

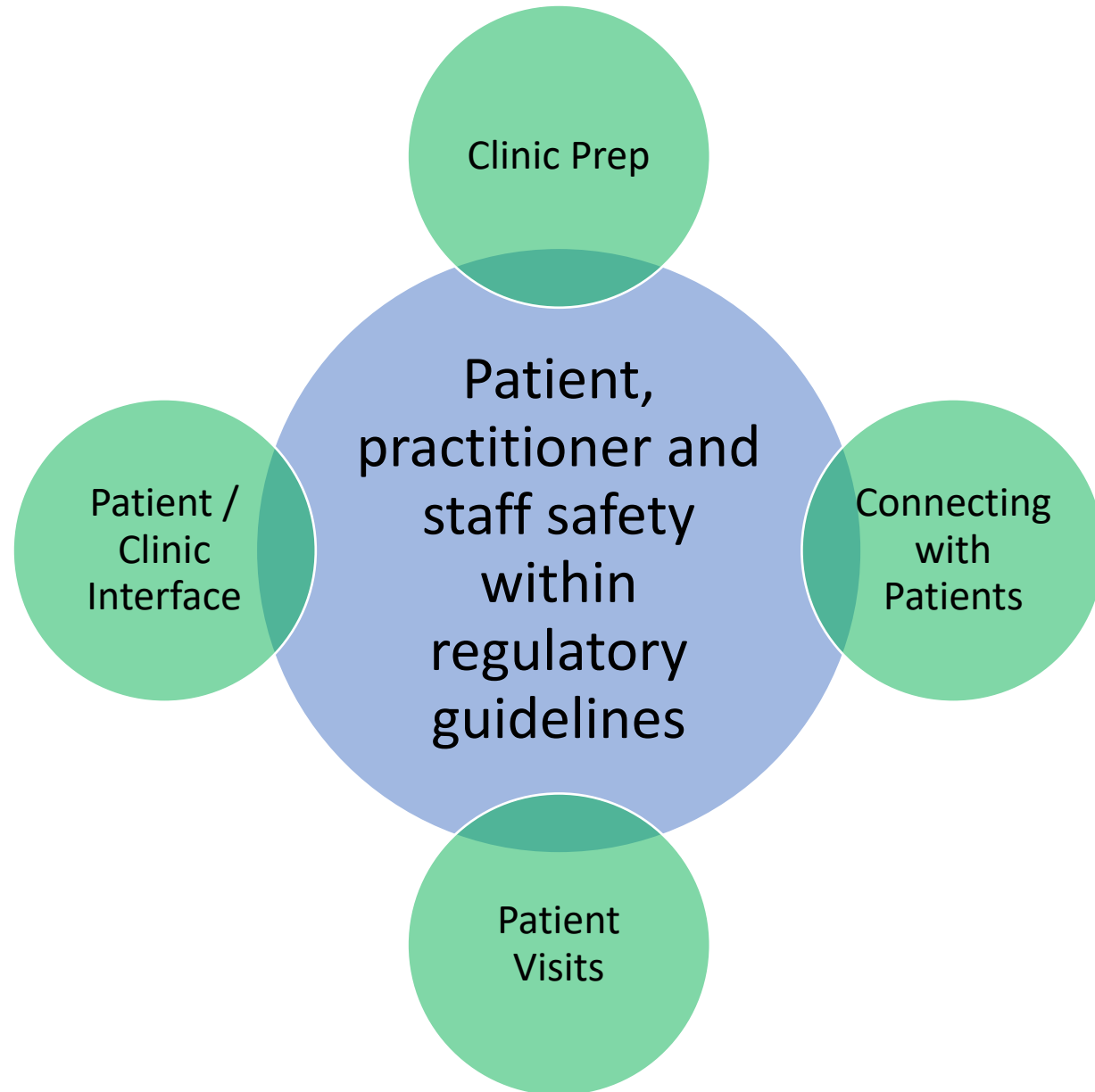
Preparing For The New Normal in Clinic

Dr. Iva Lloyd, ND

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