



Recovery Reboot

Your Path To Powering Up Your Practice

1 Two To Three Weeks From Reopening



HEA[®]
Healthy Eyes Advantage

Business Strategy

Begin With A Written Plan

- Begin with a written plan for reopening. Document all of the changes, processes and ideas you plan to implement to reopen successfully. This doesn't have to be in any particular format; it can be a narrative, a spreadsheet or any other form that works for you. Having a written plan will help you to implement each step. Review this at least weekly, if not daily.



Stay Up To Date

- Stay up to date on the most recent recommendations from your state and local government and community leaders, as well as those of professional organizations such as the AOA and your state association.

Evaluate Daily Patient Load

- Consider the need for social distancing and how this impacts your daily patient load. You may not be able to see four patients or more an hour due to reduced demand and/or to limit the number of individuals in your office. In fact, you may find it necessary to reduce the number of patients in the office at any given time by half or more.

Consider Extended Hours

- Consider extending your hours later in the day or adding weekend hours as appropriate. This will allow you to accommodate your backlogged patients while still limiting the number of patients in the office at any one time.

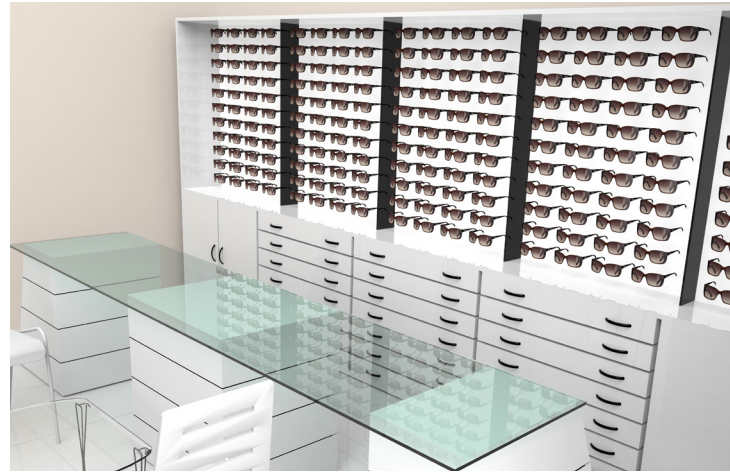
Physical Space

Detail Sanitation Protocols

- ☐ Begin planning your office sanitation and cleanliness protocols. Stock up on needed supplies.
 - Make hand sanitizer available at every patient touch point — including front desk, pre-test room, contact lens insertion area, exam rooms and dispensary.
 - Detail office protocol for preventing cross contamination.
 - Post the office's protocols for preventing cross contamination so patients know the steps you are taking to protect them.

Procure Personal Protection Equipment

- ☐ Plan and procure personal protective equipment (PPE).
 - All staff should wear masks, with doctors and opticians also considering face shields.
 - Consider disposable gloves.
 - Have a supply of masks on hand for patients who present without them.
 - Obtain a sufficient supply of non-contact thermometers for screening doctors, staff and patients. Don't forget extra batteries.
 - Set up a plastic barrier as a sneeze guard at the front desk.
 - HEA vendors with PPE:
 1. Charmant Group: 800.645.2121 | charmant-usa.com
 2. Liberty Sport: 800.444.5010 | libertysport.com
 3. Luxottica Group: 800.422.2020 | luxottica.com
 4. Match Eyewear: 877.886.2824 | matcheyewear.com
 5. Rochester Optical: 585.254.0193 | rochesteroptical.com
 6. Sàfilo Group: 800.631.1188 | safilogroup.com
 7. Stormin Norman's: 800.288.4512 | storminnormans.com



Staff

Communicate With Your Staff

- ☐ Make staff communication a priority.
 - Check in with your team and communicate your plan for reopening, including the projected date, even if it is tentative.
 - Schedule the first of several staff meetings between now and when you reopen, as well as the expected cadence of additional meetings.
 - Offer reassurance that the safety of both staff and patients is your highest priority and advise that you've implemented a number of safety precautions. Do not go into detail now as that will be covered at the team meeting that occurs one week prior to reopening.



Patients

Communicate With Your Patients

□ Ramp up communication with your patients. See the following page for an excellent example of an engaging and informative patient communication, courtesy of HEA member Acuity Vision Optometry Boutique in San Francisco, California.

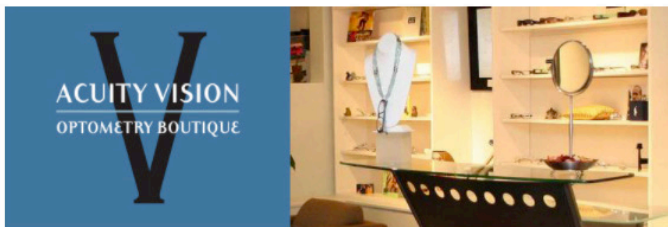
- Let them know of your plans to reopen in the near future, including your tentative reopen date, if known.
- Assure them that their safety is your highest priority and outline the steps you will be taking to provide for their health and welfare.
 1. Advise patients prior to their appointments to wear a mask or face covering, if possible.
 2. Let them know that all patients will be screened for COVID-19 symptoms and risk of recent exposure upon entry, including a temperature check using a non-contact thermometer.
 3. Assure them that the same screening steps will be followed daily for doctors and staff.



