



COVID-19

A Practice Plan for Recovery

But there is ...

Light at the end of this tunnel!

Social distancing will probably be with us for a while, but practices will be allowed to reopen to general care sooner or later. So we crafted this guide to help you along your way to a booming recovery.

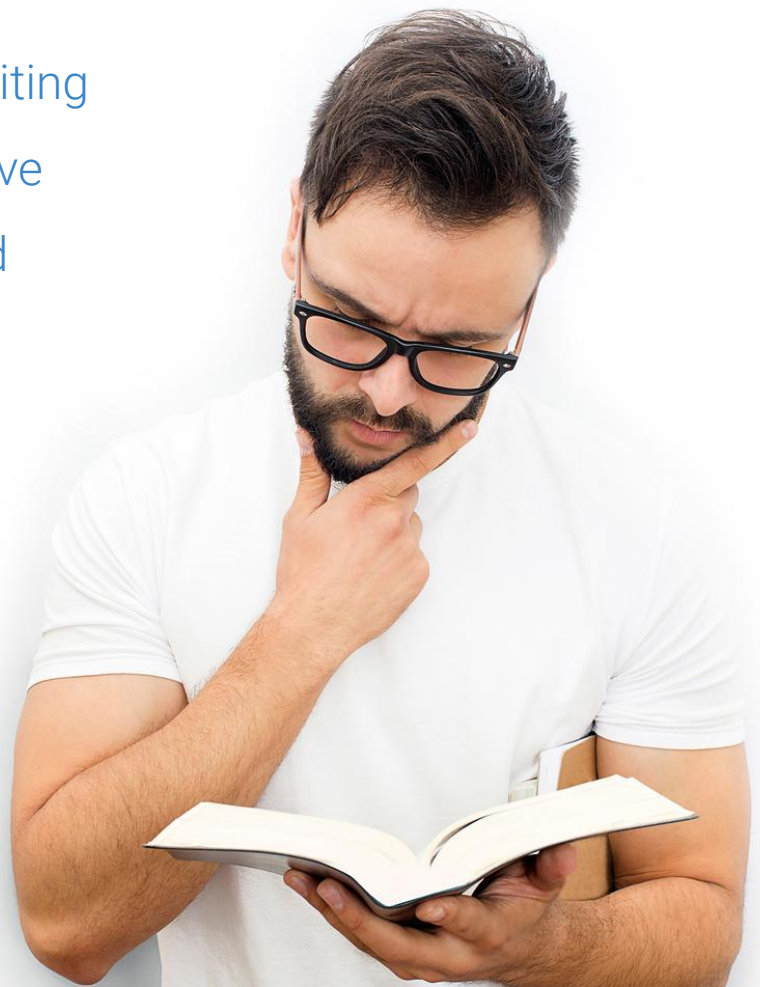
A Practice Recovery Order of Operations



Think Positive, Think Ahead

These are turbulent times for the world, no less for the eyecare industry than anyone else. There is no doubt that we will all look back at this time period as the kind of formative—and transformative!—upheaval that changes the course of society.

In the here and now as of writing this guide, practice doors have shuttered in most states and provinces to all but the most urgent care, revenues have plummeted and uncertainty reigns.



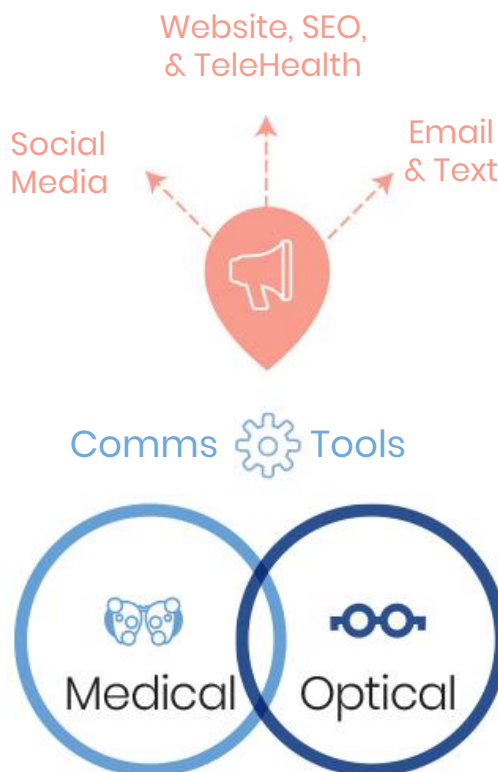
What Does My Practice Need For Strong Recovery?

