



### Your Practice Game Plan for COVID-19

During these unprecedented times, it's hard to know what you should be focusing on in your practice during the downtime and what you should be doing to start preparing to re-open your practice. We've created a game plan to help make this easier for you and your practice.

### 5 Steps To Making The Most Of Your Down Time

#### 1 Communicate

##### WITH YOUR PATIENTS

- Is your practice still offering emergency service?
- What services can you help your patients with today? Can you order contacts or a task pair using their current Rx and previously purchased frame?

##### WITH YOUR STAFF

- Business plans, when do you plan to re-open, will you have full staff when you re-open?
- Is there an education plan for your staff during downtime?



#### QUICK TIP

Your Walman Optical account manager is here and ready to help you with tips on how to give your patients the best visual solutions while you are closed. Additionally, use your EHR system to e-mail patients and use your social platforms to regularly communicate with your patients. Or talk to your account manager about ADO Practice Solutions and have the DONE4YOU marketing team take care of communication for you.

#### 2 Review Your Processes

We all have that one project that we constantly say, "If I just had more time to do it, I would." Now is the time to start! Is your patient intake how you want it to be? How about your hand offs between the doctor and optician? Is the flow of your practice ideal for patients or will you need to re-vamp your waiting room after COVID-19? Have you thought about online scheduling?

#### 3 Explore Telemedicine

As we continue to adjust to the new normal that may include telehealth which creates ease of use and a great experience for busy patients as well as an additional revenue stream for you as a doctor. For more information on Telehealth, check out [www.walman.com/askwalman](http://www.walman.com/askwalman).



#### 4 Network

Not only should you talk to your fellow optical industry peers but network with other local businesses in your community. Now is a great time to get together and create a referral program within your community.



#### 5 Utilize Your Resources

A group of dedicated experts on the line ready to help you with questions, concerns & the most up to date information for topics such as:

- Staffing Resources & Payroll
- Extended Payment Terms & Programs with Walman Businesses
- Rental & Landlord Communications
- How To Keep Focus On Your Patients
- Government Assistance & Where to Start

Available Monday through Friday 8:00AM - 5:00PM CST  
**855.868.1076 | [www.walman.com/askwalman](http://www.walman.com/askwalman)**

**ASK WALMAN**  
Information & Resource  
HelpLine

## Leverage the Power of Social Media

Your patients are online now more than ever, and social media provides your practice with a platform to provide updates about your practice, but more importantly, to nurture your relationships and start or continue conversations online.



### Key Benefits to Consider:

#### Learn More About Your Target Audience

Facebook provides you with useful information about your fans and their interactions on your page. Your Facebook fans can tell you a lot about what they want through their interaction, comments, and feedback.

#### Humanize Your Practice

Social connections and genuine communications are integral parts of social media, and Facebook gives you an opportunity to attach a face, name, and personality to you and your practice. While your Facebook page may represent your practice, it also allows you to show the human side of your business through one-on-one conversations, personal tidbits, and non-business interaction.

#### Create Top Of Mind Awareness With Your Patients

Most people on Facebook visit the site every day, so regular status updates, shared links and videos, and other information give you a chance to connect with your patients daily.

#### Don't Have a Facebook Business Page?

Download our Setup Guide at [www.walmanoptical.com/social](http://www.walmanoptical.com/social).

## Give Your Patients A Reason To Stay

What you do now for both your staff and patients matters. Being there as a resource for your patients can mean the difference between a loyal, repeat customer and one that takes their business elsewhere.

### Keeping In Front Of Your Patients Even While You Are Closed

1. Communicate how your practice can still provide for your patients.
2. Be the source of education for your patients and keep eye health on their minds.
3. Prepare a re-opening special for patients. They are going to be in a different place financially. Ask your Walman Optical account manager how our packages can help your practice.
4. Reschedule appointments versus canceling them. If you are unsure of when you can re-open communicate with those who have current appointments that you will call them to reschedule when you get closer to re-opening.
5. Be up-front with patients on the measures you are taking to keep them and your staff safe upon re-opening.
6. Leverage DONE4YOU marketing from ADO Practice Solutions to help your practice stay in-front of patients.

### Let ADO Do The Work For You!

The marketing and business development experts at ADO Practice Solutions, will not only guide you on ways to get started but they will take on the implementation for you! Get started today at:

[www.adopracticesolutions.com/done4you](http://www.adopracticesolutions.com/done4you) | 877.949.0382



## Education Opportunities All In One Location

Many industry vendors including Walman Optical have made their education opportunities available complimentary or at a discounted rate during this time. We've compiled all of the opportunities we know of and the ones we feel you would find value in to one location at [www.walmanoptical.com/educationonline](http://www.walmanoptical.com/educationonline).

We're also offering two different webinars every week, including one that is ABO approved offered at two different times during the week. Like us on Facebook and Instagram to not miss a single education opportunity.



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