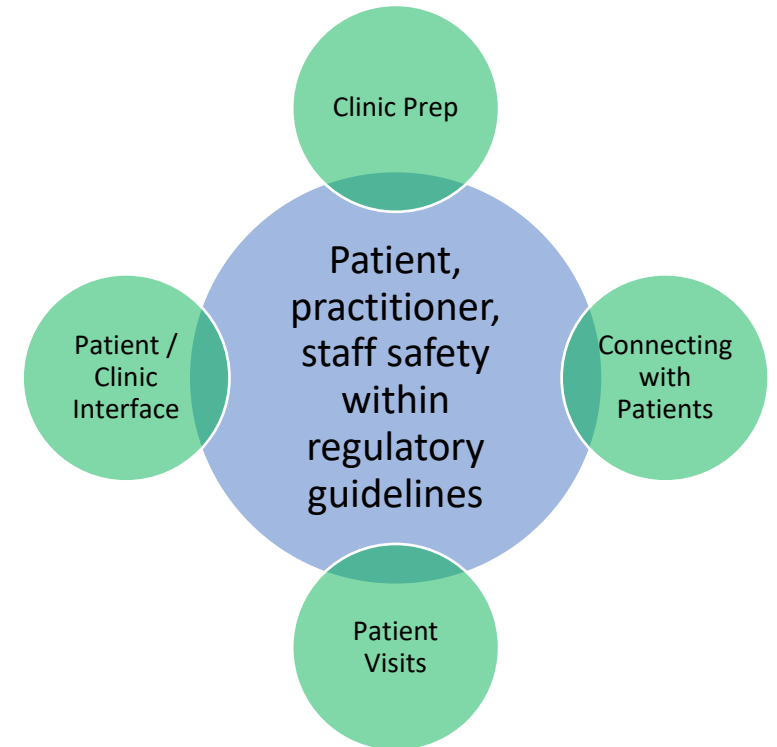
This is an overview of my journey

Note: things may change based on regulations.