1

The first step is to stay in the game, which means maximizing as much revenue during lockdown as possible, seeking government aid where applicable, and using telemedicine and your website to consult and sell optical within the limits of virtual consults.

2

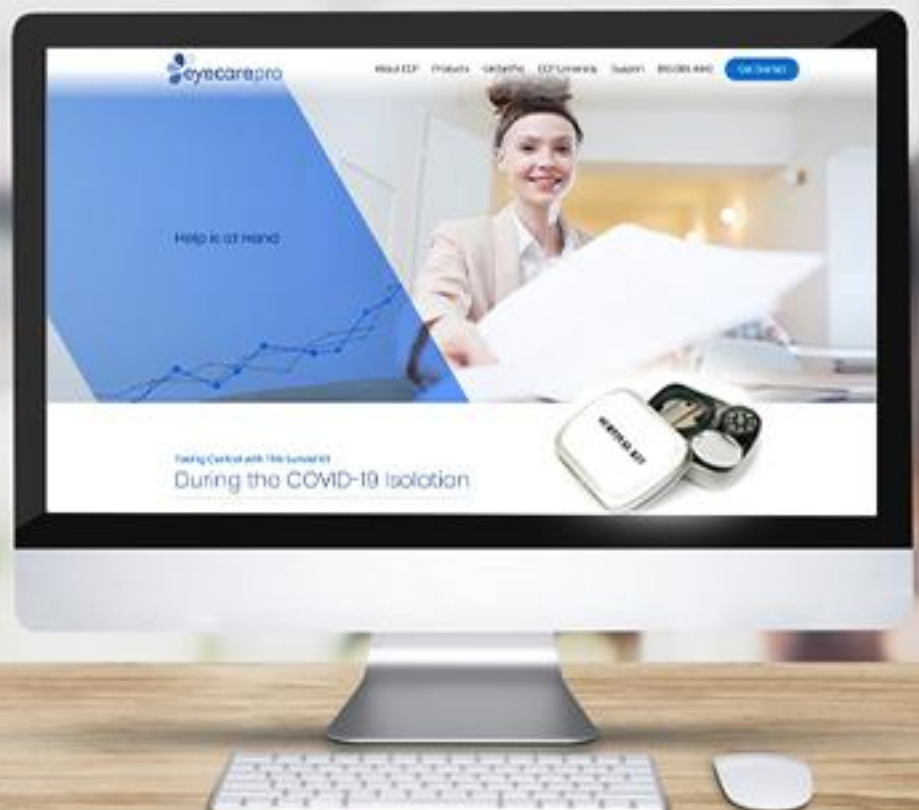
Your practice also needs a strong communications and marketing infrastructure. Everything you hope to achieve for a strong recovery centers on your ability as a practice to be visible and communicate effectively and broadly. You must be a visible practice and in people's minds for when they can again book general care appointments. It comes down to having as strong an online presence as possible.



EyeCarePro Has Many Great Resources Available

From downloadable coronavirus campaigns, to a telemedicine platform, called *GetSetCare* which is 100% free for the duration of the pandemic.

Since so much of this guide focuses on broad skills contributing to your online presence, we are also including links to webinars and eBook on all the topics we discuss, with more to come, so check in and sign up for our blogs for our most up-to-date information and updates. [Get great guides, webinar recordings, eBooks, and downloads here!](#)



A Silver Lining: Extra Time

Think about it. What's the one resource that was always so rare you couldn't find enough to spare? What element was missing for you whenever you had the urge to grow your online presence, your reach to patients, and your referral networks? TIME! Now that you have more time than you want, this is the silver lining in all this that you can turn to your advantage down the road.

What can you do with the extra time?

All the necessary housekeeping, skills-building, and marketing skills that will launch you, roaring, into a strong recovery.

