

Reopening During Covid-19: How to Prepare.

Presented By: Dr. Jessica Vanek, OD

- This presentation includes suggested sanitization and business practice tips. This presentation does not provide medical or legal advice and it is intended for informational purposes only. It is not a substitute for professional guidance regarding the topics covered herein.
- Each business owner and Doctor of Optometry can and should use its own best professional judgement and follow all applicable rules and guidelines of local and state public health officials in its area and follow the guidelines of CDC, CMS, AOA and other applicable national bodies.
- Guidance from the American Optometric Association (AOA) 4/23/20 includes:
 - “It is important to reinforce that, as a doctor, your judgement and decisions—informed by guidance from the Centers for Disease Control and Prevention (CDC), the American Optometric Association (AOA) and federal, state and local governments and officials—should direct how your practice operates each day.”
 - “Closely monitor all federal, state and local guidance related to routine vs. urgent and emergent care and when changes can be expected.”

<https://www.aoa.org/news/practice-management/aoa-offers-guidance-for-post-covid-19-reactivation> 4/23/20 11

Presented By: Dr. Jessica Vanek, OD Eyes Inc. Family Eye Care



We are all in this together



Prepare For Your Reopening

Where to Start



Create action items and methods for the following and then hold a staff meeting to carefully review.

- Staff
- Patient Management
- Protocol
- Communication



1 Staff



Staff:

Your key asset in your practice.



- Schedule a virtual meeting.
- Evaluate staffing levels
- Support Physical Distancing
- Provide enhanced sick time for staff
- Issue PPE



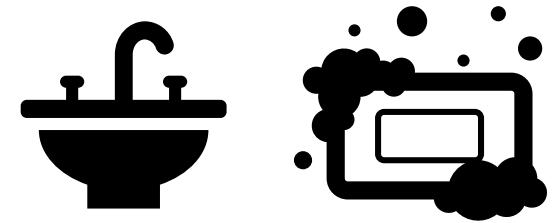
Sanitation:

Staff cleanliness



Wash hands with soap and water for at least 20 seconds:

1. Wash your hands before eating and after you sneeze, cough or use a facial tissue on nose.
2. Do not touch your face or eyes without washing your hands.
3. Use hand sanitizer when it is not possible to wash your hands.
4. Cover your mouth with a tissue if you cough or sneeze, discard the tissue and wash your hands.



2 Patient Management



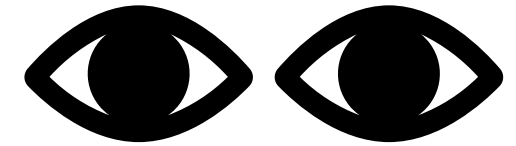
Patients:

Confirming Existing Appointments



Pre-screen existing patients by phone who have a scheduled, upcoming eye exam..

- Provide Exam Reminder
- Exam Rescheduling
- Update on newly established safety procedures.
- Consider offering virtual visits



Patients

Meet with a Greeting



- Smile warmly and often.
- No handshakes or hugs.
- Wave to greet.
- Even with a face mask, your patients will **see the smile in your eyes** and **feel welcomed back** to your practice.



Patient Check In For General Patients



- Adjust patient history intake forms to include questions about COVID-19 virus.
- Implement online patient registration at home to eliminate clipboard and pen contact.
 - Or give disposable pens to patients
 - Or walk forms out to their car to pre-fill
- Have facemasks available for patients who don't wear them in.



Patient Check-In

Establish a protocol for patients who are ill



- If they show up ill, reschedule them.
 - “I am so sorry you are not feeling well, to protect you and all of our patients, let me reschedule your appointment.”
- Anyone calling to cancel because they are ill say,
 - “Thank you for calling us, we are happy to reschedule you for when you feel better.”

Patient Reminders During the Exam



Provide simple reminders and tips on preventative measures for protecting their eyes.

- Avoid touching your eyes: to help limit how a virus can spread.
- If you wear contacts, refrain from wearing the contact lenses if you are ill.
- Washing hands with soap and water for at least 20 seconds before contact lens insertion and before removal.
- Let them know that you are there for them and to call if they have any questions.