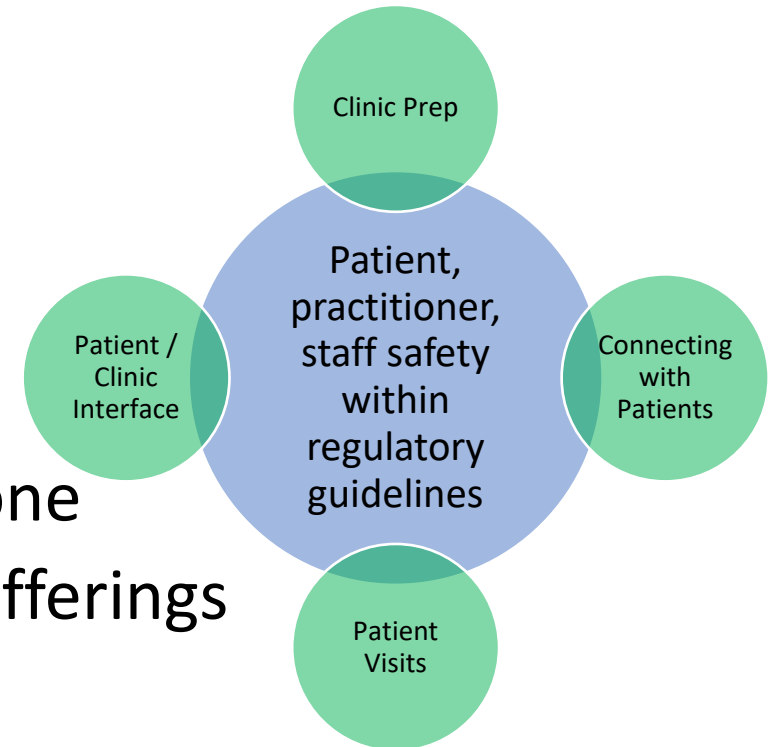
Clinic Preparations

- Cleaning protocols required
 - Bathrooms – access, cleaning after use
 - Remove product testers and toys from the clinic
- Ordering and stocking of PPE
 - Assume the basics – masks, gloves, face shields, gowns for IV
 - Who's paying for the PPE – clinic owner or practitioner?
- Physical distancing
 - Spacing out chairs in the waiting room
 - Limiting the number of patients in the same room (reception)
- Staffing: Is this a concern?
- Reception Desk – distance from patients: Tape on the floor, plexiglass barrier
- Inventory considerations
 - Pick-up and delivery protocols, range of product offerings, removing testers
- Considerations for IV room: Plexiglass between the chairs, higher level of PPE?
- Government Programs: Do you qualify? Have you taken advantage of them?



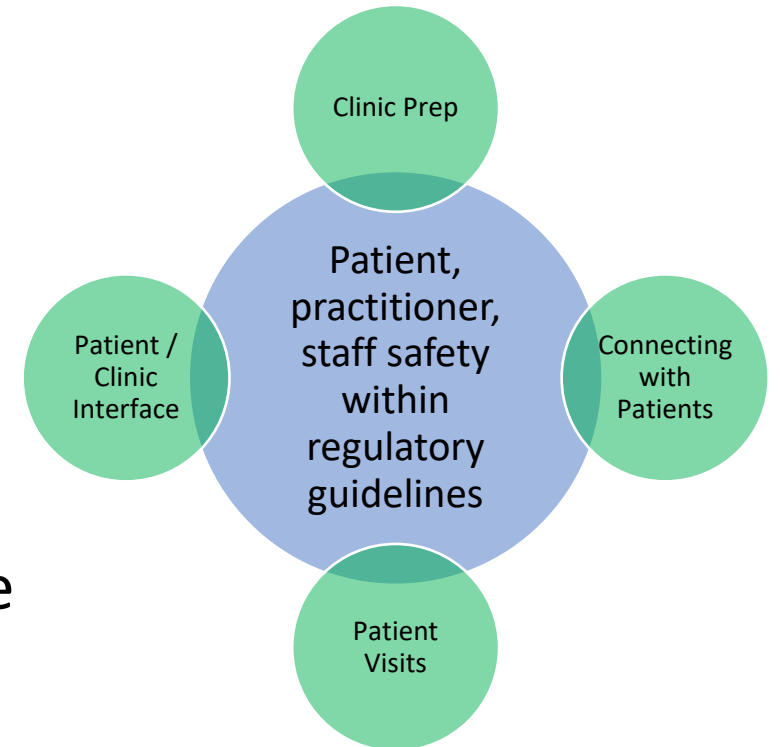
Connecting With Patients

- Acknowledge the situation at hand
- Let them know their safety is your top priority
- Inform them of the clinic prep that has been done
- Inform them of the new clinical procedures & offerings
 - Screening procedures, timing of visits, etc.
 - Telemedicine, laboratory changes
- Let them know that you have been keeping up-to-date on the situation
- Naturopathic Medicine Week – good time to connect, share in the common messaging



