

## **OUTGOING VOICEMAIL MESSAGE**

Thank you for contacting [NAME OF PRACTICE/OFFICE].

The health and safety of our patients and staff is our top priority. Due to the COVID-19 pandemic, we are following the guidelines of the Centers for Disease Control and are only responding to urgent eye care needs. This includes, but is not limited to, eye pain, sudden loss of vision and foreign body removal.

If you are currently experiencing an eye emergency, please contact us at XXX.XXX.XXXX.

All calls will be reviewed on a case-by-case basis and we will get back to you as soon as possible. Please leave your name, date of birth, phone number and a detailed message outlining the reason for your call. [IF AVAILABLE: We are also working on helping our patients through the use of video or computer chat, whenever possible.]

We will be reaching out to reschedule appointments once we know for sure when we will be able to re-open.

Thank you for your understanding. We look forward to returning to normal hours of operation as soon as it is safe to do so.

## **FACEBOOK**

[USE LOGO OR OTHER APPROPRIATE MEDICAL/IMPORTANT UPDATE! IMAGE]

As you know, the COVID-19 pandemic is a fast-moving and dynamic situation. In light of growing concerns about the ongoing COVID-19 pandemic, we are posting this to provide an update from our office.

We want to assure you that the health and safety of our patients and our staff is always our highest priority.

To control the spread of the virus, the CDC has implemented strict guidelines for all eye practices. As a result, we are postponing all routine visits until further notice and only responding to urgent eye care needs. This includes but is not limited to eye pain, sudden loss of vision and foreign body removal.

During this time [NAME OF DOCTOR/S] will only be available for urgent eye care needs, which will be screened on a case-by-case basis. [IF APPROPRIATE: We are also working on helping our patients via technology through the use of video or computer chat.]

If you are currently experiencing an eye emergency, please contact us at XXX.XXX.XXXX; we will be monitoring all communications remotely. Please leave your name, date of birth, phone number and a detailed message outlining the reason for your call. We will be reaching out to reschedule appointments once we know for sure when we will be able to re-open.

Thank you for your understanding. We look forward to returning to normal hours of operation as soon as it is safe to do so.

## **INSTAGRAM**

[PRACTICE/OFFICE LOGO, COVID-19 IMAGE OR OTHER APPROPRIATE IMAGE]

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To control the spread of the COVID-19 virus, the CDC has implemented strict guidelines for all eye practices. As a result, we are only responding to urgent eye care needs. This includes but is not limited to eye pain, sudden loss of vision and foreign body removal.

During this time [NAME OF DOCTOR/S] will only be available for all urgent eye care needs which will be screened on a case-by-case basis. [IF APPROPRIATE: We are also working on helping our patients via technology through the use of video or computer chat.]

If you are currently experiencing an eye emergency, please contact us at XXX.XXX.XXXX. Please leave your name, date of birth, phone number and a detailed message outlining the reason for your call. We will be reaching out to reschedule appointments once we know for sure when we will be able to re-open.

Thank you for your understanding.

#COVID19 #OPW #StaySafeStayHome

## **TWITTER – 247/280 characters**

Patient safety remains our top priority during the #COVID19 outbreak. CDC has implemented rules restricting our practice to urgent care issues. If you are currently experiencing an eye emergency, contact us at XXX.XXX.XXXX. #eyes #StaySafeStayHome

## **EMAIL MESSAGE TO PATIENTS AND CLIENTS**

[SUBJECT LINE: IMPORTANT NOTICE TO PATIENTS/CLIENTS/CUSTOMERS]

The health and safety of our patients and staff is always our highest priority.

In light of growing concerns about the ongoing COVID-19 pandemic, especially given its presence in the state of North Carolina, we are writing to provide an update from our office.

To control the spread of the virus, the CDC has implemented strict guidelines for all eye practices. In compliance with those guidelines, we are postponing all routine visits until further notice and only responding to urgent eye care needs. This includes but is not limited to eye pain, sudden loss of vision and foreign body removal.

During this time [NAME OF DOCTOR/S] will only be available for all urgent eye care needs which will be screened on a case-by-case basis. [IF APPROPRIATE: We are also working on helping our patients via

technology through the use of video or computer chat.] We will be reaching out to reschedule appointments once we know for sure when we will be able to re-open.

In the meantime, we encourage you to continue to take the necessary precautions as outlined by the CDC and the state of North Carolina to protect your health and the health of those around you, and regularly check for updates as this unpredictable situation is rapidly evolving.

Please contact our office at XXX.XXX.XXXX with any questions; we will be monitoring all communications remotely.

Thank you for your understanding. We look forward to returning to normal hours of operation as soon as it is safe to do so.

## **WEBSITE**

[USE CDC CORONAVIRUS IMAGE]

COVID-19 UPDATE

A MESSAGE TO OUR PATIENTS

The health and safety of our patients and staff is always our highest priority.

In light of growing concerns about the ongoing COVID-19 pandemic, especially given its presence in the state of North Carolina, this post is intended to provide an update from our office.

To control the spread of the virus, the CDC has implemented strict guidelines for all eye practices. As a result, we are postponing all routine visits until further notice and only responding to urgent eye care needs. This includes but is not limited to eye pain, sudden loss of vision and foreign body removal.

During this time [NAME OF DOCTOR/S] will only be available for all urgent eye care needs which will be screened on a case-by-case basis. [IF APPROPRIATE: We are also working on helping our patients via technology through the use of video or computer chat.] We will be reaching out to reschedule appointments once we know for sure when we will be able to re-open.

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Please contact our office at XXX.XXX.XXXX with any questions; we will be monitoring all communications remotely.

Thank you for your understanding. We look forward to returning to normal hours of operation as soon as it is safe to do so.

**DOOR/WINDOW SIGN**

[PRACTICE/OFFICE LOGO]

ATTENTION [CUSTOMERS/CLIENTS/PATIENTS]!

The health and safety of our patients remains our top priority.

Due to the COVID-19 pandemic and CDC restrictions, our office is ONLY seeing patients with urgent or emergency needs.

If you have questions or need to schedule pick-up of glasses or contact lenses, please contact our office at XXX.XXX.XXXX.

We will be monitoring all communications remotely.

THANK YOU FOR YOUR UNDERSTANDING.