- Learn how to engage more, better on social media: experiment, build an audience and momentum
- Get your website up-to-speed and optimized
- Get all those practice videos going!
- Learn a new optometric specialty like vision therapy, or scleral lenses
- Clean up your EHRs
- Prepare for recalls
- Ensure you have a strong organic presence so that you're the obvious first choice for new patients desperate for those new glasses
- Plan for a strong reopening

Marketing Pro Tip:
Social media and a strong online presence powered by great SEO, content, and video are NOT milestones to achieve but a constant striving for perfection! Just like the practice of optometry or medicine generally is constantly evolving and improving, likewise here too you want consistent effort, learning, and improvement to succeed.

Immediate versus

Ongoing Steps to Recovery

Even though we are charting this through an eight-week plan, it's really important to break your recovery planning down into initial urgent tasks, while all the while building up the skills and doing the planning that will maximize your chances for a strong and meaningful recovery.



Immediate Steps

1. HIPAA-compliant telemedicine via *GetSetCare*
2. Communicate with patients about facts on the ground, reassurance, and steps you're taking
3. Sell contacts and plano sunglasses/bluelight glasses through your website



Ongoing Planning & Doing

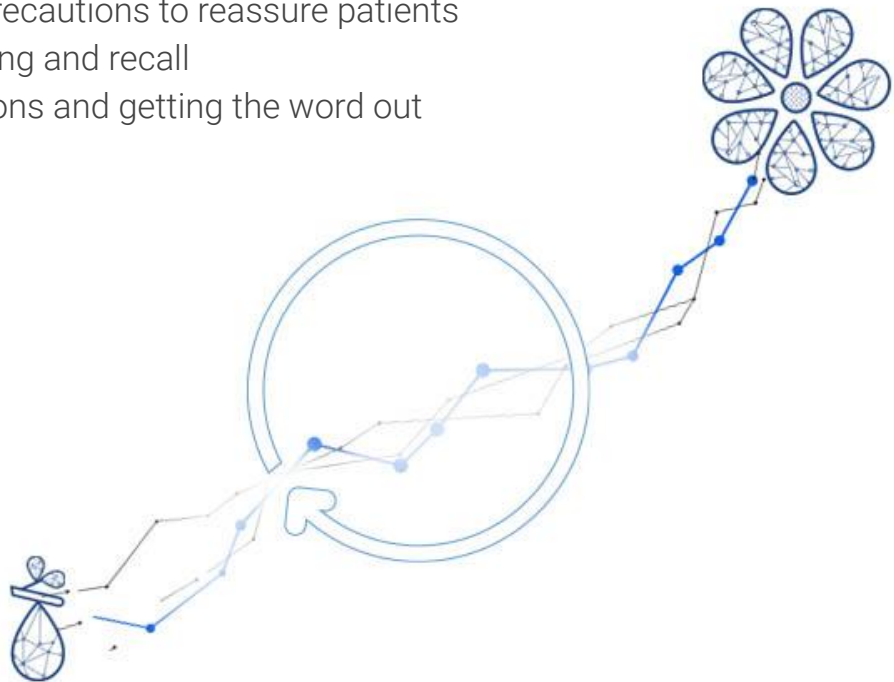
1. Maintain patient engagement and updates about reopening
2. Get your website, SEO and online presence *rock solid*
3. Social media skill and audience building
4. Additional clinical skills/specialization
5. Make lots of practice videos
6. Plan to reopen

To put it another way

Four Stages to Recovery

As we see it, there are four things you must be doing if you want to maximize your success on the other end.

1. **Immediate Business Aid** through CARES SBA loans and relief
2. **Revenue Recovery** through Telehealth, online sales, etc.
E.g. Selling contacts, plano sunglasses and blue light glasses online, emergency consults, prescription renewal, video vision therapy etc.
3. **Improving your know-how** digitally and perhaps clinically
4. **Planning for a strong re-opening**
 - What does reopening look like logistically?
 - Re-staffing
 - Safety precautions to reassure patients
 - Scheduling and recall
 - Promotions and getting the word out



Stimulus Aid and Loans

CARES Act and More

In both the US and Canada, federal stimulus help has been unveiled. If you haven't already applied for available assistance, you absolutely should move on that now. Expect delays, technical problems, and ongoing problems with cash flow.