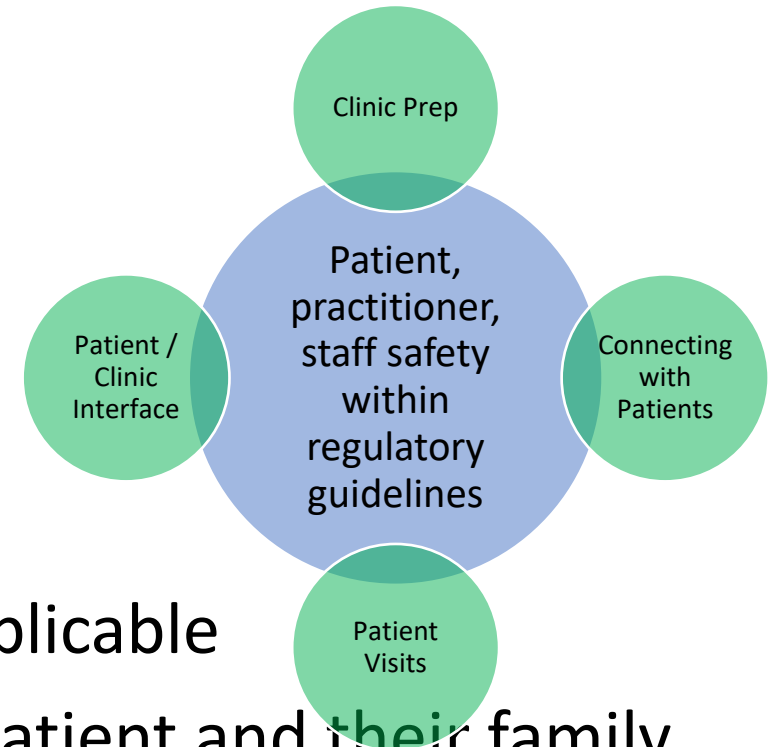
Patient Visits - Prep

- Stager the timing of the different practitioners
- Provide time between visits for cleaning
 - Practitioners responsible for their treatment room
 - Staff responsible for common areas
- Consider alternating face-to-face with telemedicine
- Layout of the treatment room
 - Does it allow for physical distancing, telemedicine?
 - Disposal coverings for pillows, cleaning products for equipment and treatment table, oximeter, forehead thermometer
- Fillable questionnaires on-line
- Inform patient about sending you files prior to a visit – what is your protocol?



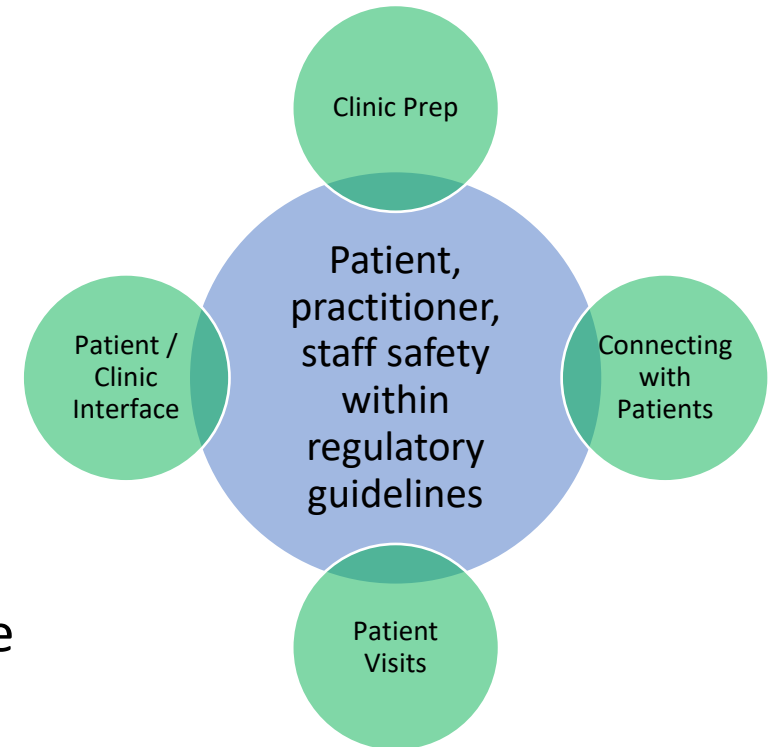
Patient Visits

- Be cognisant of physical distance
- Use PPE as set by regulation
- Chart PPE in the file
- Chart changes to physical exam in the file, if applicable
- Ask about the impact of the pandemic on the patient and **their** family
- Be prepared for questions around COVID-19 as it relates to comorbidities, risk, symptoms, public health policy etc. Stay informed and practice within your regulatory guidelines.