3 Protocol



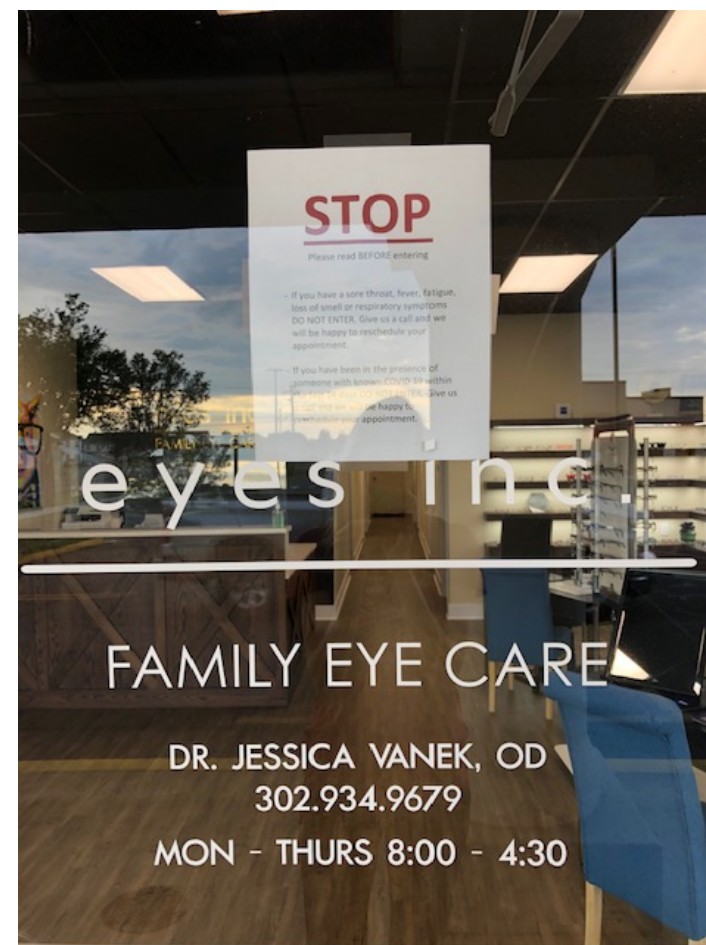
Practice Reception

Creating a new standard procedure in waiting rooms



Limit patient traffic to enhance physical distancing.

- Consider **spacing out appointment times** to avoid bottlenecks.
- **Limit** patient companions
- Ask patients to **wait in their car** and text them when ready.
- Space out **waiting area chairs**.



The Practice

Safe & Healthy Sanitization Tips



- Do a **walk-through audit** of your practice considering contact points for you, your staff and patients.
- Increase **routine disinfecting** of all frequently touched surfaces.



Sanitization



- Hard Surfaces
- Electronics
- Front Desk
- Pre-Test, Diagnostic Room & Exam Lane



Sanitization



- Frame Trays
- Frames
- Mirrors
- Pupillometer



Sanitization

Patient Restroom



Designated person(s) are to clean the restroom after each patient use.



Benefit of a Digital Lane



- Allows refraction from at least 6ft away and limits close interaction with patients.
- Breath shield installed on my slit lamp courtesy of Zeiss.
- Elimination of all clutter from desktops.
- I request patients use their hand vs. an occluder when testing VA's and doing CVF.



Free Breath Shield for Slit Lamps



Order now from ZEISS at

<https://www.zeiss.com/meditec/int/c/slit-lamp-breath-shields.html>

1. Install protective breath shields for slit lamps available from ZEISS at no cost through May 2020
 - Fits a variety of slit lamp makes and models
 - Easy installation
 - Easy access to device controls and to your patient



Only available to healthcare practices with slit lamps currently in use in their practice. Limited time offer through May 2020 and subject to availability. Due to limited supply, only two shields and one shipment per practice. Due to the high demand and the current logistics situation of your country, there could be a delay in the timely receipt of your shipment. Shipments may take up to 2 weeks or more depending upon your location. We cannot guarantee the breath shields fit every slit lamp make and model. The breath shields are a donation by Carl Zeiss Meditec AG. The breath shield is not an approved medical device, nor guaranteed to block transmission of viral pathogens, to reduce risk of disease infection, or to prevent any disease.

How to clean your instruments



- With very little impact to your daily workflow, ZEISS instruments and devices can be easily cleaned and disinfected by healthcare professionals between each patient exam.
- **IMPORTANT: It is always recommended to follow cleaning instructions outlined in the user manual for each ZEISS instrument.**

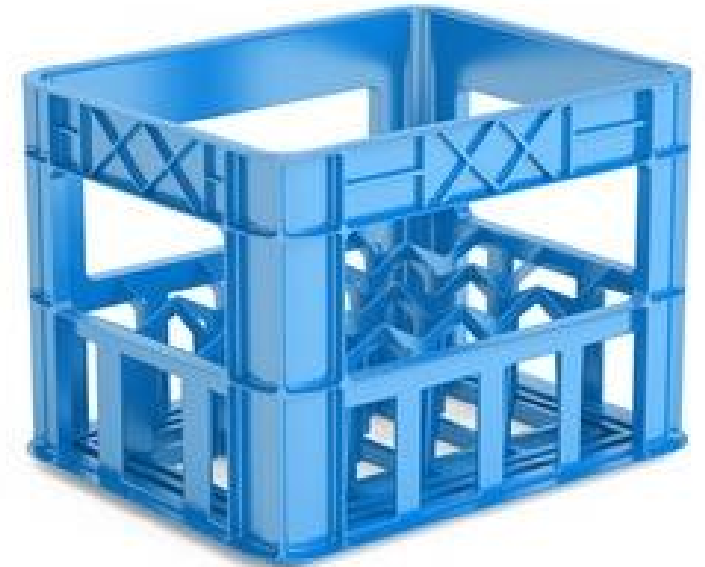


Dispensing Procedures

Eyewear & contact lens pick up



- Consider contact-less payment
- Encourage contact lens at-home-delivery replenishment, as appropriate.
- Use a follow-up phone call in place of a visit, where feasible.
- Display Dispensing Table Signage



4 Communication



Communication

To patients



- E-mail to all patients explaining what to expect when they come into the office.
- Update Website and Social Media
- Create signs for the practice



Communication

Social Media and Website



- Update any temporary changes: hours, limited doctor days, closed days, etc.
- Create messages about the changes in protocol with an emphasis on “Healthy and Safe.”

