

Recommendations for COVID-19 Patient Communications

As the situation surrounding COVID-19 continues to evolve, it's important to consider the relevance and frequency of your patient messaging and communications. Follow these recommendations to keep your patients updated and safe.

Note: Several email templates are available in Phreesia's Patient Announcements product.

- We recommend sending patients thoughtful messages with important COVID-19 information that will help them stay safe and maintain their physical and mental well-being.

For example:

- » Provide practical tips/best practices (e.g., handwashing, social distancing)
 - » Help patients identify COVID-19 by listing possible symptoms and warning signs
 - » List the steps that patients should take if they become symptomatic
 - » Direct patients to telehealth options and offerings
 - » Communicate any special instructions for vulnerable populations
 - » Share updates about where to seek care (e.g., "Well" vs. "Sick" locations)
- We recommend limiting general communications to 1-2 times per week to avoid overwhelming patients or causing panic
 - Communicate to patients in a more immediate manner if new and notable information is released (e.g., changes to practice guidelines, new hours of operation).
 - One email, one message. Keep communications simple so that each email has one message. Include links to additional information, if necessary.
 - If you want to communicate a specific call to action, (e.g., "Stay at home" or "Call the office"), make sure the message is clear throughout the email, and consider repeating it several times.