

# ReSound has prepared this guide to assist you as you prepare your practice for the 'new normal' of operating

Even before you get a firm opening date it is important to effectively communicate with your patients and keep them aware of everything they need to know as they seek your care.

## Today



If your practice isn't currently open and seeing patients you should do the following:

- Make sure the website is updated with current information about how to reach staff, services that may be available and what to do about instrument repairs and service.
- Weekly posts to social media are an important way to keep people informed of what is going on.
- Updating your Google My Business page to reflect your current operations.



This is also the time for telephone calls to existing patients checking in on any needs, explaining teleaudiology and obtaining consent and when appropriate, exploring interest in upgrades to technology. Follow-up with tested, not sold patients by telephone is appropriate at this time.



Perform an audit of the various areas of your practice. Are the waiting room and fitting suites set up appropriately for a post-COVID environment? Take this opportunity to examine the brochures and posters you have around the office - discard and update where appropriate.



Take this time to make the most of your office management software. Most have robust marketing functionality that doesn't get taken advantage of. Plan out and build appropriate lists and reports to segment your patients.



If you don't have a physician referral program in place, assemble materials that illustrate the importance of hearing health and the care you provide and identify practitioners to communicate with.



Another area to firm up during this time is your practice's brand. Why do people choose you over your competition (and you can't say service - even when it is true. Every lazy marketer will claim superior service, and you are trying to stand out and be remarkable in a crowded market). Develop one or two sentences that articulates the difference you make. Make it true to what you do and always deliverable by everyone at your practice.



Plan your advertising strategy and budget. Before too long, we will get back to a new normal.

Expect to see a flurry of competitive messaging in your local market. Prioritize your communication with existing patients. They'll be seeing offers from your competition, and you'll want to have a recent communication touchpoint to remind them of the care you give and the benefit they realize.

Getting your story in front of prospective patients will be important as well. Use a variety of channels remembering that while people have been staying at home digital consumption has increased and new habits have formed.

One thing remains - the recommendation for marketing expenditures remains approximately 10% of projected gross revenue.

## Checklist for today

- Update website
- Weekly social media
- Google MyBusiness
- Check in with patients: build lead list
- Practice layout: update
- Literature audit
- Office management software cleanup
- Physician referral relationships
- Branding
- Update advertising strategy

## Checklist for when you have an anticipated reopening

### ONE MONTH OUT

- Prepare mailing to prospect market
- Prepare mailing to existing patients
- Social media announcement

### 3 WEEKS OUT

- Update website with new standards of patient care
- Schedule newspaper advertising
- Social media post

### 2 WEEKS OUT

- Call patients on upgrade list
- Call warranty patients
- Call tested, not sold patients
- Launch Google Ads campaign
- Launch Facebook advertising campaign
- Social media post

### 1 WEEK OUT

- Update in-office signage
- Send physician referral materials
- Send patient referral mailing
- Social media post



## We're here to help

Example templates can be found at the Covid-19 Response Messaging website, or reach out to your marketing representative for support in addressing your specific marketing needs.

ReSound Focus  
952-769-8477  
1-888-827-0628  
Focus@gnresound.com  
[Covid-19 Response Messaging](https://www.resoundpro.com/focus)  
[www.resoundpro.com/focus](https://www.resoundpro.com/focus)

