



## Fostering Personal Patient Connections during Closure

Maintaining strong relationships with your patients even when you're not seeing them actively for appointments is helpful to support your overall patient experience. It nurtures patient connections to your practice, demonstrates your care for them, and can even boost their and your mental health. A connection call can help you do just that.

### Who to Target

Depending on the number of active patients you have, you can divide calls among either your staff members and yourself, or target patients, starting with those with outstanding treatment, moving to long-term patients, followed by newer patients you really enjoy.

### What to Say

Your call should start with a genuine inquiry into how they are doing. Focus on how they are doing overall, not how they are doing from just an oral health standpoint. Then listen to your patient. Be a "servant listener" acknowledging any difficulties and challenges they express. Avoid sharing your stressors with the patient; this is not the time for that. In this way, you make your practice a source of support for the many challenges your patients and their families are now facing.

Try to call patients during the time of day they may have normally had their appointments with you using verbiage similar to:

"Mary, I'm so happy I reached you today, its Martha calling from Dr. Hsu's office. I wanted to call and check how you're holding up through all this. I know it is a stressful time. How are you? (LISTEN) I know all of this can be so overwhelming; we wanted to reach out and send you some support, letting you know we're thinking of you and miss seeing you. If you have a dental emergency while we're closed temporarily, please give us a call. Dr Hsu is here to help. (Perhaps direct them to your FB page for fun updates or distraction from the news). We look forward to being open again and seeing you soon. Take care of yourself."

Customize the call further for patients who are having a birthday during this time. They will certainly welcome the outreach, as their celebration will be different this year.

### Additional Support

Everyone will welcome and appreciate a helpful thought, idea, resource, or general support that you share. It may be an article, a website, a podcast, an uplifting Spotify station, etc. Some of these links may be valuable to share as well:

- The Week: [How Families Can Self-Quarantine without Going Insane:](#)
- Greater Good Magazine: [How to Help Teens Shelter in Place:](#)
- Wired: [How to Work from Home without Losing Your Mind:](#)



- Good Housekeeping: [6 Healthy Ways to Manage your Coronavirus Anxiety, According to Psychologists](#);
- The Atlantic: [How Parents Can Keep Kids Busy \(and Learning\) in Quarantine](#);
- CNN: [Nickelodeon Launches New Content to Help Kids during the Coronavirus Pandemic](#);
- Healthline: [Exercise at Home to Avoid the Gym during the Coronavirus Outbreak](#).

Remember, this is a connection call to demonstrate care and support to ultimately build a more genuine connection with the practice. We're confident you'll also feel a lift from completing these calls.