

Connecting with Patients

During this time, it is very important to stay connected with your patients.

TSO Network Office has developed a set of six infographics focusing on eyecare health to be utilized with your patient relationship management program such as Solution Reach, Demand Force, 4Patient Care, or any other program you use, and your social media platforms.

General topics are:

Do's & Don'ts of Eyeglass Cleaning

Digital Eye Strain

Eye Injuries/Preventions & Facts

Here's our recommendation for using these graphics:



1. **Send one email weekly to your patient base.** Rotate between the provided graphics on eNetwork and information on your current services (curbside pick-up, ordering contacts, etc.) or your in-office appointment protocols. This way you are providing information in general but also specific about your availability for providing care.
2. **When communicating with your patients, lead them to your Facebook business page** by stating, "For more information regarding operation hours OR for more helpful information follow us on Facebook." Statements like this can help your patients stay up to date with your hours and procedures.
3. **Take the time to engage with patients on social media.** Use this time to go live and educate patients on how they can best care for their eyes during a crisis.



You will want to demonstrate that you are committed to being of service to your patients and community. You also are demonstrating your concern for the overall wellbeing and eyecare health of patients, their families and their friends.



All downloads will be available on eNetwork in PDF or JPEG format to use on any patient relationship management system or social media platforms. To find the graphics, simply click the Marketing tab on eNetwork and open the Social Media link.