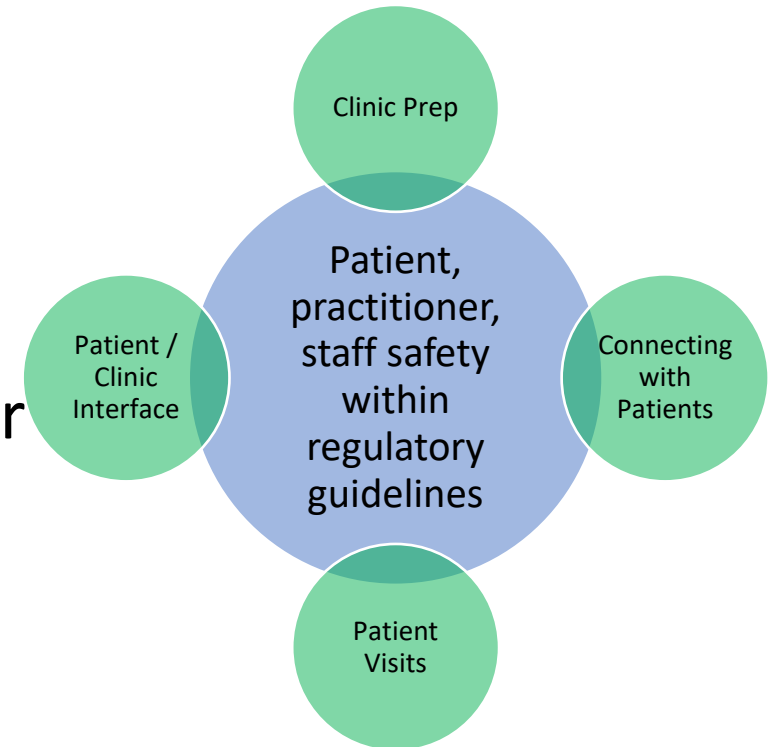
Patient / Clinic Interface

- Screening patients
 - Signs and symptoms re: COVID-19
 - Essential care
 - Time of booking, reminder calls and when they arrive
- Payment methods
 - E-transfer, contact-less payment options, over the phone
- Number of patients in the reception area
 - Generally area of congestion – discuss procedure around coats, shoes, number of people in a visit (i.e., treating children, elderly), etc.
 - Consider disposal coverings for shoes versus people using washable slippers
- Opening the door for patients
- Handling of inventory – purchases, sales