Patients

Patient Communication Email Example

Courtesy of HEA member Acuity Vision Optometry Boutique in San Francisco, California



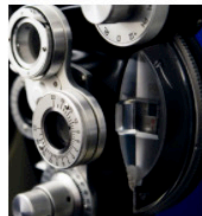
Tentative Reopen Date: May 4th

Dear Acuity Vision Optometry Boutique Clients:

We have been busy behind closed doors!

We have been shipping orders for contact lenses, replacement glasses, and dry eye products, and scheduling appointments for when we reopen tentatively on May 4th. We are also carefully planning how we can promote the safest experience and highest level of customer service to welcome you back. In order to maximize your safety and minimize your risk of exposure to illness, we will be taking the following precautions:

1. Crowd control in the store: Until further notice, we ask that you not bring a companion to your appointment, unless you need a caregiver or guardian to assist you. Parents, we love your children, but please arrange for childcare at home if your child does not have a scheduled appointment. We request that only one parent accompany each child to his or her appointment. Siblings will not be allowed in the exam room.
2. We also love your pets, but please arrange for pets to wait outside the store with someone you trust or leave them at home during your visit with us.
3. Please bring your own mask and wear it upon arrival. For the safety of our staff, doctors, and clients, anyone without a mask cannot be serviced. If you are a caregiver



Schedule your Eye Exam

Call now to schedule your eye exam:

415-673-2020

Spend Your Flex Dollars at Acuity Vision Optometry Boutique!

Most purchases at Acuity Vision Optometry Boutique can be applied towards your Flex Spending Account. This includes glasses, sunglasses (prescription and non-prescription), over the counter readers, contact lenses, lubricant eye drops, eyelid cleansers, eye masks and more.

We accept FSA/HSA debit cards.

or are accompanying your child to his or her eye appointment, we ask that both you and the patient wear masks.

4. Temperatures will be taken with a non-contact forehead thermometer upon checking in for your appointment. Anyone showing signs of fever or illness will be asked to reschedule his or her visit.

5. Please call ahead to make an appointment to pick up your eyeglass and contact lens orders. Walk-ins are discouraged and may result in you having to wait outside until we can accommodate you.

6. Several hand sanitizer stations will be placed throughout the store. Please feel free to use them as necessary.

7. When trying on frames, please give any used frames to Phil or Yuvitza for sterilizing. All worn frames will be sterilized with a UV-sanitizer before being returned to shelves for display.

8. Your safety is paramount to us. Currently we are installing hospital-grade air filtration systems using bipolar ionization technology. The optical boutique area and exam rooms will each have their own filtration system to purify the air of viruses, bacteria, and other pollutants.

Our Instagram and Facebook pages are up and running! Please follow us @acuityvisionboutique for updates!

The world has changed since your last visit with us, but one thing remains constant: our commitment to your health and well-being. We look forward to seeing you again soon!

Yours in wellness and in health,

Dr. Lyndi Schmidt
Founder, Acuity Vision Optometry Boutique
www.acuityvision.com

OFFICE HOURS:

Monday: 10-6
Tuesday: 10-6
Wednesday: 10-6
Thursday: 9-5
Friday: 9-5
Saturday Closed
Sunday Closed

VIDEO OFFICE VISIT HOURS:

Using your smartphone, tablet, or computer

Monday: 10-6
Tuesday: 10-6
Wednesday: 10-6
Thursday: 9-5
Friday: 9-5
Saturday Closed
Sunday Closed

Follow us on Facebook and Instagram!

We offer the latest news and information on eye health, eye care, and high fashion frames. Follow us on [Facebook](#) and [Instagram](#) for tips on eye wellness and special offerings at Acuity Vision Optometry Boutique!



Vendors

Establish A Plan For Rep Meetings

- ☐ Determine your game plan for admitting company reps in your office.
 - Video calls can be a very beneficial way to maintain communication, review frame boards, and maintain any contact lens trial/supply and pharmaceutical sample needs.



Communicate With Vendor Partners

- ☐ Communicate your plan, including screening measures, to key partners.

Evaluate Purchases

- ☐ Carefully evaluate all purchases to support cash flow.

Coming Next Week!

Two Weeks From Reopening

It is our hope that this checklist and the ones to follow in the weeks ahead give you a solid foundation for powering up your practice to deliver the life-changing eye care you provide. Next week, we will focus on office layout, payment strategies, patient scheduling and vendor utilization. You won't want to miss it.

The information and opinions contained herein are not intended to serve as the sole source of information or professional advice with respect to the material presented. Healthy Eyes Advantage encourages you to also consult with your state and local governments, as well as eye care professional organizations, for additional guidance.

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Healthy Eyes Advantage

Infinite Power For
Independent Practices