allowing patients and staff to feel comfortable before, during, and after time spent in your office. In addition, be mindful of outside vendor safety concerns by separating sales appointments from patient appointments. See links below from the CDC, AOA, and more:

- [CDC Article | Prepare Your Practice for COVID-19](#)
- [AOA Article | COVID-19 Guidance for Optometric Practices](#)
- [Up-To-Date Information from VSP Global Companies](#)
- [Personal Protective Equipment \(PPE\) Suppliers and Tips](#)



3. Training and Education

Timely training and education help create a smooth transition as you reopen your practice. View complimentary continuing education (CE) courses, webinars, podcasts, and staff recruitment tools from Premier Academy360™ aimed at just that:



- Dive in with [online webinar](#) content, [on-the-go podcasts](#), [CE courses](#) for COPE-approved credits at no cost, and [eLearnings](#) anytime.
- You can also earn complimentary COPE and ABO CE credits through [UUniversity™](#) on demand content.

4. Staffing

Reopening understandably impacts your team. If you're looking for an associate OD, partner with a dedicated recruiter who can help match you with candidates who best fit your practice needs:

- Review these [hiring tips](#) from [Premier Pathways™](#) to increase applicant engagement and find the perfect OD match.
- Watch [recorded webinars](#) on other HR-related topics, like leadership during crisis and building trust.



5. Influence Patient Traffic

Private practice optometrists have always been the core of the VSP network. With millions of VSP members, exposure to a wide range of new patients is something we want to help with. Be sure that you are taking advantage with these useful tools:

- Offer online appointment scheduling via the Schedule an Appointment link on the search results page of the VSP [Find a Doctor Directory](#) and confirm that your practice listing is up-to-date.
- [VSP Primary EyeCare PlanSM](#) coverage is extended to all insured members who don't have the plan through May 31, 2020. Note: You may not see patient eligibility on their coverage details. Call to confirm if needed.
- VSP Individual Vision Plan instant enrollment is now available—visit the [Resources Page](#) to learn more and access tools such as a customized email template to easily communicate this to patients who may have recently lost coverage. You can also earn payments when you educate patients about these plans.
- Ensure VSP Vision Care patients are aware of exclusive offers such as receiving an [Extra \\$40](#) off on select frames.



6. Maintaining a Connection with Your Patients Remotely

Does your practice offer telemedicine or other remote connection tools for your patients? Many other businesses in the healthcare space have explored these options with positive results. These platforms can go a long way in revenue recovery and patient engagement. Also, you can maximize time in your schedule by seeing patients remotely between in-person visits. Learn more below:



LINKS

- [AOA Guide to Telehealth-Based Care during COVID-19](#)
- [Telemedicine Resources and Member Promotion](#)
- [Telemedicine Today and Helpful Resources Brought to You by Eyefinity®](#)
- [E-commerce as an Extension of Your Practice](#)
- [Tips on Staying Connected to Patients Digitally](#)

Are there other ways we can help? Provide feedback to your VSP representative or email Premier@vsp.com.

7. Setting up Your Dispensary

Patient expectations and buying behaviors have been affected by COVID-19. Take time to evaluate your dispensary to create a safe and positive shopping experience. Here are some resources to get you started:

- Post sanitization signage to remind patients and staff of your safe environment.
- Rest assured that VSP is also caring for your safety through proper sanitization during lens and frame fabrication and delivery.
- Consider offering contact lens patients an option to order online through your office for safety, convenience, and revenue. Remind patients that contact lens usage is still safe and encourage them to wear daily disposable contacts like [Unity BioSync®](#).
- Update frame styles for the season with a diverse portfolio of fashion, lifestyle, and performance brands from [Marchon®](#), [Altair®](#), and [industry partner](#) eyewear brands. Freshen up your frame boards with bright spring styles and differentiate with a fun window display.
- Your patients want options when it comes to premium lens enhancements and coatings. [Light-reactive lenses](#) from VSP Optics are one option, but also consider [anti-reflective](#) coatings as well.
- Take advantage of increased choice, flexibility, and exclusive savings with [Premier Partner offers](#).