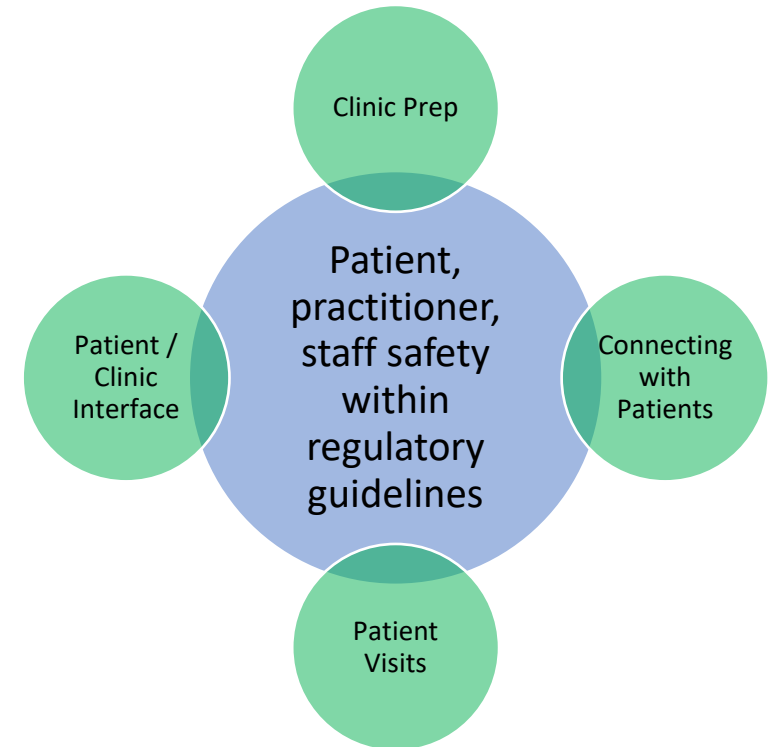
Telemedicine Considerations

- Who's device is being used?
- Talking on a telemedicine call is generally louder
 - Need to be cognisant of patient confidentiality
- Visits may actually take longer to complete
 - Number of phone lines
 - Internet challenges
 - Downloading of documents (versus a patient coming in with them)
- Need for physical exam or personal connection?
- Effectiveness of telemedicine vs in-person visits.



Marketing Considerations

- Length of time in practice
- Size of patient base
- Number of practitioners
- Marketing history with your patients
 - Blogs, newsletter, website, Facebook, Twitter
- Type of patients
 - Age, condition, risk of COVID-19, economic impact, etc.
- Consider old-fashion mailing – people get a lot of emails, but not a lot of mail!
- Consider calling patients or having your receptionist call patients once you are fully open.
- Anticipate and be ready for the questions from your patients.



Dear {Firstname}

We trust this note finds you and your family healthy and safe. We have not had the chance to communicate with many of you for awhile so we wanted to take this opportunity to update you on the status of our clinic.

As you probably know we were mandated by the government and our regulatory body to reduce our care to essential services only. We have been successfully following this mandate for the past several weeks and are happy to announce that effective (fill in date)

**WE ARE BACK TO REGULAR HOURS AND READY TO SERVE YOU
AND YOUR FAMILIES NATURAL HEALTH CARE NEEDS**

We are beyond excited by this and look forward to welcoming you and your family back into our office for care.

It is important to us that we ensure you are safe and protected from any risk associated with acquiring this virus or any other for that matter. To that end we wanted to review with you the safety and sanitary standards we have adopted at our clinic.

- All surfaces that will be touched by human hands are scrubbed down with government approved disinfectant before and after each shift and before and after each patient. This includes door handles to closed doors, chairs, reception desk, point of sale terminal, adjusting benches, testing equipment and therapeutic equipment to name the most common ones. We have a checklist that is followed after each patient to ensure we do not miss a thing.
- You are required to cleanse your hands upon entering the premises with the hand sanitizer we will provide. We advise you to do the same when you leave.
- You are required to let us know in advance of your visit to the office if you are not feeling well or have a fever. We will ask you to postpone your visit to the office until your symptoms have abated.

- The doctor will be cleansing their hands between each patient visit to ensure there is no transmission of infectious agents.
- The doctor and team will be wearing appropriate Personal Protective Equipment (PPE) as per our regulatory bodies requirements.
- Safe physical distancing protocols will be maintained at all times between the patients while in the office.
- Our appointment booking system has undergone some transformation in order to keep you safe. We will be booking patient visits at a frequency that minimizes the possibility that more people will be in the office at once than can safely maintain physical distance protocols. We ask for your cooperation and patience with us as we work out the new booking system.

It is important to contact us by phone if you arrive early for an appointment so as to ensure appropriate physical distancing. If we get running behind for any reason we will do our best to contact you and advise you of an appropriate time to come later in the day or the next day.

If at any time during your visit with us you feel uncomfortable or unsafe PLEASE communicate that to one of the team members or the doctor and we will do everything in our power to resolve it and help you feel safe or rebook your appointment.

You and your family's health are our primary concern. A properly functioning spine and nerve system is key to regaining and maintaining good health and we are more committed than ever to provide this health enhancing care once again to you and your family.

We look forward to welcoming you back soon. Please call the office or visit our online booking system to get your next appointment booked soon.

Sincerely

If I can help, please reach out.

Dr. Iva Lloyd, ND

i.lloyd@naturopathicfoundations.ca