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BLOG

Tips to Lessen the Impact of COVID-19 on Your Business

With the number of COVID-19 cases globally rising, you must ensure that you are prioritizing the safety of your staff and patients! Social distancing plays a key role in preventing the spread of illness and the medical and aesthetic industry is especially vulnerable due to frequent and direct contact with the public. The following are ways to minimize the impact of COVID-19 on your practice:

Education

- Before creating a plan of action, educate yourself and your staff about the disease, its progress, and expected outcomes using reliable sources such as the World Health Organization and the Center for Disease Control and Prevention.

Planning & Preparedness

- Evaluate the needs of your business, taking into account the varying levels of escalation that may occur to prevent being taken by surprise by upcoming developments.
- Consider conducting patient screenings before appointments, patient flow and accommodation in the establishment, scheduling flexibilities, social distancing initiatives, procurement of protective equipment and cleaning agents, and waste disposal and sanitization methods.

Information Dissemination

- Discuss COVID-19 with your staff and provide detail on upcoming changes, prior to implementation if possible.
- Communicate this information to patients via measures such as email, website postings, social media campaigns, and informative pamphlets.



Adjustment

- Consider providing alternative options for patients (in-home treatments, self-care products, online consultations and phone consultations).
- Reinforce available front-end services and assure patients that their interests are top priority.

Technology

- Venture into online consultations (e-consultations) and online initial processing (diagnosing, scheduling, etc.).
- Get creative! Use free video-sharing platforms, engage with patients using social media, and update your website as needed.

Education, planning, preparedness and adjustment are key to thriving in this time of uncertainty. By respecting and following the advisories put in place and adjusting to the needs of your staff and patients, you can ensure the continuity of your business.

You can trust Doctor Medica to support the growth and sustainability of your business in challenging times!

NEW BLOG POST

• BOTOX VS. OTHER • BOTULINUM TOXINS



While Botox and botulinum are often used synonymously, they are in fact very different! Botox is a drug manufactured by Allergan, whereas botulinum is a toxic compound produced by the bacterium *Clostridium botulinum*. The primary compound of Botox, which is derived from botulinum, is known as onabotulinumtoxinA. Its primary mechanism of action is the relaxation of



muscles and the blocking of pain impulses from the brain.

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