Eyes inc.

Home

Posts

Reviews

Photos

Community

About

Create a Page

Liked Following Share ...

Eyes inc. March 19 · 🌐

To our patients and local community:

As per recommendation of the CDC and American Optometric Association regarding COVID-19, we will be closing our office to all patients unless there is an ocular emergency. We will tentatively plan on reopening 3/30/2020, but as you all know this is a fluid situation and we will continue to follow the recommendation of the CDC and AOA.

If you have an appointment within the next week, we will personally contact you to reschedule.

Our phone lines will remain open Monday - Thursday 8:00 - 4:30 to answer questions, address refill requests, schedule appointments, order contact lenses and respond to ocular emergencies.

We thank you for the support of our small business during this difficult time in America.

We ask you to stay home and stay safe. We will see you all on the other side of this National Emergency.

❤️

Dr. Vanek and staff

14 4 Shares

Communication

Provided by ZEISS



ZEISS Social Media on Covid-19 Hygiene

- <https://ech.zeiss.com/>
- Pw: ZEISS400



PRODUCTS

SEASONAL & NON-PRODUCT

COVID-19 SUPPORT

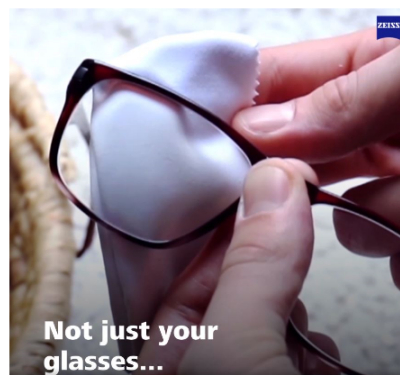
SOCIAL MEDIA POSTS

GALLERY

BRAND

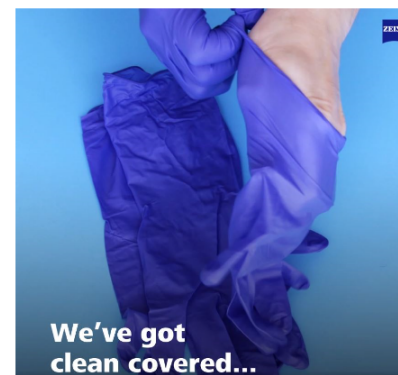


ZEISS Covid-19 Hygiene Social Media Posts



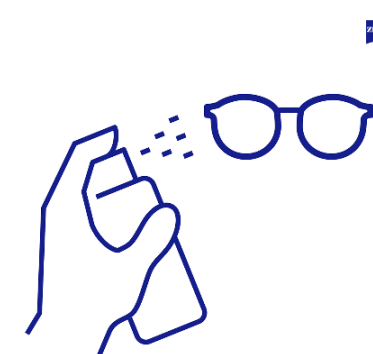
Suggested Post:

Your health is our priority, so we are taking additional protective and sanitary measures in our



Suggested Post:

With additional protective and sanitary measures, we are here for you and your eyes.



Suggested Post:

Our doors are open and this is how we keep our patients and colleagues safe and healthy.

Practice Reopening Tips

Useful Industry Resources & References



- American Optometric Association www.AOA.org
<https://www.aoa.org/coronavirus>
<https://www.aoa.org/news/practice-management/aoa-offers-guidance-for-post-covid-19-reactivation>
<https://www.aoa.org/covid-19-patient-resources/contact-lens-wear-during-covid-19>
- Centers for Disease Control www.CDC.gov
<https://www.cdc.gov/coronavirus/2019-ncov/about/index.html>
<https://www.cdc.gov/coronavirus/2019-ncov/hcp/guidance-hcf.html>
<https://www.cdc.gov/coronavirus/2019-ncov/hcp/infection-control-recommendations.html>
- CMS
<https://www.cms.gov/files/document/covid-flexibility-reopen-essential-non-covid-services.pdf>
- OSHA
<https://www.osha.gov/Publications/OSHA3990.pdf>
- Other useful resources and published articles:
<https://www.vspproviderhub.com/premier/my-marketing-team/COVID-19-Marketing-Toolkit.html>
<https://www.reviewob.com/3-actions-to-take-to-prepare-your-practice-for-the-coronavirus/>



Seeing beyond