

Gargle™

Virus Crisis Tool Kit

Your Gargle Team is eager to help your practice through the virus crisis. We're here for you and we have prepared a checklist and the tools for everything you need to do to get in front of the COVID-19 crisis.

We will work with you to customize the strategy for your practice and help you execute the plan. Don't hesitate to contact us with questions or any extra help you may need.

STEP 1 HARDEN YOUR PRACTICE & TEAM AGAINST COVID-19

- Arm your staff with the answers to questions they're getting.



PATIENT QUESTIONS FOR STAFF

- Remind your staff of the CDC's recommendations with CDC posters in staff areas.



POST IN STAFF AREAS

- Put up CDC posters for the patients at the front door and other patient areas, as the CDC recommends.



POST AT DOOR AND PUBLIC AREAS

- Update your practice's voicemail greeting.



STEP 2 COMMUNICATE TO YOUR PATIENTS

LET THEM KNOW...

- All of the new safeguards you have put into place.
- That you're still honoring all your specials.
- That you're eager to have them back in your practice.

- Send an email.



SWELL MAKES IT EASY TO SEND

CUSTOMIZED TEMPLATES



- Get the message to your website.



CUSTOMIZED ARTWORK



- Keep them up to date on social media and use video. Your patients will be on their devices like crazy during this – engage them!



YOUR VIDEOPEEL MAKES LEVERAGING VIDEO SIMPLE, FOR YOU AND YOUR PATIENTS

JUST PICK THE POSTS YOUR GARGLE TEAM HAS PREPARED



STEP 2 CONTINUED COMMUNICATE TO YOUR PATIENTS

- Leverage web chat.



SET UP A CAMPAIGN OR CONTEST

- Call your patients. See how they're doing, let them know what your practice has done and reschedule them or get them on the schedule. Ask for reviews and send link with Swell.



STEP 3 COMMUNICATE TO YOUR MARKET

- Send a postcard.



LET PROSPECTS KNOW WHY TO CHOOSE YOU



- Make it easy to book and reschedule – online, by text, email or phone.



YOUR ANALYST CAN HELP

- Get the message on your website.



ANNOUNCE WHY YOU'RE THE OBVIOUS CHOICE



- Let the new families know.

HELP THEM PICK YOU



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