Because of this, make sure to apply ASAP and expect delays.

To be clear, what we know best is eye care marketing, so please consult with your bank and/or accountant for help navigating these complicating funding options.

In the US: The CARES Act includes programs for small to medium businesses administered by the Small Business Administration. These programs can help your practice with short-term loans, payroll assistance, and debt relief. Check out the [details here](#).

In Canada, the federal government has unveiled a number of relief options including payroll assistance, rent relief, and deferred taxes. Check out those [programs here](#).



GetSetCare

HIPAA-Compliant Telehealth

EyeCarePro recently released a new telehealth platform that's easy to use, HIPAA-compliant, and 100% FREE for the duration of the COVID-19 pandemic. You can sign up for [GetSetCare here](#).

getsetcare
a GetSetPro Product



Resources to get going

Get Cracking, Recover Faster

This ebook is intended to help you get started., We'll be providing updated information and specific information along the way, particularly ways to plan for the physical reopening. A maximally successful reopening means working on those ongoing stages listed above.

We have already put together a wide range of guides, eBooks, and webinars covering the basics for a strong online presence:

- Online visibility and SEO
- Improving your social media presence
- Mastering practice video
- and many more timely topics

You can see all of those here on our [COVID-19 Resources](#) for Practices page on our website.



Online Visibility is Everything

Your Practice Website

How's your practice SEO? To be effective, your website needs to rank well, so new patients can easily find you when things reopen. Search Engine Optimization (SEO) takes time, so work on the things it takes to rank well for things like "eye doctor", "optometrist near me".

It's essential to ensure that your practice ranks well BEFORE practices reopen.

Here's a guide we made a while back that takes you through all the steps it takes to have a [well-tuned patient-generating website and online presence](#).

Better yet, watch this short video series crash course in a great optometry website!



Be memorable, active, and present in your community via Social Media

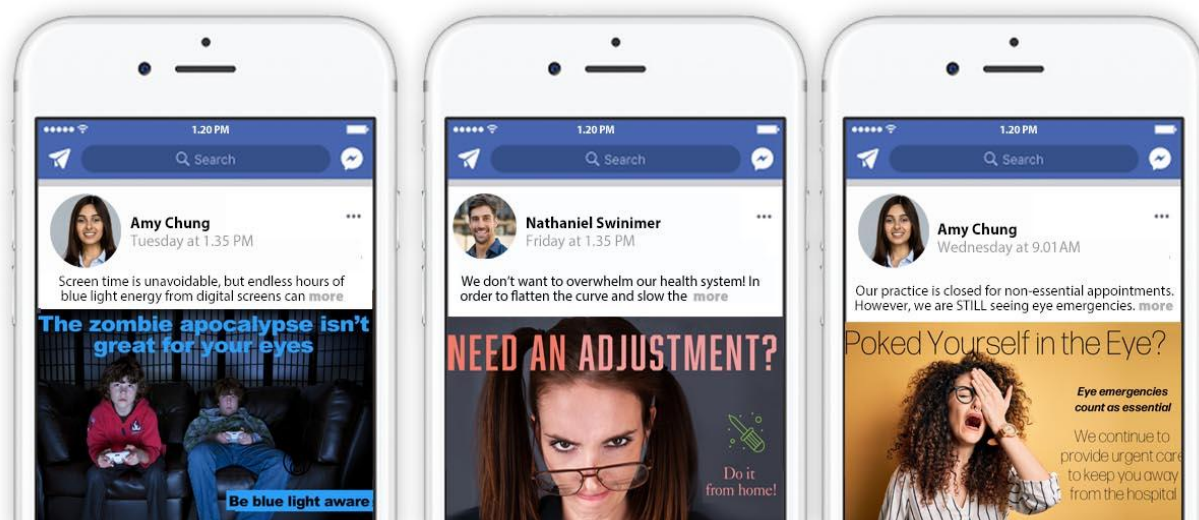
Social media is an important part of your practice marketing, and during this pandemic it's even more essential. Your patients need reassurance, and what's more, it's an opportunity to establish your relevance and importance as they deal with the lockdown.

