



4 TIPS

to re-engage your patients with a consumer-centric approach

2021 State of The Independent Practice Survey

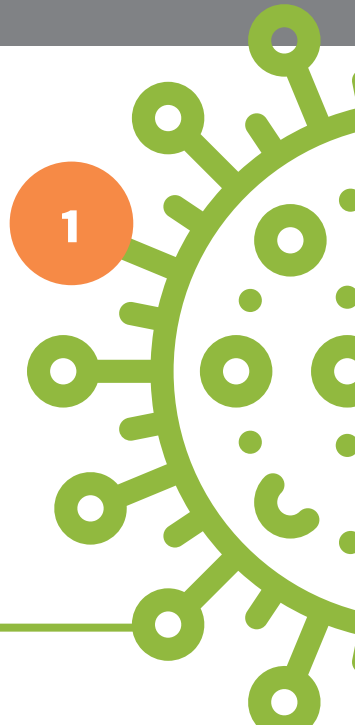
Kareo conducted a State of the Independent Practice survey in early 2021, where healthcare practitioners representing multiple specialties were asked what their current thoughts were regarding practice initiatives, challenges, and the future (the report will be available in July 2021). The data revealed that more than 60% of providers surveyed view their patients as consumers and understand they want a healthcare experience comparable to what they see in other industries.



Using a consumer-centric approach, we compiled our **top four tips** to reaching out to past patients after COVID-19 to get them back to your healthcare practice or clinic.

1 Inform them of your COVID-19 safety protocols

Reach out through email or direct mail and invite patients back to your practice or clinic, informing them of your safety protocols. Consider compiling a list of FAQs that answer potential safety questions they may have. For links to COVID-19 resources, [click here](#).



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2 Provide a telehealth option if you don't already

For past patients still fearful to come in person, providing a telehealth option is essential to rebuilding your patient base. Telehealth gives you the opportunity to turn appointment cancellations into sessions. For a secure and reliable telehealth option, [click here](#).



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3 Send an email newsletter

A regularly scheduled newsletter is a great way to stay connected to past patients and keep your practice or clinic top of mind. Use it to communicate on a variety of topics such as prevention advice, patient success stories and practice or clinic updates. Post it on your website and on social media channels and in your lobby.



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4 Plan an open house event

Invite everyone on your past and current patient list and be sure to include your safety protocols. Keep activities relaxed and fun like a raffle or free 10-minute neck massage and maybe a mini health-themed presentation. Offer simple and tasty refreshments and drinks, have music in the background and consider co-hosting with other health or wellness practices in your building, like nutritionists or massage salons. Thursday after work is a good time to schedule an event like this.



For additional help with engaging with patients in your practice or clinic, download our Patient Experience Technology Inventory checklist [here](#) or call us at **(888) 775-2736** for a free patient engagement assessment.

