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COVID Email and Messaging Templates

How to use these templates

Use these messaging templates to discuss coronavirus with patients and the community. They are simply guides to help jump-start your conversations and provide context for your patient population. Feel free to use them as is or edit as you see fit.

Bolded sections are for you to complete or edit as appropriate for your patients.

Email Templates

Subject Line: Coronavirus: What you need to know
Audience: Patients and Community Members

Hi **[First Name]**,

As you know, the coronavirus has spread rapidly across the country in the last month. It has caused disruptions in our daily lives as we all work together as a community to help stop the spread and fight this virus.

To address this pandemic, **[Practice Name]** has implemented the following changes:

[List schedule changes, contact information updates, any new guidelines or policies created for essential office visits, telehealth service information, prescription related information, etc.]

Please contact us at **[contact information]** if you have any questions.

Stay safe and healthy,

[Your Name and Contact Information]

Subject Line: Protect yourself and your family from COVID-19
Audience: Patients and Community Members

Hi **[First Name]**,

We at **[Practice Name]** ask that you heed **[your local community's guidelines as it relates to shelter in place, quarantine, and self isolation]**. Social distancing by staying home and away from others is the best way to make sure that you, your family, and your community do not get infected with COVID-19. Practicing good hygiene, washing your hands with soap and water for at least 20 seconds, and disinfecting hard surfaces are also important prevention measures. Check out the CDC's helpful tips that you can use to protect yourself and your family from getting sick:

https://www.cdc.gov/coronavirus/2019-ncov/daily-life-coping/index.html

Please contact us at **[contact information]** if you have any questions.

Stay safe and healthy,

[Your Name and Contact Information]

Subject Line: Coronavirus: What to do if you think you have it
Audience: Patients and Community Members

Hi **[First Name]**,

Hope you're staying safe and healthy. We thought some of you might be wondering what you should do if you become ill and suspect that you have COVID-19. Below are the actions we at **[Practice Name]** suggest you take according to the CDC **[Or your own specific instructions to your patient population]**.

[Below are recommendations from the CDC. Please provide your own guidance for your patients that you feel is best for them. These are simply guidelines.]

- Stay home except to get medical care.
- Separate yourself from other people or pets in your home (self isolation).
- Call [**Practice Name**] at **[Contact Information]** ahead of time before coming into the office.
- Wear a cloth covering over your nose and mouth.
- Cover your coughs and sneezes with a tissue or your elbow.
- Wash your hands often.
- Avoid sharing personal household items.
- Clean all "high-touch" surfaces daily.
- Monitor your symptoms closely.

Website Messaging

Header: Updates Due to Coronavirus
Audience: Patients, Community Members, and Website Visitors

We at **[Practice Name]** hope you are staying safe and healthy as well as remembering to practice social distancing. Due to the coronavirus, we have a few announcements:

1. **[Changes in practice schedule/hours]**
2. **[Any updates in contact information]**
3. **[Any policy changes or guidelines for your practice. For example, limiting the number of patients in a waiting room at a time to prevent the spread of COVID-19]**
4. **[Telemedicine service information]**
5. **[Changes in types of visits you will accept]**

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FAQs

Audience: Patients and Community Members

1. Are your hours different due to COVID-19?
    a. Yes, [**describe change in schedule for your practice**].
    b. No, our schedule has not changed. It is still **[current schedule of practice hours]**.
2. I think I have the coronavirus. What should I do next?
    a. We are here for you. Please call us ahead of time to discuss your symptoms, and we can take the appropriate course of action. Here are some guidelines from the CDC to prevent the spread of the virus and protect others.
3. Do you offer telemedicine services?
    a. Yes, we use [name of service], which enables us to treat you remotely. To schedule a telehealth visit, [describe what a patient needs to do to set up a telehealth appointment].
    b. No, currently we do not offer it. Please call us at **[phone number]** or email at **[email address]**.