Doing social media well requires experimentation and audience-building. You need to figure out what resonates, be an active participant in community groups and pages, like and comment, and invite others to like your page. This is what will make your practice memorable and relevant in people's minds—super important when you want to be booking appointments on the other end!



At a minimum, your social media strategy should include Facebook, with Instagram as a strong second focus.

Get coronavirus campaigns, watch example videos, and learn how to do social media like a pro on our [COVID-19 Resource Page](#)!



Now you've got the time to make Practice Video Part of Your Recovery

Video is powerfully effective all around. It's synergistically awesome for your website, your online presence, and your practice on multiple levels. If you found yourself putting it off in the past, well, now is the time.

Here's why video will help you recover faster and stronger:

- Google loves video and indexes YouTube
- People love to watch videos: increase website engagement and retention by a factor of 6!
- Video does SUPER well on social media for both immediate and longer term objectives during and after the pandemic
- Educate and establish your expertise on optometric specialties or services you offer



Video done right improves your online visibility, and engages and converts new patients much more effectively.

And we've got webinars and eBooks all about making any and every kind of practice video on our [COVID-19 Resource Page!](#)

Communication Counts!

GoogleMyBusiness, Email, & Text

Communication is everything. You need to easily update patients on closures, adjusted schedules, explaining essential services you might be offering during the lockdown, etc. Equally important is your ability to get the word out about reopening, especially to engage existing and potential new patients about offers, changes, and promotions you should be spending time planning out.

This is crucial reason why social media savvy matters, but you should also make sure that you're ready to go on communication media such as:

1. Email
2. Your GoogleMyBusiness listing which is also essential for strong SEO!
3. Text messaging



And Here It Is!

An 8? Week Plan to Recovery

This practice recovery plan is broken down by weeks. And yes, that's just a guess. We can't have any certainty about when exactly the lockdowns will end. In all likelihood, social distancing will remain long after folks can go back to work, school...and the eye doctor. But our lack of skill in psychic future-telling makes us no less certain of one thing:

The steps you take now will directly impact your ability to recover and come back stronger than ever.

And if the timeline is rough, the topics and skills we want you to develop and apply are rock-solid and proven ways to increase your online presence and relevance for a better near-future.



The 8-Week Plan for Success

Week	Focus	Resources needed
One	Reassurance and community engagement, telemedicine, federal stimulus aid through CARES ACT. Let patients know they can expect a safe environment now and when you reopen.	Social media, email, practice website and SEO, GetSetCare, short-term relief via ABA/CARES Act.
Two	Social media mastery (ongoing!)	Community-building on Facebook, Instagram, and more
Three	Telehealth webinar—maximize your use and bring in more revenue	GetSetCare
Four	Video	A decent cell-phone, a tripod, and some planning.
Five	Is your website working for you?	Content, SEO-optimization... make sure you're the a prominent search result locally
Six	Educate yourself. Pick up a new specialty. Increase	Time and focus...let your passions and financial reasoning guide you!
Seven	Planning for reopening—is your office safe and ready for patients? Recall, get the word out, plan your campaigns, staffing and scheduling	Website, social media, email, EHR recalls, trunk shows, scheduling
Eight	A limited initial reopening—what's your focus? Physical safety, communication, planning and filling your schedule.	Use your website, social media, email, GMB to communicate about the "new normal", what to expect, and how to book.

Consider Marketing Services from the Experts in Optometry Marketing

We hope you find this plan helpful. Our mission is to help all practices to help more patients.

A successful recovery is going to take work and time. Ensuring that your practice is maximally visible for the services and products you want takes great content and SEO expertise.

At EyeCarePro, we work exclusively with eye care practices like yours to dominate local searches and grow on your terms.

For us, the only metric that counts in the end is new-patient appointments—super relevant as practices build up to reopen. We have a wide range of marketing packages for a wide range of practice types. Whether you're just starting out or are a well-established practice—whether your focus is, general or highly-specialized—we propel you to the top. No contracts, just a commitment to value.

CONTACT US

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www.eyecarepro.com

Thank You
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